



# MINUTES

## Economic Development Commission

May 23, 2012

Town of Queen Creek

22358 S. Ellsworth Rd, Queen Creek, AZ 85142

San Tan Conference Room

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### 1. Call to Order and Introductions

Lee Ester, Chairman	SRP
Warde Nichols	ASU Polytechnic
Gordon Mortensen	Queen Creek Resident
Marquis Scott	Chamber of Commerce
Julia Wheatley	Town Council
Carson Brown, Vice Chairman	W Holdings
David Valenzuela	Phoenix-Mesa Gateway Airport
Tom Lindsey	Queen Creek Unified School District
Mark Schnepf	Schnepf Farms
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek
Wayne Balmer	Town of Queen Creek
Kathleen Stinson	Arizona Republic

#### **Absent:**

Craig Barnes	Town Council
John Schroeder	CGCC, Williams Campus
Jason Barney	Land Developer
Randy Parish	Queen Creek Resident
Steve Sossaman	Queen Creek Resident

The meeting was called to order at 7:35 a.m. by Chairman Ester.

### 2. Public Comment:

No public comment

### 3. Items for Discussion and Possible Action

#### A. **Consideration and possible approval of the March 28, 2012 minutes**

*Commissioner Schnepf moved to approve the minutes of March 28, 2012. Commissioner Wheatley seconded. Motion carried unanimously.*

**B. Presentation and discussion on the East Valley Aerospace and Aviation Alliance (EVAAA)**

Mike Hutchinson, Project Manager for the EVAAA provided an overview of the Alliance that became operational in January 2011. The Alliance was formed to help promote and protect the aerospace and aviation assets in the east valley. Instead of duplicating the efforts of the Mesa Chamber of Commerce and the East Valley Partnership, the Alliance was formed to achieve many of the same objectives. Valley aerospace and aviation companies have already created 35,000 high-paying jobs and generate \$3.5 billion a year.

Mr. Hutchinson provided an overview of valley aviation assets including Phoenix Mesa Gateway Airport (PMGA), Chandler Municipal Airport, Falcon Field, Scottsdale Airpark and Phoenix Sky Harbor as well as the many education and training programs available through ASU Polytechnic, Chandler Gilbert Community College and the East Valley Institute of Technology. The Alliance invited community leaders and east valley residents to participate in the inaugural EVAAA Academy designed to educate participants about the valley aerospace and aviation assets. Six sessions were held during the year and included tours of Sky Harbor, Falcon Field, PMGA and Orbital Science.

EVAAA is actively working to ensure that Arizona is designated as a Center of Excellence for development and testing of Unmanned Aerial System (UAS). There is a statewide effort in Arizona to put together an application package to be considered. 42 states are expected to apply. The EVAAA is also working on the Arizona Direct Cargo Initiative, Supply Chain Web Portal, a branding initiative for the area and Gateway Region "Next" which will be a follow-up to the Urban Land Institute (ULI) Study that was completed over 5 years ago.

Mr. Hutchinson spoke about the assets on the PMGA campus including the new Able Engineering facility totaling 180,000 square feet adding 250 initial jobs as well as the Arizona Labs facility, recently leased by the City of Mesa. This facility is highly secure and is a prime location for high security R&D companies.

**C. Update on the QC Inc. Program**

Economic Development Specialist Kim Moyers provided a status update on the QC Inc. Program. At the May 16, 2012 Council meeting staff presented several options for the program for the Council's consideration:

- End the program – December 31, 2012
- Continue the program with the same criteria.
- Continue the program but with a variation in the criteria.
- Conduct a feasibility study for a different type of incubation program; direct staff on the current program.

Staff presented options regarding the location of the program, if directed to continue, including remaining at the same location, moving to a different office location within the Town Center or moving the program to the vacant Parks & Recreation building. The estimated cost associated with each of these options was included.

Council approved the continuation of the program using the same tenant criteria with a transition to the vacant Parks & Recreation building.

Staff will bring an estimate and outline of tenant improvements for the Parks building to the June 20, 2012 Council meeting for approval.

#### **D. Update on the Town owned, Town Center parcel**

Economic Development Director Doreen Cott provided an update on the 17-acre parcel in the Town Center that the Town took ownership of in July 2011.

Staff issued an RFQ for Commercial Real Estate Broker Services. Two proposals were received and Phoenix Commercial Advisors was chosen as the preferred broker. Town Council approved a contract with Phoenix Commercial Advisors (PCA) at the May 16, 2012 meeting. Economic Development staff will work closely with PCA as they actively market the site to developers and end user tenants. A focus will be on securing entertainment anchored uses as well as a hotel and complementary retail/services. Quarterly updates will be provided to both the Economic Development Commission and the Town Council.

Council recently authorized staff to purchase 3.63 acres adjacent to the 16-acre parcel so the Town will have complete control over this strategic piece of commercial real estate and PCA will market the site appropriately.

#### **E. Discussion and possible approval of updates to the Economic Development Strategic Plan**

Ms. Cott distributed two different documents to the Commission for their review. The first document outlined the Key Result Areas (directly from the Corporate Strategic Plan), Objectives and Action Items for the Plan. Staff included the comments from the February Commission meeting in this updated draft.

The second document included a summary of key points that will be included in the Executive Summary as well as an outline of the targeted sectors. A new sector, Clean and Renewable Energy, was added based on the discussion at the February meeting.

Ms. Cott explained that the Strategic Plan is intended to be a 3-year plan and the Action Items will be incorporated into the department's annual work plan and the Economic Development Commission work plan each year.

The Commission will review the documents and provided comments/changes to staff by June 13<sup>th</sup>. Staff would like to have the plan approved by the Commission at the June meeting with a presentation to Council in July.

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

Ms. Cott provided a quick overview of the Roots ‘N Boots Rodeo event. The 2012 event added a rodeo performance on Sunday. Each of the performances was well attended with the Saturday evening event selling out. The Friends of Horseshoe Park (FOHP) are finalizing event numbers but anticipate giving the Town back approximately \$18,000 of the \$20,000 sponsorship. The Budget Committee has recommended approval of the \$20,000 sponsorship for the event for 2013.

Commissioner Schnepf provided an update on activities at Schnepf Farms. The recent Estrella War event had about 3,800 attendees. Mr. Schnepf praised the Town staff for their assistance with this event. The Peach Fest was one of the best ever, bringing in over 35,000 people. Mr. Schnepf also commented that the marketing partnership with the Town is working very well and it is great that the Town is reaching out to the businesses.

Wayne Balmer, Planning Administrator for the Town provided an overview of several new projects planned in the community. He briefly touched on the Banner Health Center to be located in the Town Center as well as several new residential subdivisions that will be coming online. Mr. Balmer anticipates several Major General Plan Amendment applications to be submitted this year.

Commissioner Lindsey thanked the staff and the Chamber for their partnership in marketing District successes. He also mentioned that the new AZ Republic web site has a separate link for Queen Creek and Pinal County.

**4. Announcements**

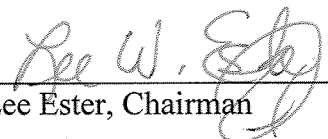
Commissioner Scott asked if anyone would be interested in attending the Republican Congressional District 5 debate planned by the East Valley Chambers of Commerce Alliance (EVCCA) for the evening of June 5 at the East Valley Institute of Technology (EVIT) on Main Street in Mesa.

**5. Adjournment**

*Commissioner Sossaman moved to adjourn the meeting at 9:03 a.m. Commissioner Schroeder seconded. Motion carried unanimously.*

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TOWN OF QUEEN CREEK

 6/27/12  
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Lee Ester, Chairman

ATTEST:

Doreen Cott

Doreen Cott, Economic Development Director

I, Doreen Cott, 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 May 23, 2012 meeting of the Queen Creek Town Economic Development Commission. I further certify that the meeting was duly called and that a quorum was present.

Doreen Cott

Doreen Cott

Passed and approved on June 27, 2012.