



**Minutes**  
**Special Session**  
**Queen Creek Town Council**  
Queen Creek Town Hall, 22350 S. Ellsworth Road  
Council Chambers  
August 6, 2008  
3:00 – 5:30 p.m.

**1. Call to Order**

The meeting was called to order at 3:05pm.

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

Council Members present: Barnes; Brown; Hildebrandt; Wootten (telephone); Vice Mayor Barney and Mayor Sanders. Council Member Mortensen was absent.

**PUBLIC HEARINGS AND FINAL ACTION:** If you wish to speak to the Council on an item listed as a Public Hearing or 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.

**3. Discussion and possible action** on Horseshoe Park and Equestrian Centre Operations and Management.

Town Manager John Kross introduced this item as one for Council to discuss and forward possible policy questions to forward to the Recreation Advisory Board for further consideration.

Assistant Parks & Recreation Director Creighton Wright reviewed the project background of Horseshoe Park & Equestrian Centre beginning with the revised master plan in 2003; construction project beginning in 2006; groundbreaking in 2007 and expected opening date of January 1, 2009. Mr. Wright also reviewed with the Council the site plan and current status of construction.

Mr. Wright discussed the current general operations timeline subject to the Council's direction in December 2007 to have the highest and best use of the facility with prioritizing residents use. He briefly discussed the manager position and in-house staffing with the hiring of a Horseshoe Park Specialist. Council asked whether sewer hook-ups would be available for RV's. Mr. Wright responded that they wouldn't be available in time for the initial opening and that a pumper truck would service the park in the meantime. Council also asked if cell tower leases were being considered for the park. Mr. Wright said they weren't at this time. Mr. Wright continued with the staffing plan for the facility and additional policies for Council to consider including an alcohol policy; non-profit partnership policy and finalizing the grand opening event.

The presentation continued with an overview of the current management philosophy for reservations. Mr. Wright said that reservations are currently being received, however,

**Minutes for the Special Session**  
**Queen Creek Town Council**  
**August 6, 2008**  
**Page 2**

recruitment for events/bookings are not being done. Council asked how many reservation requests had been received. Mr. Wright responded that 16 requests had been made and the month of January 2009 is booked at this time with local clubs.

Marketing & Communications Division Manager Marnie Schubert presented the marketing options for consideration and explained marketing vs. recruitment. Ms. Schubert reviewed in detail the two marketing plan options and staff's recommendation for the community focused marketing plan to include non-profit events, local horse shows, Town sponsored events and smaller weddings/receptions. Advertising venues and events were also reviewed. Council discussed the costs for the advertising and the type of publications advertised in; costs for website domain names and expectations for certain types of amenities for events. Ms. Schubert explained the preferred vendor list that would be created.

Discussion on the reservation guidelines was in regard to the flexibility for staff to schedule events and possibly reschedule events. Council had some concern with the possibility of rescheduling some events multiple times but agreed the facility needs to be used to the fullest and highest use. The possibility of having a limitation on the number of times an event was rescheduled was discussed. Other questions Council had were in regard to equestrian trade shows and deadlines to reschedule or change dates for events.

Mr. Wright then presented two additional policies for discussion and future action: concession/alcohol policy and a non-profit youth agency partnership. Mr. Wright said the staff's recommendation is for the Town to apply for a government liquor license and contract with a preferred vendor for serving/selling the alcohol. Council asked if a person could bring in liquor for personal consumption (i.e. RV'er). Town Attorney Fredda Bisman responded that while the Town could prohibit bringing in alcohol, it could be difficult to enforce. Council also asked if the alcohol would increase the liability insurance. Staff responded yes.

Council discussed and suggested a non-profit youth partnership similar to the San Tan Youth Football League.

There was further discussion on the types of amenities larger events would expect, such as hotels, restaurants, additional activities and the need to be able to provide such amenities to attract the larger events.

Additional options for the management of the facility were discussed including hiring a facility promoter/booker and contracting with a third party management company. Consideration for maintaining the Town's reputation and rural atmosphere and keeping the management in-house was encouraged.

Council asked how the resident vs. non-resident priority and use of the facility was determined. Mr. Wright explained that it is based on the residence of the person primarily responsible for the event. He added that this is a common issue in every city/town park and the focus needs to be on the primary person. It was also noted that anytime a resident reserves the facility but charges a fee or makes any money, the event will automatically be reclassified as a commercial event.

**Minutes for the Special Session  
Queen Creek Town Council  
August 6, 2008  
Page 3**

**Motion to approve Option 1 of the Horseshoe Park & Equestrian Centre Operations and Management Philosophy as recommended by staff to include the additional \$8,000 in marketing and strategic timeline for FY08-09 through FY11-12(Wootten/Barney/5-1(Brown)**

Additional discussion was in regard to bridal magazine advertising and liquor licensing and perhaps delaying the advertising.

**Motion Passed.**

**4. Adjournment**

**Motion to adjourn at 4:34pm (Barney/Hildebrandt/Unanimous)**

\*\*\*\*\*

TOWN OF QUEEN CREEK

\_\_\_\_\_  
Arthur M. Sanders, Mayor

Attest:

\_\_\_\_\_  
Jennifer F. Robinson, CMC

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 August 6, 2008 Special 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, CMC

Passed and approved on August 27, 2008.