



**ECONOMIC DEVELOPMENT COMMISSION MEETING**  
**January 23, 2008 7:30 a.m.**  
**San Tan Conference Room**

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**Call to order**

**Present:**

Doreen Cott	Town of Queen Creek
Council Member Mortensen	Town of Queen Creek
Jim Nelson	SRP
Jim Murless	Queen Creek Unified School District
John Kross	Town of Queen Creek
John Schroeder	CGCC Williams Campus
Roseann Sweet	Queen Creek Resident
Vincent Davis	Queen Creek Chamber of Commerce
John Larson	Town of Queen Creek
Steve Sossaman	Queen Creek Resident
Jean Humphries	Arizona State University
Jason Barney	Land Developer
Mark Schnepf	Schnepf Farms
Cyd West	Maricopa Partnership for Arts & Culture

Guest speaker, Ms. Cyd West from the Maricopa Partnership for Arts and Culture (MPAC), gave a presentation to the Commission on how arts and culture is a critical economic driver.

**Key Points:**

- Meetgreaterphoenix.com is a website that will advertise diversity of entertainment in the surrounding towns & cities of Phoenix.
- Bring “knowledge worker” talent to Queen Creek
- Use of amenities that are already located here
- First step is to build on what is enjoyed in the area and advertise it
- Unique shops work well in clusters; exemplified in Sedona

**Feedback:**

- Commissioner Sossaman noted that the community of Agridopia in Gilbert uses arts and culture in the design of their restaurant as well as their neighborhoods. Community needs to be flexible in evaluating certain projects.
- Ms. West of MPAC suggested utilizing experts, such as green building designers, for economic development; Queen Creek has natural resources to work with.
- Commissioner Barney emphasized that the Town needs to be specific to attract artists and developers and to use local culture and Council Member Mortensen suggested that it be an action item.

- Council Member Mortensen stated that students should utilize their creative nature which will be vital to Queen Creek's growth.
- Commissioner Davis emphasized that Schnepf Farms is a big draw to the Town and consideration should be to put art events near that location. Commissioner Schnepf pointed out that the venue at Schnepf Farms is underutilized due to staffing. Arts and cultural groups could hold their events there.
- Doreen Cott, Economic Development Director suggested that the Town Center, south side of Ocotillo Road is open for opportunities. The Town should create flexibility for economic growth. A sub-committee to look more closely into the arts, culture and experience sector.
- Commissioner Humphries emphasized that the ASU Polytechnic has 9,600 students. Commissioner Davis will provide her with some Queen Creek Chamber of Commerce information to entice them to visit Queen Creek.
- John Larson reminded the group that once Horseshoe Park is up and running, it will bring other diverse venues to Queen Creek.

Economic Development Director, Doreen Cott gave an update on the Marketing and Action Plan. The department is presently working on key objectives and promotional pieces.

#### **Updates:**

- Council Member Mortensen:
  - Urged the Commissioners to review the State of the Town address by Mayor Sanders on the website.
  - General Plan will have a major impact on the area. The General Plan Update/alternative Land Use Concept D keeps open spaces with economic development central.
  - Portions of Ellsworth Loop Road are now open.
  - Queen Creek Marketplace grand opening will be in March.
- Town Manager, John Kross:
  - The Town budget situation is a serious matter. Housing is 2/3 of the Town's revenue which has been sluggish the past several months.
- Commissioner Murless:
  - In the last ten years Queen Creek has evolved in a positive way.
  - The school district has grown 16% in the last year.
  - Queen Creek High School to possibly open in 2011.
- Commissioner Sossaman:
  - The Sonoqui Wash in being hydro-seeded and landscaped but there is more to come.

The attendees were asked if they would prefer the Commission meetings to be held every other month opposed to once a month. Other than special meetings to address an item that requires action, the group agreed that they would meet every other month with the next meeting scheduled for March 26, 2008.

Meeting adjourned at 9:10 a.m.