



**Minutes
Regular Session
Queen Creek Town Council**

Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
December 4, 2013
7:00 p.m.

1. Call to Order

The meeting was called to order at 7:10p.m.

2. Roll Call (one or more members of the Council may participate by telephone)

Council Members present: Barnes; Benning; Brown; Gad; Wheatley; Vice Mayor Oliphant and Mayor Barney.

3. Pledge of Allegiance: Webelo Pack #738

4. Invocation: Pastor Ron Nelson, Life Link Church

5. Ceremonial Matters: Presentations, Proclamations, Awards, Guest Introductions and Announcements.

A. Cub Scout Pack 738 – volunteer recognition: Members of Webelo Pack #738 were recognized for their trimming of vegetation along a section of Queen Creek Wash that unblocked the equestrian trail.

6. Committee Reports

A. Council summary reports on meetings and/or conferences attended. This may include but is not limited to Phoenix-Mesa Gateway Airport; MAG; East Valley Partnership; CAG. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

Vice Mayor Oliphant reported on her participation at the Senior Thanksgiving Luncheon held at the Senior Center on November 20, 2013 Pancake Breakfast hosted by the Town. She reported that over 1,500 pancakes were served.

Mayor Barney reported on the following meetings/events:

November 26, 2013: Representative Paul Gosar's Infrastructure Round Table

December 3, 2013: MAG Regional Council Executive Committee – presentation and discussion on establishing a Trade & Tourism Office in Mexico City and approval of partnering with the City of Phoenix to establish the tourism office.

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December 3, 2013: MAG Economic Development Committee: updates and reports were given on medical tourism in Arizona; economic impact of tourism and opportunities with tourism and initiatives with Mexico.

December 4, 2013: MAG Regional Council Meeting: The Council heard presentations on the status of Prop 400 transportation projects; campaigns to reduce PM 2.5 during winter/holiday season and recycling videos encouraging think before you shop were presented.

B. Partner agencies quarterly or periodic updates to Council. This may include but is not limited to Queen Creek Chamber of Commerce; Queen Creek Performing Arts Center; Boys & Girls Club of East Valley; and Maricopa or Pinal County Board of Supervisors or other governmental agencies. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

None.

C. Parks and Recreation Advisory Committee – November 12, 2013: David Dobbs, Chair of the PRAC reported on the discussions about volunteering opportunities and events; review and recommendation of a logo for the dog park; and the upcoming recreation calendar of events and activities. The next meeting will be February 11, 2014.

7. Public Comment: Members of the public may address the Town Council on items not on the printed agenda and during Public Hearings. Please complete a “Request to Speak Card”, located on the table at the rear of the Council Chambers and turn it in to the Town Clerk prior to the beginning of the meeting. There is a time limit of three minutes for comments.

Roxanne Taylor, San Tan Valley, stated she was a member of the HOA Board for Sun Valley Farms and stated the Board’s concerns regarding the proposed Vineyards project complying with the CCR’s.

8. Consent Calendar: Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Public Hearing items are designated with an asterisk (*). Prior to consideration of the Consent Agenda, the Mayor will ask whether any member of the public wishes to remove a Public Hearing item for separate consideration. Members of the Council and or staff may remove any item for separate consideration.

A. Consideration and possible approval of the November 6, 2013 Work Study and Regular Session minutes.

B. Consideration and possible approval of expenditures over \$25,000:

1. NEC – Cisco equipment maintenance: \$35,000 (*Budgeted in FY13/14*)

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C. Consideration and possible approval of the Final Plat of Church Farm Parcel B, a request by William Lyon Homes, Inc.

D. Consideration and possible approval of the Final Plat of Church Farm Parcel C1, a request by William Lyon Homes, Inc.

E. Consideration and possible approval of the Final Plat of Church Farm Parcel D, a request by William Lyon Homes, Inc.

F. Consideration and possible approval of the Final Plat of Church Farm Parcel E1, a request by William Lyon Homes, Inc.

G. Consideration and possible approval of **Resolution 971-13** amending the Town Council Policies and Procedures, Section XVI Committees.

H. Consideration and possible approval of **Resolution 972-13** amending the Standard Form By-laws for Town Committees, Boards and/or Commissions, Section I-Purpose and Applicability; Section II-Membership, Roster, Council Liaison, Residency Requirement and Terms of Office (Items D, F and G).

I. Consideration and possible approval of **Resolution 973-13** amending the By-laws for the Town Center Committee and Economic Development Commission, Section 2 Compositions.

*J. Public Hearing and possible approval of **SP13-033/SD13-032** "Hangars at the Pegasus", a request by Premium Hangar Investments, LLC for Site Plan approval and Preliminary Plat approval for three (3) new hangar buildings to accommodate small aircraft storage and aircraft parking. This project is located on the north side of Empire Boulevard and the Crismon Road alignment.

Motion to approve the Consent Calendar as presented:

1st: Gad

2nd: Benning

VOTE: Unanimous

PUBLIC HEARINGS: If you wish to speak to the Council on an item listed as a Public Hearing, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

None.

ITEMS FOR DISCUSSION: These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

9. Discussion on taking the Town's marketing efforts to the "next level".

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Communications & Marketing Manager Marnie Schubert introduced Visit Mesa President Mark Garcia and Vice President Kimberly Franer.

Ms. Schubert reported on the current marketing program and presented two options for consideration in taking Queen Creek's marketing to the next level:

1. Partner with Visit Mesa: Ms. Schubert explained how Queen Creek complements Mesa and the East Valley and that Visit Mesa actually represents the entire East Valley including Gilbert and Apache Junction. She provided some examples of marketing opportunities for Queen Creek.

2. Partner with East Valley Partnership "Phoenix East Valley" program which focuses more on the executive lifestyle and business opportunities.

Ms. Schubert also reviewed details on the costs to participate in either program: Visit Mesa - \$56,000 and Phoenix East Valley - \$5,000-7,000.

Council discussed the return on investment from participating in Visit Mesa; Mr. Garcia also explained that by partnering with Visit Mesa, Queen Creek will have access to trade shows and those clients. Ms. Schubert added that Visit Mesa is recognized as a Destination Marketing Organization (DMO), which Queen Creek could not attain on its own.

Additional discussion was on regional tourism; bringing new residents to Queen Creek; paid advertising vs. earned media; and concerns of using public funds to benefit private business such as GPEC or Superstition Vistas.

There was Council consensus to move forward on partnering with Visit Mesa on marketing and Town Manager John Kross stated that the enhanced marketing program costs will be included in the FY14/15 budget process.

10. Discussion on the Town's Fiscal Impact Analysis of the 2013 General Plan Amendments. *(If necessary)*

No further discussion.

FINAL ACTION: If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

11. Discussion and possible action on the findings and recommendations from the Chamber of Commerce Study.

Economic Development Director Doreen Cott reviewed the Scope of Services included in the Chamber of Commerce Study and introduced Jack Camper and Paula Stuht, the Town's consultant for the study.

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Mr. Camper discussed core competencies that make a good Chamber and reviewed the findings on the Queen Creek Chamber of Commerce. Mr. Camper reported that the Chamber is ready for growth, has excellent staff & strong leadership but is lacking in volunteers and committees. He also discussed how the Chamber could achieve self sufficiency through increased membership & dues as well as some assistance with lease and general operating expenses. Mr. Camper added that the service the Chamber provides to its members is very good.

Ms. Stuht provided financial statistics that include membership revenues and delinquent accounts (“carrys”) and trades for dues.

Five options were presented for the Council to consider and Mr. Camper recommended Option #1: Stay the course with contract revisions to include: minimum of four committees; improve/increase revenues; create new programs or events and develop a five-year plan.

Interim Chamber Director Chris Clark addressed the Council and stated that the Board has been looking at some of the issues identified, specifically the dues structure and delinquent accounts and supported the recommendation of a five-year plan. Mr. Clark commended former Executive Director Marquis Scott for moving the Chamber forward during his tenure. The Council also commended Mr. Clark and the Chamber Board for their leadership in building a strong Chamber.

Motion to accept the findings and recommendations of the Chamber of Commerce Study and directed staff to include those recommendations for modifying the Chamber contract in FY14/15:

1st: Oliphant

2nd: Brown

VOTE: Unanimous

Mayor Barney was not feeling well and turned the gavel over to Vice Mayor Oliphant to continue the meeting (9:06p.m.)

12. Discussion and possible approval of an option defining the future of Horseshoe Park & Equestrian Centre.

Economic Development Director Doreen Cott provided a brief review of the August Council Retreat discussion regarding Horseshoe Park and direction to staff to bring forward additional detail on options for the operation of the Park. Ms. Cott requested that Council provide clear direction to staff.

Ms. Cott reviewed three options:

1. 3rd Party Operator – this would transfer the day-to-day operations from staff; cut personnel costs as well as affect non-profit users.

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2. Repurposing/Additional Purposing – this would enhance non-equestrian events (BMX, concerts, exhibits etc.). Some possible additions could include an aquatics facility but would require considerable capital investment that would have little revenue generated.

3. Next level – this would extend the prime rental days and invest in additional improvements (covered arena etc)

Council discussed the contribution to the Town's economic growth and financial investment from the Town's residents; community park vs. economic driver amenity; expenses & revenues associated with owning and operating the Park and making sure the facility is used to the fullest capacity with other events.

Council discussed their concerns of having a 3rd party operator. Those concerns included rate increases, reduced maintenance level, loss of control of the facility use and capital improvements that could be requested. Costs and time required to issue a Request for Proposals (RFP) was provided by Assistant Town Manager Patrick Flynn.

Motion to direct staff to develop an RFP (Option 1) to be released in February with a six-month response time:

1st: Gad

2nd: Brown

VOTE: 3-4 Motion Failed

Barnes – nay

Benning – nay

Brown – aye

Gad – aye

Wheatley – aye

Oliphant – nay

Barney – nay

Motion to direct staff to move forward with additional purposing (Option 2) excluding a water park/aquatics facility and book unfilled dates with events of more economic advantage:

1st: Brown

2nd: Gad

Council asked for some additional information on booking other events. HPEC General Manager Tim Lynch explained that visitor count doesn't always result in revenue and his focus has been on revenue generating events.

VOTE: Unanimous

Motion to not move forward with Option 3 – Next Level as presented:

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**1st: Gad
2nd: Brown**

Council discussed capital improvements for HPEC would go through the budget process.

VOTE: Unanimous

13. Motion to adjourn to Executive Session: The Council may reconvene the Executive Session for any of the items listed on the Work Study Executive Session Agenda.

None.

14. Adjournment

Motion to adjourn the Regular Session at 9:36p.m:

**1st: Brown
2nd: Barnes
VOTE: Unanimous**

TOWN OF QUEEN CREEK

Gail Barney, Mayor

Attest:

Jennifer F. Robinson, MMC

I, Jennifer F. Robinson, 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 December 4, 2013 Regular Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

Jennifer F. Robinson, MMC

Passed and approved on February 5, 2014.