



MINUTES

Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ
Municipal Services Building
San Tan Conference Room
April 11, 2012
8:00 am

1. **Call to Order and Roll Call**

The meeting was called to order by Chairman Jason Gad at 8:06 am. The following people were in attendance:

Committee Members: Chairman Jason Gad, Nancy Diab (8:36 am), Barbara Khalsa, Council Member Oliphant, Shane Randall, Marquis Scott, Vice Chair Chris Webb, Hannah Grabe (8:10 am)

Town Staff: Kim Moyers, Economic Development Specialist; Doreen Cott, Economic Development Director; Wayne Balmer, Planning Administrator; Joy Maglione, Town Clerk Assistant

Absent Members: Council Member Barnes, Steve Ingram, Monica O'Toole

Guests: Patrick Crewse, Suburban Sun Realty; Larry Hoel, Queen Creek Café; Angela Troge, Pussycat Boutique; Jason Buche, Remax Property Shop; Bill Smith, Banner Health; Janine Solley, City of Apache Junction; Christine Claveria, San Tan Dental Care

2. **Introductions**

Members of the public, Town Center Alliance members and committee members introduced themselves.

3. **Public Comment:**

There were no public comments.

4. **Items for Discussion and Possible Action**

A. **Consideration and possible approval of the February 8, 2012 minutes**

Motion: Shane Randall Second: Barbara Khalsa
To approve the February 8, 2012 minutes as presented.
Motion carried unanimously.

B. Discussion and possible action on the Town Center Alliance

Marquis Scott, Chamber of Commerce president, gave a presentation on behalf of the Town Center Alliance:

Origin of the Alliance

- Began in January 2012; weekly meetings were established
- Main focus is to attract people back to town center area
- A survey was sent out to name the town center area. "Old Town Queen Creek" received the largest vote (60%).
- A magazine with town center information, business listings, advertising, and area activities was created and mailed to area residents.

Expectations/ Goals for the Alliance

- Open communication with Town Center Committee and Town of Queen Creek
- Work towards a walking district; continue beautification of Town Center
- Consider parking alternatives (nose-in parking)
- Continue Old Town Magazine
- Address relocation of day laborers

Future Plans

- Attract more small businesses
- Pedestrian friendly district
- Old Town activities that are family orientated (car shows, concerts, basketball tournaments, student mentorship programs)

Needs from Town Center Committee

- Input on a logo for "Old Town Queen Creek"
- Form a subcommittee to help bring in more businesses
- Support efforts to make Old Town Queen Creek unique
- Support cleanup efforts on blighted properties
- Guidance in getting sign ordinances modified
- In-kind printing options to help with printing costs for magazine

Chairman Gad thanked the Town Center Alliance for the presentation and welcomed future interaction between the two groups. Planning Administrator Balmer suggested that they address a letter to the Town that includes specific details on clean up locations, sign ordinance questions and their request for in-kind printing opportunities.

C. Discussion of the Town Center Committee and Work Plan

Chairman Gad distributed a copy of the Town Center Committee Work Plan for FY11-12. (A new work plan will begin in June 2012). Chairman Gad reviewed what the committee has done over the past year relative to the FY11-12 Work Plan as follows:

- Establish a Façade Improvement Program to encourage revitalization within the Town Center utilizing Town Center funds. The program will go to Town Council for final recommendation on April 18, 2012.
- Create an identity for the Town Center by engaging property owners. A program for art panels was researched, a flag and banner program was established and support of Shop Queen Creek and TO GO Magazine project.
- ASU Capstone Project and ULI Study were completed and results were reviewed by the Town Center Committee.
- Implement ULI and ASU capstone report recommendations into work plan as directed by Town Council.
- Investigate a competitive analysis for the Town Center compared to surrounding cities and towns. It was noted that this item can be rolled into next years' plan.

Economic Development Specialist Moyers encouraged input from the Town Center Alliance and asked them to consider how the Town Center Committee can help their group.

Discussions took place on the timeline for the Façade Improvement Program and on the subject of day laborers. The alliance asked what actions can be taken to address loitering in certain areas of Town Center. Mr. Balmer responded that it is a difficult issue and gave some examples of other cities who encountered similar circumstances. Consideration of public and private property ownership was discussed. Mr. Balmer suggested that the alliance address their concerns in a letter to the Town.

Agenda item E was discussed next.

D. Discussion and possible approval of the Façade Improvement Program and banner/flag program

Ms. Moyers gave a brief review of the Façade Improvement Program that will be going to Town Council on April 18, 2012. The program will begin in early July if approved. Chairman Gad asked the alliance to spread the word on the project to local businesses.

Ms. Moyers explained that the banner program is available to organizations to help market special events in Queen Creek by installing banners on Town Center light poles for a period of 6 weeks. Guidelines for the program will be online. The flag program will allow American flags to be installed on light poles during national holidays.

E. Update of Town Center businesses

Mr. Balmer reported on new projects in Town Center including Carl's Jr. Restaurant, the Communiversity and Banner Health Center.

Mr. Balmer gave details of the mixed use (commercial/ office/ residential) property owned by Victoria Investments. He provided a power point presentation which included the history of the parcel, as well as the proposed Banner Health Center which will encompass 11.78 acres. He explained how the area has changed since the development of the surrounding shopping centers. The property owner is working with the Town for new options for this parcel.

He discussed details of the PAD Request and Commercial Zoning Request by Victoria Investments. Mr. Balmer provided information on landscaping; parking; light poles; building height; elevations; signage and egress.

The Town Center Committee and members of the Town Center Alliance discussed the economic impact of medical uses in the Town Center. Economic Development Director Cott stated that Health & Wellness is one of the Town's targeted industry sectors. This use will bring new employment, critical mass and diversity to the Town Center area which will in turn help to attract entertainment and other commercial uses to the area.

F. Summary of current events – Reports from Chair, Committee Members and Economic Development staff

No reports were given.

5. Announcements

6. Adjournment

Motion: Marquis Scott

Second: Shane Randall

To adjourn the meeting.

Motion carried unanimously.

Meeting adjourned at 9:17am

TOWN OF QUEEN CREEK

Chairman Jason Gad

ATTEST:

Joy Maglione
Town Clerk Assistant

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I, Joyce Maglione, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the April 11, 2012 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

Joy Maglione
Town Clerk Assistant

Passed and approved on: JUNE 13, 2012