

Budget Committee Minutes
Town of Queen Creek
22358 S. Ellsworth Road
Queen Creek, AZ 85142

June 11, 2012

Call to Order

The meeting was called to order at 4:47 p.m. by Council Member Jeff Brown, Chair.

Committee members present: Council Member Oliphant (phoned in), Council Member Wheatley, and Council Member Brown

Absent: None

Also attending: Town Manager John Kross, Assistant Town Manager/CFO Patrick Flynn, Budget Administrator Samantha McPike

Items for Discussion and Possible Action

A. Consideration and possible approval of April 30, 2012 minutes

Council Member Wheatley moved to approve the minutes of April 30, 2012. Council Member Oliphant seconded the motion. Motion carried 3-0 on a voice vote.

B. Review of the Town's financial statements for the 9 months ending 3/31/2012

Assistant Town Manager/CFO Patrick Flynn reviewed the financial report ending March 31, 2012. General fund revenues are at almost \$14.4 million which is 10.4% above last year. The General Fund sales tax revenue is down .8% from last year. Expenses are 63% of the budget and are down 18% which is indicative of the cuts from last fiscal year. Housing permits are projected at 190 for the end of this fiscal year. We have 175 housing permits to date.

Council Member Oliphant asked if there is a sales tax report breakdown for each store. Mr. Flynn said the Town does receive a sales tax report that breaks down by category such as retail trade, restaurant/bar along with about 10 other categories. Council Member Oliphant asked does Vestar (Target center) bring in more sales tax compared to Cornerstone (Wal-Mart center). The answer is "yes" the Vestar Center brings in more sales tax than Cornerstone. This was stated otherwise at the meeting.

C. Review and possible action on some initiatives to strengthen the sales tax base of the Town

Economic Development Director Doreen Cott reviewed some of the ideas to strengthen the sales tax base which include educating and encouraging residents to shop locally, link tourism with retail, and engage our local businesses to be willing to participate with us. The following ideas are not prioritized.

- Create a punch card for Shop Queen Creek (SQC) restaurant participants. When the punch card is complete, they would receive a free meal. This has worked in other communities.

- We are researching a Shop Queen Creek phone application. This app will encourage residents to be a tourist in their own town. This app could be used for shopping or to see what is going on in the park and the community. We are exploring Your Town for this app. Council Member Brown suggested using check-ins to track the apps.
- Encourage residents and nonresidents to participate in the parks programs which will encourage them to shop and eat in the Town Center. PRAC will be reviewing the options to reduce or remove the nonresident fee to encourage participation. Council Member Brown liked the idea of handing out coupons for store discounts to those that attend the parks programs.
- Create another punch card for all businesses in the Shop Queen Creek program. When the card is filled, they will be entered into a drawing. Council Member Oliphant liked the idea of having downtown bucks like Tempe bucks to spend at retail stores. There may be a printing cost for the bucks. The downtown bucks could be purchased for a Christmas or birthday gift which means the receiver of the downtown bucks would have to spend them in Queen Creek. Staff would be interested to see if the larger retailers would be able to participate. However, this may help the smaller businesses that can make the decision to participate. Council Member Wheatley would like to access the participating businesses from the Town's web site or the Chamber's web site.
- Work with the Town Center Alliance and Town Center Committee to get their input for additional promotional ideas and events.
- Work with planning staff to have sidewalk sales.
- Research benefits of a revolving loan program. There is a third party group that would help us administer this type of program. A source for the seed money could come from the Town Center fund. If we want to broaden the revolving loan program over the entire community, the Town Center funds could not be used because they are only for the town center area.

Council Member Brown would like to be more proactive in lowering the square foot rate for commercial building leases? This would be a great place for the Chamber of Commerce to be an ombudsman. Doreen will look into creating a seminar regarding lease rates.

- Market Queen Creek shopping opportunities to the western border of our community. This would create a reverse commute. Businesses could tie into special events like the Schnepf farm peach festival and have a peach week with incentives to shop locally.
- Refresh the Town's web site to make the pages more interactive. There are funds in the FY13 budget for web site improvements.

Council Member Oliphant would like to do extra marketing to the Queen Creek Unified School District because they are the largest employer in our community. One possible idea is to have a drawing if they spend a specific amount of money in town and turn in their receipts.

The Committee highly recommends the applicants of the façade improvement program be a Chamber of Commerce member. The meetings for the program could be held at the Chamber office. As part of the application, they could be asked if they are a Chamber member.

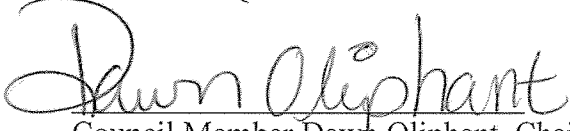
Announcements

Kimber Lanning will be speaking at a Queen Creek Chamber of Commerce luncheon on June 21 at noon. Council Member Oliphant would like invite businesses that are not chamber members to hear her speak. Marnie Schubert said we can post this speaking event to social media and also do a press release.

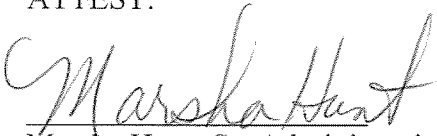
Adjournment

Council Member Oliphant moved to adjourn the meeting. Council Member Wheatley seconded the motion. Motion carried unanimously. The meeting was adjourned at 5:43 p.m.

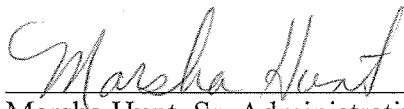
TOWN OF QUEEN CREEK


Council Member Dawn Oliphant, Chair

ATTEST:


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 11, 2012 meeting of the Queen Creek Town Budget Committee. I further certify that the meeting was duly called and that a quorum was present.


Marsha Hunt, Sr. Administrative Assistant

Passed and approved on Nov. 21, 2012.