



MINUTES

Town Center Committee

22358 S. Ellsworth Rd, Queen Creek, AZ

San Tan Conference Room

March 13, 2013

8:00 am

1. Call to Order and Roll Call

The meeting was called to order by Chair Chris Webb at 8:13 am. The following people were in attendance:

Committee Members: Chair Chris Webb, Marquis Scott, Vice Chair Bill Smith, Jason Buche, Deb Wood, Shane Randall, Nancy Diab (arrived at 8:30)

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

Absent Members: Monica O'Toole, Barbara Khalsa, Council Member Oliphant, Council Member Barnes, Larry Hoel

Guests: Wendy Miller, Queen Creek Independent News

2. Introductions & Announcements.

Wendy Miller, news editor from Independent Newsmedia introduced herself to the committee. She said that she recently posted a press release for the third round of Façade Improvement Program applications on the newspaper website.

3. Public Comment:

There were no public comments.

4. Items for Discussion and Possible Action

A. Consideration and possible approval of the January 9, 2013 minutes

Motion: Shane Randall 2nd: Bill Smith

To approve the January 9, 2013 minutes as presented.

Motion carried unanimously.

B. Discussion and possible action on modifications to the Façade Improvement Program

Economic Development Specialist Kim Moyers distributed a handout which included suggestions to the Façade Improvement Program criteria that were discussed at the last meeting.

She announced the schedule for the fourth round of program grants (April quarter). The informational meeting will be held on Tuesday, March 19, 2013 and Ms. Moyers anticipated that at least two interested parties may attend.

Committee members made suggestions for changes to the following sections of the *Program Overview and Purpose* document:

Program Overview and Purpose

- Changes were focused on criteria and did not limit or exclude newer developments.

Eligible Criteria

Committee members reviewed the examples of typical eligible and ineligible criteria and made the following comments:

- *Eligible Criteria Item 1:* Remove the word “cleaning” to exclude funding of general cleanup that is not associated with a specific project.
- *Eligible Criteria Item 3: Exterior Signs* –Committee members discussed whether funding (new/nonexistent) signs for a new business should be included. Deb Wood considered new signs a necessity of doing business and was concerned that funding this is not in the spirit of the program. She supports funding for replacement of existing deteriorating signage for existing businesses. Shane Randall stated that from an economic development point of view, providing assistance for new business signage is a tool that may help attract new business to the Town Center. Marquis Scott added that any visual effect of signage in Town Center would be seen as a positive to Chamber members. Committee members discussed the pros and cons for both sides of this issue. Ms. Moyers added that the Façade Improvement Program is also an economic engine to stimulate and create business and is another tool to help advertise the Town Center area. Discussion took place regarding circumstances where signage funding may be requested and it was suggested that a case by case approach might work best. It was proposed that the signage item be pulled from the list of eligible criteria and added as a footnote (see modification on page 4).

- *Ineligible Criteria Item 5: Parking Lots and parking lot striping-* The committee proposed that this item be removed from the list of ineligible examples and be considered on a case by case approach.

Façade Improvement Program Administration

- Add wording to the existing statement in paragraph 2: “All projects should be permanent to the structure/façade and should remain as part of the property if building is sold or applicant moves to a different location.” Add “outside of Town Center” to the end of the sentence.
- Add wording that bids are subject to Town Center Committee review and in some instances additional bids may be requested
- Add a requirement that applicants are to provide an electronic copy with their application
- Committee members discussed the addition of an appeal process

Motion: Nancy Diab 2nd: Marquis Scott

To make the following changes to the Façade Improvement Program criteria:

1. Modification of the Program Overview and Purpose:

Existing: “The Program’s mission is to generate business in the Town Center commercial areas ~~and to stimulate~~ revitalization in the Town Center commercial area addressing deteriorating property conditions.

Replace with: “The Program’s mission is to generate business in the Town Center commercial areas **BY STIMULATING** revitalization in the Town Center commercial area addressing deteriorating property conditions.

2. Modification to Eligible Criteria: Examples of Typical Eligible Improvements:

(Item 1.) – Remove the word “cleaning”.

Existing: Exterior painting, ~~cleaning~~, façade repair

Replace with: Exterior painting and façade repair

3. Modification to Eligible Criteria: Examples of Typical Eligible Improvements:

(Item 3.) Remove “Exterior Signs” from the list of Examples of Typical Eligible Improvements.

**Add a footnote to the Eligible Criteria section as follows:
“EXTERIOR STREET FACING SIGNS MAY BE ELIGIBLE BASED ON THE APPLICATION PACKAGE AS A WHOLE AND AT THE DISCRETION OF THE TOWN CENTER COMMITTEE”.**

4. Modification to Eligible Criteria: Examples of Typical Ineligible Activities:

(Item 5.) Remove “Parking lots and parking lot striping” from the list Examples of Typical Ineligible activities.

**Add a footnote to the Eligible Criteria section as follows:
“PARKING LOTS AND PARKING LOT STRIPING MAY BE CONSIDERED AT THE DISCRETION OF THE TOWN CENTER COMMITTEE.”**

5. Modify the wording under Eligible Criteria as follows:

Existing: Note: Final decisions of financial contributions, amount of grant and eligible projects will be made ~~by the review committee~~

Replace with: Note: Final decisions of financial contributions, amount of grant and eligible projects will be made AT THE DISCRETION OF THE REVIEW COMMITTEE.

6. Add wording to the Façade Improvement Program Administration as follows:

Existing: All projects should be permanent to the structure/façade and should remain as part of the property if building is sold or applicant moves to a different location.

Replace with: All projects should be permanent to the structure/façade and should remain as part of the property if building is sold or applicant moves to a different location OUTSIDE OF TOWN CENTER.

7. Add wording to the Façade Improvement Program Administration, Application Process, Section 2e.) as follows:

Existing: e. estimated total project costs including at least one bid for each project

Replace with: e. estimated total project costs including at least one bid for each project. BIDS ARE SUBJECT TO TOWN CENTER COMMITTEE REVIEW AND MAY REQUEST ADDITIONAL BIDS.

8. Add wording to the Façade Improvement Program Administration, Application Process:

(h). AN ELECTRONIC COPY OF APPLICATION MATERIAL

9. Add wording to Façade Improvement Program Administration, Application Process to include the following:

APPEALS CAN BE SUBMITTED TO THE TOWN OF QUEEN CREEK THROUGH THE TOWN MANAGER IN WRITING WITHIN THIRTY (30) DAYS OF NOTIFICATION OF COMMITTEE DECISION. THE TOWN MANAGER WILL RULE ON THE APPEAL AND HAVE FINAL DECISION.

Motion carried unanimously.

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

Marquis Scott announced that the 10th Annual Queen Creek Chamber Golf Tournament will be held at Encanterra Country Club on April 19, 2013 and he handed out flyers that contained all the details.

Bill Smith announced that Banner Health will hold a community event on Saturday April 27, 2013 which includes a tour of the facility and festivities. They are expecting 1000 people and it is open to the community. Banner Health will be open for business on May 1, 2013.

Deb Wood said that Smashburger is coming to Queen Creek Marketplace and GNC will be opening soon.

Nancy Diab provided updates on the construction progress of the new Sossaman Middle School which is located inside the Sossaman Estates subdivision. It is part of the Higley School District and will be for grades 7 and 8. Currently 936 students have enrolled, with a capacity for 1200 students.

5. **Announcements**

None

6. **Adjournment**

Motion: Bill Smith 2nd: Shane Randall
Motion 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

Passed and approved on April 17, 2013.