



# MINUTES

## Economic Development Commission

January 23, 2013

Town of Queen Creek

22358 S. Ellsworth Road, Queen Creek, AZ 85142

San Tan Conference Room

### 1. Call to Order and Introductions

Each member introduced themselves

Lee Ester, Chairman	SRP
Carson Brown, Vice Chairman	W Holdings
David Valenzuela	Phoenix-Mesa Gateway Airport
Jason Gad	Town Council
Perry Rea	Queen Creek Olive Mill
Marquis Scott	Chamber of Commerce
Cindy Barnes Pharr	CGCC
Tom Lindsey	Queen Creek Unified School District
Mark Schnepf	Schnepf Farms
Jason Barney	Circle G Development
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek
Wayne Balmer	Town of Queen Creek
Christa McJunkin	SRP – Guest Speaker
Marc Garcia	Visit Mesa – Guest Speaker
Kimberly Freer	Visit Mesa – Guest Speaker

#### **Absent:**

Dennis Brierton	Queen Creek Business Owner/Resident
Warde Nichols	ASU Polytechnic
Julia Wheatley	Town Council
Steve Sossaman	Queen Creek Resident

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

The Commission members introduced themselves – welcome to Perry Rea and Cindy Barnes Pharr and the guest speakers.

### 2. Public Comment:

No public comments were received.

**3. Items for Discussion and Possible Action**

**A. Consideration and possible approval of the November 28, 2012 minutes**

*Commissioner Schnepf moved to approve the minutes of November 28, 2012. Commissioner Liindsey seconded. Motion carried unanimously.*

**B. Presentation and discussion of Part 3 - "Water for Growth: Future Supplies"**

Christa McJunkin, Water Planning Analyst – Water Rights & Contracts, SRP presented on the physical, legal and continuous availability of water. There are separate requirements for groundwater, CAP water, surface water and effluent.

Different scenario graphics were shown outlining the depth to water in the Phoenix-Metro region. For the Town of Queen Creek there is 243.87 acre-feet for future applications. There are already several applications that are approved.

Ms. McJunkin explained that each AMA has a management goal and groundwater withdrawals should not exceed natural and artificial recharge. CAP, surface water and effluent are renewable supplies and are consistent with the management goal. Growth based on groundwater has limited options.

Ms. McJunkin stated that groundwater use requires membership in the Central Arizona Groundwater Replenishment District. There are impacts of development based on CAGRDR membership and these include lack of connection between location of groundwater pumping and replenishment; this leads to long-term depletion of groundwater supplies. There are costs associated with being in the CAGRDR; developers pay fees and there are fees paid by the homeowner.

Currently, the City of Mesa is taking Queen Creek's effluent water. Queen Creek needs to diversify its supply.

There is an uncertain future for CAGRDR and needs to be a plan for future supplies. Currently a new plan of operation is being drafted. Future membership requirements are being considered as well as higher membership fees because of the rising costs. Commissioner Scott asked for a breakdown of CAGRDR fees and Ms. McJunkin explained how the fees are dispersed. Despite rising costs Arizona has one of the lower water rates in the country.

**C. Presentation by Marc Garcia, Visit Mesa.**

Marc Garcia introduced himself and Kimberly Freer. Mr. Garcia outlined the new vision for Visit Mesa and the focus on regional partners as they promote a regional destination. Visit Mesa is working closely with the airlines flying in/out of Phoenix-Mesa Gateway Airport. The new marketing campaign is a "call to action" and includes unique URLs on all marketing pieces and a light rail wrap in Denver encouraging travel to Mesa.

Ms. Freer described the various publications that local destinations in the region were featured in, including the Queen Creek Olive Mill and Schnepf Farms.

Mr. Garcia explained the value of visitors and showed the state and local impacts of tourism.

Mr. Garcia provided a state of the hospitality industry. Although occupancy is improving in Maricopa County, Mesa's occupancy rates are flat and down as compared to the county. The average daily rates for hotels in Mesa/Chandler are for mid-priced, limited service hotels and the County numbers include the Scottsdale resorts which have higher daily room rates.

Revenue per available room (RevPar) is holding steady and a full recovery is expected in 2014 although Mr. Garcia thought 2016 was more realistic.

#### **E. Current Events**

Ms. Cott reminded the Commission that the CommuniversitY @ Queen Creek groundbreaking event is scheduled for Thursday January 31, 2013 at 10:00 a.m.

#### **4. Announcements**

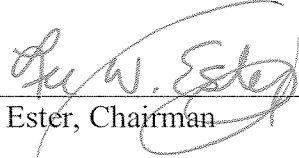
None.

#### **5. Adjournment**

*Commissioner Scott moved to adjourn. Commissioner Brown seconded the motion. Motion carried unanimously. The meeting adjourned at 9:04 a.m.*

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TOWN OF QUEEN CREEK

  
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Lee Ester, Chairman

ATTEST:

  
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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 January 23, 2013 meeting of the Queen Creek Town Economic Development Commission. I further certify that the meeting was duly called and that a quorum was present.



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Doreen Cott

Passed and approved on Aug 28, 2013, 2013.