



DRAFT MINUTES

Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ
Municipal Services Building
San Tan Conference Room
September 12, 2012
8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Vice Chair Chris Webb at 8:06 am. The following people were in attendance:

Committee Members: Vice Chair Chris Webb, Deb Wood, Shane Randall, Marquis Scott, Bill Smith, Larry Hoel, Jason Buche, Barbara Khalsa

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, Council Member Oliphant, Monica O'Toole, Nancy Diab

Guests: Larry Motter, Old Town Queen Creek Alliance; Allen Torvie, Rio Salado College

2. Introductions & Announcements.

Larry Motter, co-owner of Julienne's Spa and member of Old Town Queen Creek Alliance introduced himself to the committee.

Allen Torvie, Project Manager for the Rio Salado Community project, introduced himself to the committee.

3. Public Comment:

There were no public comments.

4. Items for Discussion and Possible Action

Item B was discussed first, followed by Item A.

A. Ratification of past action taken pursuant to A.R.S. 38-431.05:

1. Consideration and possible approval of the July 11, 2012 minutes
2. Discussion and possible approval of new Chair positions for FY 12-13
3. Discussion and possible approval of Façade Improvement Program revised applications

Motion: Chris Webb Second: Marquis Scott
To ratify action taken at the August 8, 2012 meeting which includes: approval of the July 11, 2012 minutes, approval of new Chair positions for FY12-13 and approval of the revised Façade Improvement applications.
Motion carried unanimously. (August 8, 2012 minutes attached).

B. Discussion and possible approval of the August 8, 2012 minutes

Motion: Shane Randall 2nd: Bill Smith
To approve the August 8, 2012 minutes as presented.
Motion carried unanimously.

C. Presentation and updates on the Queen Creek Commiversity by Barbara Khalsa

Committee member Barbara Khalsa provided a brief summary of the Commiversity at Queen Creek and some of the programs that will be offered. The courses will be customized to tie into the economic goals and career opportunities in the East Valley and will be anchored in community college certificate and associate degrees offerings.

Ms. Khalsa introduced Allen Torvie, Architectural Project Manager for Rio Salado. Mr. Torvie gave a power point presentation which included the site plan, design concept, floor plans, building elevations, parking and landscaping. He noted that the architect is the same architect that designed the Queen Creek Library and the exterior design will complement the library. The project will also be targeted for LEED certification. Bids go out on November 6, 2012, construction will begin in December and completion is expected in Fall 2013.

Committee members asked questions regarding the number of students and full time employees and what type of security will be provided. Mr. Torvie responded that the college will have full time safety officers on site. Ms. Khalsa said the target is approximately 300 students at opening and the total number of employees will be tied to the programs and the partners involved.

D. Discussion and possible approvals of the Old Town Queen Creek Alliance initiatives

Kim Moyers, Economic Development Specialist, gave a brief summary of the details of the marketing partnership agreement with Schnepf Farms, Queen Creek Olive Mill and Barney Family Sports Complex, Horseshoe Park and Queen Creek Performing Arts. She explained that it is a pilot program aimed to cross-promote events and encourage people to explore the opportunities and

businesses throughout Queen Creek. Part of the program includes the use of banner space on the underpass on Ellsworth Road that is available for the partners to advertise events on a first come first serve basis with the Town having first priority.

Larry Motter, from the Old Town Queen Creek Alliance, discussed potential marketing opportunities that the alliance would like to present to Town Council for consideration. Mr. Motter said that the alliance consists of 40 businesses located in the Old Town area. He explained that when events occur people bypass "Old Town" (Ellsworth Rd) and are not aware of all those businesses. Mr. Motter presented two options for consideration and recommendation:

1. Old Town Center Alliance would like to be included as a marketing partner in the pilot program with the Town of Queen Creek and have the opportunity to utilize banner space on the underpass on Ellsworth Road.

Mr. Motter showed slides of sample banners which would include the slogan, "Slow down and see Old Town" and also include the alliance website (oldtownqueen creek.com). The banners would be the same size as the partners' current banners. The banners would focus on the "area" (Old Town Queen Creek) and not on one particular business. They would like to have 3 different banners ready to use when space is available. Each banner would have 5 businesses on it; however they would keep it simple so drivers are not distracted.

Mr. Motter said that brochures would also be created and includes maps, business information, landmarks, and town history. Brochures would be distributed by the Town and the marketing partners.

Doreen Cott, Economic Development Director said that advertising space is currently on a first come first serve basis for this program. The town has first priority and with all the town events availability is limited.

2. The second option proposed is to utilize the wall space on the east side of the Ellsworth Road underpass (opposite of the existing banner space). This option would include a fee system where any Queen Creek business could pay a fee to the Town for the opportunity to display a banner. An 8' x 30' banner would be available for any 2 businesses to advertise at a cost of \$500 per month paid to the Town. A 6' x 50' banner would be available for larger developments and events at the cost of \$1000 per month paid to the Town. The banners on the east side would be available to any Queen Creek business and is not limited to Old Town Queen Creek Alliance members. Mr. Motter added that this could generate revenue for the Town and also help local businesses.

DISCUSSION:

Ms. Cott asked who would manage scheduling of banners if the east side banner program were approved. Mr. Motter replied that the Town would manage the scheduling, but the alliance could provide third party installers if needed. Ms. Cott noted that if advertising space is in demand that scheduling and prioritizing advertisers may be challenging for the Town. Marquis Scott said the Queen Creek Chamber would volunteer to take on the responsibility of scheduling duties.

There was discussion on approval for ad content and the amount of time that banners would be displayed. Mr. Motter responded that the Town would have final approval for ad content and the guidelines will stress simplicity. He said that the banners would be displayed for no longer than one month.

Additional comments from members included positive feedback for the idea; the need for more program details and logistics; concern that the intersection could get congested with too much signage and concern that some businesses would be paying for advertising while others are not paying.

Vice-chair Webb asked Ms. Cott to clarify the role of the existing marketing partners. Ms. Cott said the pilot program was created with the major destinations in the community that attract significant numbers of visitors to the area because of the unique experiences they offer. (An example is the Schnepf Farms Pumpkin Festival brings in over 100,000 visitors in one month.) The idea is to cross-promote these events and attractions and keep the visitors in the area to shop and explore other locations as well. Ms. Cott added that the marketing partners are responsible for the total cost of their banners.

Motion: Marquis Scott 2nd: Larry Hoel
To recommend that Old Town Queen Creek Alliance become part of the marketing partnership agreement with the Town of Queen Creek.
Motion carried unanimously.

Vice-chair Webb stated that this is a recommendation from the Town Center Committee, and the proposal will still have to go to Town Council.

Motion: Shane Randall 2nd: Jason Buche
To continue option #2, which proposes leasing banner space from the Town on the east side of the underpass, until more details regarding program administration are provided from the Old Town Queen Creek Alliance and staff.
Motion carried unanimously.

E. Review of new display banners on the pedestrian poles along Ellsworth Road

Ms. Moyers showed the committee examples of the new banners that are in print for the Shop Queen Creek program. The banners will be installed on the pedestrian poles in the next few weeks and will be rotated in with other banners.

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

Marquis Scott announced the 3rd Annual Chamber Business Awards Dinner is Thursday, September 20, 2012 at Encanterra Country Club. The keynote speakers are Roc Arnett, East Valley Partnership and Dr. George Seperich from ASU. Tickets are \$50.

Mr. Motter announced the upcoming event, "*Best Backyard BBQ Contest*" at the Pork Shop in January. Advertising will start on Facebook and they are looking for local vendors.

Mr. Balmer noted that construction has started for IHOP and it should be open by Christmas. It will add 35 new jobs.

Deb Wood stated that Alliance Urgent Care will open on October 12th in Queen Creek Marketplace.

Mr. Scott announced that the "Trunk or Treat" event is looking for candy donations and vendors.

Ms. Moyers said that the Façade Improvement Informational Meeting recently took place and the deadline for program applications is October 3, 2012.

5. Announcements

None

6. Adjournment

Motion: Marquis Scott 2nd: Shane Randall
To adjourn the meeting.
Motion carried unanimously.

Meeting adjourned at 9:30 am

TOWN OF QUEEN CREEK

Chris Webb, Town Center Committee Chair

Prepared by:

Joy Maglione
Town Clerk Assistant



MINUTES

Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ
Municipal Services Building
San Tan Conference Room
August 08, 2012
8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Vice Chair Chris Webb at 8:08 am. The following people were in attendance:

Committee Members: Vice Chair Chris Webb, Deb Wood, Shane Randall, Marquis Scott, Bill Smith, Larry Hoel

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, Council Member Oliphant, Monica O'Toole, Nancy Diab, Barbara Khalsa, Jason Buche

2. Introductions & Announcements.

New member Larry Hoel introduced himself to the committee.

3. Public Comment:

There were no public comments.

4. Items for Discussion and Possible Action

A. Consideration and possible approval of the July 11, 2012 minutes

Motion: Shane Randall Second: Marquis Scott

To approve the July 11, 2012 minutes as presented.

Motion carried unanimously.

B. Discussion and possible approval of new Chair positions for FY12-13

Motion: Marquis Scott 2nd: Shane Randall

To nominate Chris Webb for Chairman of the Town Center Committee for FY12-13.

Motion carried unanimously.

Motion: Chris Webb 2nd: Shane Randall
To nominate Bill Smith for Vice Chairman of the Town Center Committee for FY12-13.
Motion carried unanimously.

C. Discussion and possible approval of the Façade Improvement Program revised application

Economic Development Specialist Kim Moyers reviewed the pending applications that were continued from the previous meeting.

1. Christine Claveria, 22240 S. Ellsworth Road

Proposed Project:

- New monument sign for better visibility
- Paint the entire outside of building and garage
- New French exterior door at north side rental section

Ms. Moyers reported that applicant Claveria provided the requested paint palette and color schemes that were requested by the Town Center Committee at the last meeting. The committee reviewed the color scheme provided for the exterior paint, door and trim (cream/burgundy/purple).

Motion: Marquis Scott 2nd: Deb Wood
To accept the color scheme and palette and approve the Façade Improvement Application for Christine Claveria.
Motion carried unanimously.

2. Eric Cohen, QC Veterinary Clinic, 20201 E. Ocotillo Road.

Proposed Project:

- Repair and paint building
- Add landscaping to right-of-way and side
- Repair parking lot lighting for safety and pedestrian use

Ms. Moyers informed the committee that applicant Cohen was not ready at this time and would provide the requested information (paint colors and written estimate) to the committee at the next meeting.

Motion: Chris Webb
To review Eric Cohen's Façade Improvement Application and additional items at the next quarterly application cycle (October).

Discussion on motion: The committee discussed options to consider when applicants have missing information or re-submittals. Questions were raised

regarding how many times the applicant should be allowed to come back with follow up information and at what point would the applicant be instructed to resubmit the package at the next cycle.

Amended Motion: Chris Webb 2nd: Bill Smith

To allow applicant Cohen to submit the requested items at the next Town Center Committee meeting (September). If the applicant is not ready at that time he shall submit a new program application at the next quarterly application cycle.

Motion carried unanimously.

Further discussion took place on clarification of the application process.

Motion: Bill Smith 2nd: Shane Randall

To modify the Façade Improvement Application Process to clarify that the applicant will have one meeting cycle to submit requested revisions or additional information. If the applicant cannot provide the information in this time frame the applicant shall wait to submit the program application at the next quarterly application cycle.

Motion carried unanimously.

Motion: Shane Randall 2nd: Marquis Scott

To amend the Façade Improvement Application Process to add wording that submissions must include paint colors where applicable and must include one written bid.

Discussion on motion: Deb Wood said that a landscape diagram or site plan was also previously discussed as an item to be included with applications. Vice Chair Webb said there was existing language in the Façade Improvement Purpose and Overview that would cover items such as that.

Motion carried unanimously.

Ms. Moyers reported on the progress of the new signage for the Insurance Depot and San Tan Dental. She added that the Town is working on signage to advertise the Façade Improvement Program. Before and after photos from the Claveria project will be taken for advertisement opportunities in the future.

D. Presentation on other municipalities parking requirements by Bill Smith, Banner Health

Mr. Smith provided a detailed power point presentation highlighting standard and compact parking requirements; costs per square footage and project costs;

parking ratios (angled and compact); and comparisons between Maricopa County, Pinal County and other East Valley cities.

Planning Administrator Wayne Balmer said the challenge is to balance convenience for customers with the cost for parking structures and to identify changes that may be needed in the future.

Vice Chair Webb stressed the need to be competitive with surrounding towns to attract developers and become business friendly. He felt it is important to continue to gather information and identify how it applies to the Town Center, particularly focusing on shared parking.

Mr. Balmer stated that the next significant project that is submitted can be brought to the committee for review in regards to parking standards. Ms. Moyers said that parking is part of the Town Center Work Plan and will be discussed again at future meetings.

E. Review and comments on proposed General Plan Amendment GPA12-52 regarding transit oriented design in Town Center

Mr. Balmer talked about the Urban League Institute (ULI) and the ASU Capstone studies and their recommendation to consider more transit orientated design concepts and pedestrian uses in the Town Center. He explained that the General Plan Amendment (GPA12-52) was developed to propose wording to officially include these recommendations into the General Plan.

Mr. Balmer gave details on the ADOT Passenger Rail Corridor Study concerning future passenger rail from Phoenix to Tucson. He outlined the proposed alignments and pointed out the routes that impact Queen Creek. Selection of route alignment is slated for 2014, however; there are no capital funds for this project at this time. The Town of Queen Creek has an active involvement with ADOT on this study and Mr. Balmer will keep the committee updated on this issue.

Mr. Balmer also provided details on the Ellsworth and Ocotillo Road future realignment project which includes road widths, medians and parking options. He said that the Transportation Advisory Committee made a recommendation that the right-of-way in this area be used for interim or possible permanent angled parking spaces in Town Center where space is available. It was noted that these are shared parking spaces that are available to anyone and not just for the businesses located in front of the spaces.

Marquis Scott said the Queen Creek Old Town Alliance has a great interest in angled parking.

F. Update of Town Center businesses

- A building permit has been issued for Mt. View Mortuary, located in Queen Creek Village Center
- Rhino Caffè has a new owner and is open for business as Sorella Caffè
- The property known as Mission Market, located on the northwest corner of Ellsworth and Ocotillo Road is being considered for purchase by the Town and is on the August 15th Town Council Agenda
- Old Town Queen Creek Alliance is planning a motorcycle show in Town Center

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

Marquis Scott announced the 3rd Annual Chamber Business Awards Dinner is Thursday, September 20, 2012 at Encanterra Country Club.

5. Announcements

None

6. Adjournment

Motion: Marquis Scott 2nd: Shane Randall

To adjourn the meeting.

Motion carried unanimously.

Meeting adjourned at 9:32 am

TOWN OF QUEEN CREEK

Chris Webb, Town Center Committee Chair

Prepared by:

Joy Maglione
Town Clerk Assistant

Passed and approved on: September 12, 2012

*It was determined after the meeting that a quorum was not present. There were 6 of 12 voting members in attendance. *Action items were ratified on September 12, 2012.*