



MINUTES

Economic Development Commission
22350 S. Ellsworth Rd, Queen Creek, AZ
Historic Town Hall
January 24, 2018
7:30 am

1. Call to Order and Roll Call

Chair Lee Ester called the meeting to order at 7:34 am. The following people attended:

Commission Members: Lee Ester, Chair; Richard Graham; Shane Randall; Derek Neighbors; Grant Tayrien; Perry Berry; Steve Sossaman; Chris Clark; Cindy Barnes; Warde Nichols; Courtney Kleinebreil; Mark Schnepf; Council Member Turley

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

Absent Members: Bill Smith, Vice Chair; Jason Barney; Perry Rhea; Carson Brown; Council Member Oliphant

2. Introductions & Announcements

Rommie Mojahed with SVN Desert Commercial Advisors and Travis Tomachoff attended the meeting.

3. Public Comment:

None

4. Items for Discussion and Possible Action

A. Consideration and possible approval of the December 13, 2017 minutes

Motion to approve the December 13, 2017 minutes as presented.

1st: Cindy Barnes

2nd: Grant Tayrien

VOTE: Approved unanimously

B. Presentation and discussion on activities at Phoenix-Mesa Gateway Airport-SkyBridge and Master Plan Update.

Shea Joachim, Business Development Director for Phoenix-Mesa Gateway Airport, gave a brief summary on economic development impacts and airport facts. He outlined the latest construction projects; reported that leasing activity is very strong and briefly discussed the Land Use Compatibility Study and the Master Plan Update.

Mr. Joachim discussed the long-term agreement with Skybridge Arizona to facilitate trade between U.S. and Mexico through the Unified Cargo Processing Program (UCPP). The program will cut costs and improve efficiency and will house customs and inspections at Phoenix-Mesa Gateway. Mr. Joachim gave a brief summary of the next steps for the Master Development Agreement and commercial development in the northeast area of the airport.

Commissioners discussed the impact that increased truck traffic may have on local roads due to future airport development. Commissioner Berry asked how many jobs would be created from SkyBridge. Mr. Joachim replied that the estimate is 10-17K jobs, but said that number was high and they would get a better estimate after the Masterplan is complete.

C. Presentation and discussion on Turning a Space into a Place – And then Spreading the Word!, by Kate Borders, Executive Director, Downtown Tempe Authority/Foundation and Vice Chair of the International Downtown Association

Economic Development Coordinator Jennifer Lindley introduced Kate Borders and gave a brief summary of her work experience. Ms. Lindley said her presentation will be helpful as we work on our overlay district and focus on creative uses in the branding of our downtown as it relates to our Town Center Plan action items.

Ms. Borders gave a presentation on creative place making and brand marketing and showed several examples of successful unique public spaces throughout the country. Ms. Borders stressed the importance of human interaction; beautification; infrastructure and engagement. Ms. Borders outlined the process used in Tempe for the Mill Ave District and gave a detailed explanation on how to determine your target audience, rebranding and delivering on the brand.

The commission discussed the importance of finding our target audience, deciding what is right for our community, managing expectations, long-range plans and involving stakeholders in the Town Center.

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

Commissioner Perry Berry provided updates on school construction and announced the high school groundbreaking ceremony on March 29, 2018. He said the Business Partner Breakfast is on January 30. Mr. Perry recognized sixty QC students who participated in Grand Canyon University suicide prevention conference, “Stand Up, Speak Up, Save a Life”.

Commissioner Chris Clark said the Chamber of Commerce, in partnership with the school district, is looking for business people to assist with mock interviews and judging at the Career & Technical Education program. He said the Elevate 4 Tomorrow event for high school juniors is on Feb 6 and will feature several speakers including a national speaker from Chick-fil-A leadership academy.

Commissioner Mark Schnepf reported on February tourism events at Schnepf Farms, which will attract approximately 20k people:

- Peach Blossom Festival
- Lantern Festival
- Estrella War (private event with worldwide participants)

Mr. Schnepf gave an update on glamping at the farm and said drive-in movies will return in summer.

Director Doreen Cott said Council Member Oliphant and Vice Mayor Turley are assigned to the EDC this year. She reported that next month’s speakers would include Ryan Duncan of Nathan & Associates and John Lewis of the East Valley Partnership.

Commissioner Cindy Barnes commented on the difficulty of trail crossing at Riggs Road from Orchard Ranch to the Equestrian Centre. She asked if there were any trail updates addressed in the General Plan Update.

5. Announcements

6. Adjournment

The meeting adjourned at 9:10 a.m.

Minutes – January 24, 2018
Economic Development Commission
Page 4 of 4

Lee Ester, Chair
Economic Development Commission

Prepared by:

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Town Clerk Assistant

PASSED AND APPROVED ON: February 28, 2018