



MINUTES

Town Center Committee

San Tan Historical Society Museum
20425 S. Ellsworth Rd, Queen Creek, AZ
October 10, 2012
8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Chair Chris Webb at 8:10 am. The following people were in attendance:

Committee Members: Chair Chris Webb, Deb Wood, Shane Randall, Marquis Scott, Vice Chair Bill Smith, Jason Buche, Monica O'Toole

Town Staff: Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant

Absent Members: Council Member Barnes, Council Member Oliphant, Nancy Diab, Larry Hoel, Barbara Khalsa

Guests: Chris Clark, Queen Creek resident; San Tan Historical Society Members: Leslie LeRoux, Gordon Brown, Tom Alberti, Alicia Santiago, Gloria Greer

2. Introductions & Announcements.

Guests, Town Center Committee members, staff and San Tan Historical Society members introduced themselves.

3. Public Comment:

There were no public comments.

4. Items for Discussion and Possible Action

Item D was discussed first.

A. Consideration and possible approval of the September 12, 2012 minutes

Motion: Shane Randall 2nd: Bill Smith

To approve the September 12, 2012 minutes as presented.

Motion carried unanimously.

B. Discussion and possible approval of the Façade Improvement Program applications

Economic Development Specialist Kim Moyers presented the Façade Improvement Programs applications that were received for consideration and possible approval.

DISCUSSION:

- The purpose of the program and the mission statement were discussed to see how it applies to new businesses vs. existing businesses; corporate companies vs. small business and new developments. The spirit of the program is to help with rehab in the oldest areas in Town Center. Committee members agreed that further discussion and possible amendments to the program criteria may be necessary.
- Concerns were made regarding the funding of brand new signs for store openings. Distinction should be made for improvements or upgrades to existing signs that are in need of repair and paying for brand new signage.
- Committee members requested information on the recent signage improvements approved through the Façade Improvement Program. Ms. Moyers stated that signage approved so far included upgrading/replacing signage.
- Age of the building and responsibility of shopping center landlords for maintenance of commercial properties were discussed. It was noted that the applicant meets the program guidelines regardless of the age of the building and that the property is under separate ownership from the commercial center.

Motion: Marquis Scott 2nd: Shane Randall

To approve the landscape and painting portion of the application and exclude the signage proposal.

Discussion: Ms. Moyers asked if the motion should explain why the signage is being excluded. Mr. Randall said it is already explained in the Façade Improvement Program definition. Chairman Webb made the distinction that previous approvals were for upgrades and improvements to existing signs for existing businesses, rather than a new business asking for funds for a new sign that does not exist at this time.

Motion carried unanimously.

Chairman Webb said that criteria for the program will be placed on the agenda for discussion at the next meeting.

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

Ms. Moyers provided an overview of the banner proposal from the Old Town Queen Creek Alliance to utilize the east side of the Ellsworth Road underpass to help promote local business. She said Town staff and affiliates discussed the details of the proposed program and agreed with the following criteria:

- Town staff to install and remove banners on a monthly basis
- Chamber of Commerce to maintain program through scheduling, design approval (using specific templates) and criteria for banner rotations
- Monies collected from the program to be reinvested for future Town Center projects to be determined

DISCUSSION:

Vice-chair Smith asked who was eligible to advertise on the east side. Mr. Scott replied that any Queen Creek business can advertise, with new businesses having never utilizing the signage having priority.

Mr. Randall questioned whether the marketing partners, that already have access to the other banner, should also have access to the second side (east side). Deb Wood stated that marketing partners should not be eligible to advertise on both sides.

Chairman Webb pointed out that the Old Town Queen Creek Alliance is now considered a marketing partner also. However, as a town marketing partner the alliance will only advertise for the Old Town area as a whole and not for an individual business. He added that advertising availability is very limited.

Mr. Scott concurred that the intent of the east side banner program is for individual businesses and agreed with the suggestion of a restriction on the marketing partners, who already advertise on the west side. He noted that individual business within the alliance would still be eligible.

Motion: Marquis Scott 2nd: Deb Wood

To recommend approval of the Old Town Queen Creek Alliance banner initiative to Council for consideration to utilize the east side of the underpass to promote local business with the following criteria:

- **Town staff to install and remove banners monthly**
- **Chamber of Commerce to maintain program details**
- **Monies collected from the program to be reinvested for future Town Center projects to be determined by Town Center Committee**
- **Town marketing partners that are eligible to advertise on the west side underpass are not eligible to advertise on the east side.**

Motion carried unanimously.

D. Discussion of Queen Creek's historically significant buildings and tour of the Rittenhouse School Museum

Tom Alberti, President of the San Tan Historical Museum provided background information on the San Tan Historical Society and the Rittenhouse Elementary School. It was one of the first schools in the area and was used for classes from 1925-1982. The San Tan Historical Society restored it into a museum after the closing as a school. He pointed out many displays, pictures and historical information inside the classrooms.

Ms. Moyers asked the members of the San Tan Historical Society if there were other significant historical buildings in Town Center. They said that the Queen Creek Town Hall, which was the old Mormon Church, was one of the older buildings. They explained that they are a volunteer society and they don't have the man power to research properties. They rely on building owners to bring their stories and their history to them. A building must be 50 years old to be considered historic.

It was noted that along Ocotillo Road there is a building being used by the Catholic Church that is also very old; but has not been designated as a historical building. They explained the process of designating historical buildings and the importance of having a procedure in place.

Ms. Moyers thanked the society for the presentation and for letting the Town Center Committee tour the museum.

E. Discussion and possible approval of amendments to the Town Center Committee by-laws

This item was continued.

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

Mr. Scott announced that the 3rd Annual Chamber Business Awards Dinner was a success and thanked those who attended for their support. Mr. Scott also reported that Phoenix Commercial Advisors attended their member luncheon and discussed possible future entertainment venues in town.

Ms. Moyers reported updates on the QC Incubator, IHOP, Banner Health and the Communiversity at Queen Creek.

Ms. Wood reported that the One Health Urgent Care is open and GNC is coming to Queen Creek Marketplace. In and Out Burger construction date has been

extended. She noted that Queen Creek Marketplace sales are continuing to thrive despite the economy and the center is continuing to grow.

5. **Announcements**

None

6. **Adjournment**

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

Meeting adjourned at 9:40 am

TOWN OF QUEEN CREEK

Chris Webb, Town Center Committee Chair

Prepared by:

Joy Maglione
Town Clerk Assistant

PASSED AND APPROVED ON: DECEMBER 12, 2012