



MINUTES

Economic Development Commission

October 24, 2012

Town of Queen Creek

22358 S. Ellsworth Rd, Queen Creek, AZ 85142

San Tan Conference Room

1. Call to Order and Introductions

Each member introduced themselves

Carson Brown, Vice Chairman	W Holdings
Marquis Scott	Chamber of Commerce
David Valenzuela	Phoenix-Mesa Gateway Airport
Jason Barney	Land Developer
Dennis Brierton	Queen Creek Business Owner/Resident
Warde Nichols	ASU Polytechnic
Jason Gad	Town Council
John Schroeder	CGCC, Williams Campus
Tom Lindsey	Queen Creek Unified School District
Steve Sossaman	Queen Creek Resident
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek
Wayne Balmer	Town of Queen Creek
Paul Gardner	Town of Queen Creek
Christa McJunkin	SRP – Guest Speaker

Absent:

Lee Ester, Chairman	SRP
Mark Schnepf	Schnepf Farms
Julia Wheatley	Town Council

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

2. Public Comment:

No public comments were received.

3. Items for Discussion and Possible Action

A. Consideration and possible approval of the August 22, 2012 minutes

Commissioner Nichols moved to approve the minutes of August 22, 2012. Commissioner Sossaman seconded. Motion carried unanimously.

B. Discussion on the new targeted sector added to the Economic Development Strategic Plan.

Economic Development Director Doreen Cott distributed the revised Targeted Industry Sector portion of the Economic Development Strategic Plan. She explained that the plan was approved by Council at the October 3, 2012 meeting with the addition of specific language for the attraction of **Family/Youth & Children Activity Destinations**. The Council agreed that this is a very important target for the Town and wasn't clearly defined in the Arts, Culture & Experience sector. The Strategic Plan is a visioning document for the Town and this target should be included as its own targeted area.

Commissioner Valenzuela also asked that under the Aerospace & Aviation sector that the "Explore joint marketing opportunities with Mesa and Gilbert – San Jose Market," be replaced with "Explore joint marketing opportunities with Mesa and Gilbert on the markets that PMGA serves".

C. Presentation and discussion on "Water for Growth" Part 1 – Water history and regulation in Arizona.

Christa McJunkin, Water Planning Analyst - Water Rights & Contracts, with SRP presented an overview on Water Regulation in Arizona. Ms. McJunkin explained the types of water – surface, groundwater and effluent – and discussed the main sources of the water supply.

Ms. McJunkin discussed the Groundwater Management Act of 1980 and the established Active Management Areas. Queen Creek is a part of the Phoenix AMA. She also explained the different groundwater rights including the Irrigation Grandfathered Right that affects farmers that irrigated lands between 1974-1979. The groundwater rights can be retired to a Type 1 that can be divided among new land owners and are also appurtenant to the land.

An overview of the Water Recharge and Recovery and how credits work in the system was also provided.

D. Presentation and discussion on Queen Creek's single family housing permit activity.

Wayne Balmer, Planning Administrator for the Town provided an overview of the Town's single family building permits as a follow-up to the Phoenix-metro overview that was provided by Ryan Duncan at the August meeting.

Queen Creek is experiencing a tremendous increase in residential permitting activity. As of October 1st, 346 single family homes have been permitted for 2012. Only 116 were permitted in all of 2011. 88% of new homes are greater than 2,200 sq. ft.

There are currently 281 homes under construction with 883 lots available in the Town's active subdivisions. There are also several upcoming subdivisions with a total of 2,412 new lots, this will bring the lot total to 3,295.

Queen Creek also received several General Plan Amendments that will add a significant number of new residential lots if approved. Based on current growth projections Queen Creek is estimating a population of 41,970 by the year 2020.

With the growing population the Town will see increased interest in commercial development.

E. Presentation and discussion on the results of the Economic Impact Study.

Ms. Cott presented the results of the Economic Impact Study conducted by ESI Corp. The study was to determine the economic impact that arts and entertainment venues have on the local economy. 478 Intercept surveys were conducted at Schnepf Farms (Pumpkin & Chili Festival), Queen Creek Olive Mill, Queen Creek Performing Arts Center, Barney Family Sports Complex and Horseshoe Park & Equestrian Centre (HPEC). ESI Corp. used spending data directly from each of the venues with the supplement data from the survey findings to run through the nationally recognized economic impact software IMPLAN.

Findings of the study include:

- Average party size – 2.3 people
- Annualized attendance at the five venues – 1.1 million people
- 18.2% of the visitors are from Queen Creek
- 28.3% require overnight accommodations, of which HPEC participants generate the most demand.
- Nearly 82% of the attendees are from outside Queen Creek. 22% are from out-of-state and 3% are international visitors, primarily from Canada.
- 27.5% are spending money on dining, 13.5% on lodging with 30.4% staying in Gilbert.
- 46/2% of overnight visitors are staying in hotel/motel.

Specific Findings for HPEC include:

- Annual attendance was 34,130
- 73% are repeat attendees
- 72% are from out-of-state
- 93% stayed overnight, 60.5% stay in hotel/motel

The five venues are contributing significantly to the Town with 268 jobs, \$7.7 million in payroll and \$23.7 million in total output.

Based on the Town's FY11-12 HPEC budget of \$793,671 (excluding debt service) the return on investment is significant. For every \$1.00 that the Town spends there is another \$7.02 in economic benefit.

The largest category of leakage is within lodging and restaurant/bars.

F. Consideration and possible approval to amend the Economic Development Commission bylaws.

Ms. Cott distributed a redlined version of the bylaws showing the proposed changes. Town Council asked for the committee & board bylaws to be amended to reflect the following:

- Council Members would become non-voting liaison members of the EDC

- Council Members would no longer be appointed as Chair or Vice Chair of the EDC by the Council. The committee would select their Chair and Vice Chair from among the voting members.
- Council Members would no longer be counted towards the min or max committee member total.
- Council Members would no longer be counted towards quorum.

Along with these changes staff proposed that the minimum and maximum number of Commission members be adjusted as well as reducing the number of designated seats. Staff also suggested that the language for a liaison member from the Planning & Zoning Commission be deleted.

Commissioner Sossaman recommended that this language be adjusted so it reads “on an as needed basis” so the bylaws do not have to be changed in the future if a P&Z member is interested in participating.

Council Member Gad explained that the Council is very interested in serving on the various boards and committees but sometimes there can be a conflict when important or sensitive issues are being discussed at the committee level and will be presented to the Council as a whole in the future. By participating as non-voting members there will be a different dynamic within the groups that are bringing ideas forward.

Commissioner Schroeder moved to approve the amended bylaws with the language suggested by Commissioner Sossaman for the P&Z liaison. Commissioner Nichols seconded. Motion carried unanimously.

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

Ms. Cott shared the idea of having an Economic Development Summit to coincide with the re-grand opening of QC Inc. in its new location. She asked for volunteers to serve on a task force to help with the planning.

4. Announcements

5. Adjournment

Commissioner Sossaman moved to adjourn. Commissioner Scott seconded the motion. Motion carried unanimously. The meeting adjourned at 9:17 a.m.

TOWN OF QUEEN CREEK




Lee Ester, Chairman

ATTEST:



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 October 24, 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

Passed and approved on November 20, 2012.