



MINUTES

Economic Development Commission
22350 S. Ellsworth Rd, Queen Creek, AZ
Town Council Chambers
September 27, 2017
7:30 am

1. Call to Order and Roll Call

Vice Chair Bill Smith called the meeting to order at 7:33 am. The following people attended:

Commission Members: Bill Smith, Vice Chair; Richard Graham; Steve Sossaman; Shane Randall; Chris Clark; Derek Neighbors; Courtney Kleinebreil; Perry Rea; Cindy Barnes; Grant Tayrien; Carson Brown; Warde Nichols; Council Member Oliphant; Council Member Hoffman (arrived 7:50)

Town Staff: Doreen Cott, Economic Development Director; Jennifer Lindley, Economic Development Coordinator; Marissa Garnett, Economic Development Specialist; Bruce Gardner, Assistant Town Manager; Chris Anaradian, Development Services Director

Absent Members: Lee Ester, Chair; Perry Berry; Jason Barney; Mark Schnepf

2. Introductions & Announcements

None

3. Public Comment:

None

4. Items for Discussion and Possible Action

A. Discussion and possible approval of a façade improvement application for Heart to Soul located at 22033 S. Ellsworth Road

Economic Development Coordinator Jennifer Lindley introduced Lori & Dennis Strobehn, applicants and property owners of Heart to Soul Reiki. Ms. Strobehn provided a background of her experience as a Reiki Master/Teacher and explained reiki techniques, which is a method of spiritual healing and well-being.

Ms. Lindley gave an overview of the planned improvements for the property, which total approximately \$90K. She presented conceptual drawings

of the project, reviewed the application and pointed out the street facing items as follows:

Applicant: Heart to Soul Reiki – Lori Strobehn, 22033 S. Ellsworth Rd

- Exterior improvements include new landscaping, retaining walls, paving, painting, stone to the exterior structure and a metal roof as detailed in application.

Total Reimbursable Improvements: \$40,145
Max Allowed Reimbursement: \$20,000

Ms. Lindley said the Planning Department reviewed the initial application and found no problems. She added that signage would be addressed later.

Motion: To approve the façade improvement application in the amount of \$20,000 for Heart to Soul Reiki with the stipulation that all necessary permits and approvals are obtained through the Planning Department before Notice to Proceed is provided and all work is completed to Town Standards before reimbursement is made.

1st: Grant Tayrien
2nd: Cindy Barnes
VOTE: Approved unanimously

B. Consideration and possible approval of the August 23, 2017 minutes
Motion to approve the August 23, 2017 minutes as presented.

1st: Courtney Kleinebreil
2nd: Warde Nichols
VOTE: Approved unanimously

C. Presentation, discussion and possible recommendation for approval of the Town Center Plan Update.

The Economic Development staff gave an overview of the proposed updated Town Center Plan based on the report from lead consultant, Swaback Partners. Economic Development Director Cott explained that the consultant used input gathered from staff, stakeholders, community participation, public meetings, businesses and property owners. She said the plan will be presented to Council at the October 4, 2017 Town Council meeting.

The reported included the following:

- A new vision statement was created: “Create vibrant and active district in the heart of town center that complements the culture and heritage of the community and provides a range of venues that celebrate all that is unique and special in Queen Creek”
- SWOT analysis was performed and some take-aways include more open space for events; provide trees for more shade, preserve character, provide ample parking and clear crosswalks
- Town center boundaries are too large and should be defined creating a focus on the core of Old Ellsworth Road area with possible districting strategies
- Market analysis in the core area outlines opportunities for restaurant row, enhancement to co-working space, and in the future new, more dense residential product.
- Traffic analysis focused on connectivity, bike lanes, parking and pedestrian access along with future access and cut throughs; smaller urban blocks and more mixed uses
- Naming the town center core; creating brand identity; seek destination orientated businesses
- Recommendation for an overlay district that focuses on design, height, landscaping and walkability
- Updates to the key components: economic element, character element, land use element, multimodal and circulation elements and amenities element

The commissioners discussed the plan and some feedback included:

- The need for more open spaces within developments to create meeting places and restful areas
- Be mindful of placing too many design restrictions and making it difficult for developers
- The divided bike lanes are good and connections to neighborhoods would be ideal
- Provide adequate parking for events
- Determine who we promoting the brand for. Consider keeping it simple and easily recognizable by including “Queen Creek” when naming the Town Center core.

Motion to recommend approval of the Town Center Plan Update to Town Council.

1st: Carson Brown

2nd: Courtney Kleinebreil

VOTE: Approved unanimously

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

Commissioner Perry Rea announced the Garlic Festival at Queen Creek Olive Mill on Saturday, September 30 – Sunday, October 1, 2017.

Commissioner Chris Clark said the Holiday Parade will be on December 2, 2107.

Director Cott reported on new businesses:

Raising Canes – coming soon
AAMCO – coming soon
Someburro's – now open
Sauce Pizza & Wine – opening soon

5. Announcements

None.

6. Adjournment

The meeting adjourned at 8:24 a.m.

TOWN OF QUEEN CREEK

Bill Smith, Vice Chair
Economic Development Commission

Prepared by:

Joy Maglione
Town Clerk Assistant

PASSED AND APPROVED ON: October 25, 2017