



# MINUTES

**Economic Development Commission**  
June 27, 2012  
Town of Queen Creek  
22358 S. Ellsworth Rd, Queen Creek, AZ 85142  
San Tan Conference Room

## **1. Call to Order and Introductions**

Lee Ester, Chairman	SRP
Craig Barnes	Town Council
John Schroeder	CGCC, Williams Campus
Warde Nichols	ASU Polytechnic
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

### **Absent:**

Jason Barney	Land Developer
Randy Parish	Queen Creek Resident (resigned)
Steve Sossaman	Queen Creek Resident
Gordon Mortensen	Queen Creek Resident
Marquis Scott	Chamber of Commerce
Julia Wheatley	Town Council
Carson Brown, Vice Chairman	W Holdings

The meeting was called to order at 7:33 a.m. by Chairman Ester.

## **2. Public Comment:**

No public comments were received.

## **3. Items for Discussion and Possible Action**

### **A. Consideration and possible approval of the May 23, 2012 minutes**

*Commissioner Nichols moved to approve the minutes of May 23, 2012. Commissioner Schroeder seconded. Motion carried unanimously.*

### **B. Presentation and discussion on activities at Phoenix-Mesa Gateway Airport**

Commissioner David Valenzuela gave a presentation on activities at Phoenix-Mesa Gateway Airport (PMGA). Allegiant Airlines will begin service to Ogden, UT. Both Allegiant and Spirit Airlines have shown tremendous growth potential.

Commissioner Valenzuela reviewed the expansion plans to accommodate new flights at PMGA. The master plan is a 20 year phased development broken into 3 phases. The plan is to have 30

gates and a 700,000 square foot terminal in 20 years. This is approximately the same size as John Wayne Airport in southern California. Sky Harbor International Airport has been involved in the master planning of PMGA. Currently there is no overlap in flights at PMGA and Sky Harbor except for Las Vegas. Sky Harbor recognizes the need for a second airport. Sky Harbor has 30-40 million passengers. PMGA will have 10 million passengers at build out in 20 years. Currently PMGA has 1.2 million passengers and they have had passenger service for only 4 years.

Phase 1 of the expansion is estimated to accommodate 3 million passengers with a single level terminal with 14 gates. Mr. Valenzuela noted that PMGA would like to do an environmental assessment instead of an impact statement. An environmental impact statement may push the master plan back 10 years. Phase 2 is estimated to accommodate 4.4 million passengers; this phase will add extensions to the outside runway and will move the terminal up to 18 gates. Phase 3 is estimated to accommodate up to 10 million passengers, extend the taxiway and provide 30 gates at the terminal. Phase 4 is the ultimate build out; PMGA would be at 5 piers and 60 gates. Pricing was not included for phase 4 which is estimated to accommodate 20 million passengers.

Commissioner Valenzuela mentioned that there is a current concern about capacity of Sossaman Road which will be at 50-70% in 4 years.

#### **C. Update on the Town's marketing efforts**

Economic Development Director distributed the marketing piece called the "rack card" and has been distributed to the Queen Creek Chamber of Commerce, Barney Family Sports Complex, Schnepf Farms, Queen Creek Performing Arts Center, the Queen Creek Olive Mill and Phoenix-Mesa Gateway Airport.

Advertisements promoting Queen Creek have been placed in several magazines including Sunseeker Magazine which is located in Allegiant Airline's back seat pocket. The Arizona Drive Guide had several Queen Creek events featured. The Sunset Magazine ad allows people to request information on the town.

Economic Development Management Assistant Kim Moyers just attended a familiarization tour, at the Olive Mill, through the Mesa Convention and Visitors Bureau (CVB), hosting reporters from around the country.

Staff has created sites on Yelp and Four Square for Horseshoe Park & Equestrian Centre (HPEC). HPEC is advertised in Pacific Coast Journal, Quarter Horse News, and Sports Destination.

Town staff will continue similar advertising next fiscal year to brand Queen Creek as a destination.

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

Ms. Cott explained that the Council approved Corporate Strategic Plan feeds into the Economic Development Strategic Plan which links key objectives in the department's action plan and the Economic Development Commission's work plan for the year.

Ms. Cott went through the document to highlight the changes that were recommended by the Commission.

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**Goal:** Diversity and strengthen Queen Creek's economic base. Improve the economic well-being and quality of life for the community by creating and retaining jobs (base industry jobs, small business and entrepreneurs) that facilitate growth and provide a stable tax base.

Land Use/Economic Development Objective 1. Continue to evolve the QC Incubator program and encourage small business development; support entrepreneurs and home based businesses.

An action item is to transition the QC Incubator to the vacant Parks Building. The building will serve as incubator, chamber of commerce and visitor center. The Town Council's discussion was by moving the program to a Town building means the Town will not pay rent for building space and the money from the tenants will keep the program budget neutral. If the incubator program was located any where else, the Town would have to pay a lease and the incubator program would not remain budget neutral. The Commission suggested adding alternative energy in the incubator program and to work with the incubator tenants so that once they graduate they stay in Queen Creek.

Land Use/Economic Development Objective 2. Continue partnership with the Chamber of Commerce and work to enhance the BR&E (business retention and expansion) and Shop Queen Creek program.

An action item was added to enhance the Shop QC program to include new events & activities to engage local business. Staff reviewed what can be done to shop local. It is in the economic development department's action plan to work on new ideas and program initiatives this year.

Land Use/Economic Development Objective 3. Develop an outreach campaign to enhance Queen Creek's reputation as a business friendly community.

An action item as added for the economic development summit. With the help of the Economic Development Commission we could put together a meeting with key stakeholders and share success stories and some of the great things happening in the community.

Land Use/Economic Development Objective 4. Develop an implementation and financial plan related to infrastructure needs in the Town's identified employment areas.

Land Use/Economic Development Objective 5. Conduct a housing density study to understand how residential densities impact economic development.

We would like to have the housing study done by December of next year. We do not have money budgeted in this fiscal year.

Land Use/Economic Development Objective 6. Continue to attract and preserve K-12 and higher educational opportunities to the community and region.

Land Use/Economic Development Objective 7. Continue to promote resort/hotel development opportunities.

Land Use/Economic Development Objective 8. Remain flexible and be ready to adjust business recruitment efforts as market changes.

An item was added to include that the Town be watchful as the market changes. We need to be flexible as a small community.

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**Goal:** Town Center Development. Position the Town Center as a viable commercial opportunity for developers, tenants and end users.

Land Use/Economic Development Objective 1. Secure partnership for the Town owned 20-acres in the Town center.

An action item was modified to include attracting employment to the 20 acre property.

Land Use/Economic Development Objective 2. Outline plan for the Town owned parcels in the Town Center.

Land Use/Economic Development Objective 3. Implement the façade improvement program.

Land Use/Economic Development Objective 4. Work to increase investment in the Town Center. An action item has been added to research a Revolving Loan program for the town. We will engage the town center committee in this program. There is an organization in Mesa that helps review the applications.

**Goal:** Brand recognition & Marketing. Strengthen Queen Creek's brand as a community for new investment opportunities.

Image/Identity Objective 1. Build awareness of Queen Creek as a business location/investment opportunity. Keep Queen Creek "top of mind".

The suggestion was added to strategically invest in assets that will enable the Town to be a regional collaborator and leader. We will need a timeline to bring in the infrastructure.

Image/Identity Objective 2. Work to overhaul the economic development web pages. We received Town Council approval to develop a new web site with interactive pages. Staff will be creating a tourism page. Many times a business, visitor or resident's first interaction with the community is through the web site.

Commissioner Valenzuela recommended creating the new site with the right mobile web sites in order to be able to pull up the web site on a phone and iPad. Ms. Cott informed the commission that residents can currently report a pothole to the Town on a mobile app but Ms. Schubert is working on different applications with one idea to create an app to be a tourist in your own town.

Image/Identity Objective 3. Raise the profile of Queen Creek as a tourism destination. Staff is working on non-equine events at Horseshoe Park & Equestrian Centre (HPEC) to attract other people to Queen Creek.

Image/Identity Objective 4. Focus on attracting festivals and events to Queen Creek. An action item was added to attract festivals to HPEC. HPEC makes most of the monies from the rental of the barn stalls and bedding. Our projections for this year were \$460,000 and we came in just short of that.

Image/Identity Objective 5. Increase awareness and knowledge of success in community educational facilities; identify the linkage between the community's schools and the Town's economic development program. An action item was added to share QCUSD success in community.

Image/Identity Objective 6. Strategically build relationships with the various destinations that PMGA serves.

Ms. Cott has talked to Gilbert and Mesa to build the area as a destination to the cities/markets that Phoenix-Mesa Gateway Airport (PMGA) serves.

The Commission had no additions to the Strategic Plan Key Result Area (KRA) items.

Ms. Cott reviewed the targeted industry sectors for the next 3 years. The targeted industries include Aerospace & Aviation, Health & Wellness, Education, Arts/Culture & Experience, along with Clean and Renewable Energy and Water.

The Commission reviewed the Executive Summary. Commission suggested to add infrastructure and to have some flexibility to the plan. You want to infer that you will check on the plan to make sure it is still reasonable over the 3 years. The Commission would also like to reword the second to the last paragraph with more positive language. It is okay to say limited resources.

The Commission then reviewed the current Investment Program. Ms. Cott notes that any incentives given are always evaluated on a case by case basis. The town manager has a fee waiver for up to \$100,000. Commission asked to include language that we would look at collaboration in the region. One suggestion was the town pay for the cost of the water. The tone is that Queen Creek has the ability to grow but you need water and power. Water and power to the east of Queen Creek is a big deal. There are projects being proposed. The Gila Bend Indian Reservation has water. There are plans to recharge the water in the ground so that developers will be able to pump the water out. Chairman Ester would like to have some of the SRP people come to the Economic Development Commission meeting and give a presentation. The commission should get educated on what is happening in the area. Doreen will include demographic information and maps to the program.

*Commissioner Schnepf moved approval of staff's recommendation. Commissioner Nichols seconded the motion. Motion carried unanimously.*

#### **E. Discussion on the FY12-13 Economic Development Commission Work Plan**

Economic Development Director Doreen Cott reviewed the items in the FY12 Commission Work Plan. The Commission worked with staff on the scope of work for the economic impact study. Staff and the consultant will provide the study results at the July 18 Council meeting.

The Commission reviewed information from the ULI and Capstone report. They touched on the housing density issue and an item has been added to the strategic plan to do a study.

Ms. Cott distributed possible work plan items for FY13; the Commission will have the opportunity to discuss and approve the work plan at the August meeting.

#### **F. Summary of current events – Reports from Chair, Commission Members and**

Commissioner John Schroeder announced his retirement at the end of the fall semester. The Economic Development Commission will need a higher education representative to replace John.

#### **4. Announcements**

Commissioner Randy Parish has been called away for a consulting job in Ohio for several months. He has given his resignation from the Economic Development Commission.

The Economic Development Commission will not have a meeting in July. The Commission will select a Chairman and Vice Chairman at the August meeting.

An IHOP Restaurant is coming to Queen Creek. A Carl's Jr. restaurant will be opening soon. Joanne's craft store opened in mid-May. An Urgent Care is going in the Queen Creek Marketplace.


Maricopa College gave a presentation on the design of the Communiversy at the Town Council meeting. The two-story building was designed by the architect that designed the Queen Creek library building. Hopefully they will break ground by the end of this year.

5. Adjournment

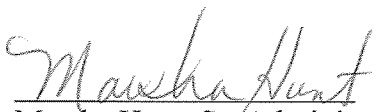
The meeting adjourned at 8:45 a.m.

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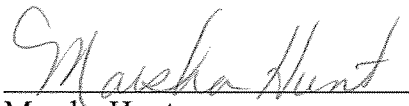
TOWN OF QUEEN CREEK

  
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Lee Ester, Chairman

ATTEST:

  
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Marsha Hunt, Sr. Administrative Assistant

I, Marsha Hunt, 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 June 27, 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.

  
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Marsha Hunt

Passed and approved on Aug. 22, 2012.