



**MINUTES**  
**Economic Development Commission**  
*Electronic Meeting- WebEx*  
August 26, 2020  
7:30 am

**1. Call to Order and Roll Call**

Vice Chair Shane Randall called the meeting to order at 7:33 a.m.

Commission Members present (electronically):

Shane Randall, Chair; Brent White; Chris Clark; Carson Brown; Jason Barney; Marc Valenzuela; Nancy Hormann; Jenna Kahl; Gordon Mortensen; Council Member Brown; Council Member Oliphant

Town Staff (electronically): Doreen Cott, Economic Development Director; Jennifer Lindley, Downtown Development Manager; Marissa Garnett, Economic Development Coordinator; Rob Sachs, Real Estate Coordinator; Bruce Gardner, Assistant Town Manager; Joy Maglione, Deputy Town Clerk

Absent Members: Steve Sossaman; Perry Berry; Warde Nichols; Grant Tayrien; Brian McKean; Mark Schnepf; Perry Rea; Derek Neighbors

**2. Items for Discussion and Possible Action**

A. Consideration and possible approval of the May 27, 2020 minutes.

**Motion to approve the May 27, 2020 minutes as presented.**

**1<sup>st</sup>: Nancy Hormann**

**2<sup>nd</sup>: Chris Clark**

**Vote: Approved unanimously**

B. Presentation on the Queen Creek Small Business Grant Program

Economic Development Director Doreen Cott gave a brief overview of the CARES Act and the funding available for State and local governments. Arizona received \$2.82B and she outlined how it was distributed to counties and municipalities. She reported that Queen Creek's share is \$5.8M.

Ms. Cott outlined three programs that were established to assist the small business community in Queen Creek:

1. Small Business Grant Program – Council allocated \$500,000 for the program. It is available for brick and mortar and home based businesses that are physically located in Queen Creek and launched on July 20, 2020. The purpose is to reimburse costs incurred in connection with enhanced sanitation, employee safety and customer safety.

Ms. Cott provided eligibility details and said the Town kept the application process very simple for applicants. To date the Town has received 52 applications and the amount of money requested by applicants thus far totaled \$210,000. She reported that 57% of the funds for this program are still available.

Chair Shane Randall asked what the turnaround time to receive the funds was for the Small Business Grant Program. Ms. Cott said the applications are reviewed and sent to the Finance Department. If the applicant's documentation is in place, funds are distributed from start to finish in less than two weeks.

Mr. Randall suggested that testimonials from program recipients would help market the program.

2. Business License Waiver Program – The business license fees will be waived for FY20-21 for every new and existing business in Queen Creek. The waiver is only for businesses that have a physical location in Queen Creek and will affect approximately 865 businesses. The program started July 1, 2020 and ends June 31, 2021.

3. Marketing Partnership with Hownd – The platform launched on July 20, 2020. The program allows businesses to make promotional offers to customers.

#### C. Presentation on the HOWND Marketing Program

Ms. Cott gave an overview of the Hownd marketing program and explained how the program helps businesses by generating foot traffic through promotions and discounts to consumers using apps, social media and other channels. She said the Town partnered with Hownd in July to assist local businesses. The Town will offset costs to the business by covering up to \$7,500 of the pay per use fee that the business would normally have to pay.

Ms. Cott shared a slide of the Hownd landing page which showed the list of businesses in the program and displayed some of the promotions for the consumer. She said Hownd is doing the legwork to sign up the local businesses and the QC Chamber of Commerce is also promoting the program.

Commissioner Hormann asked how much it costs for the business. Ms. Cott responded that it depends on the business, the type of promotion and the product.

D. Presentation and update on the Downtown Core

Downtown Development Manager Jennifer Lindley delivered a power point presentation updating activities in the Downtown Core.

Ms. Lindley explained the vision for the Downtown Core and provided market data; available inventory; traffic counts; demographics and lease rates for the downtown area. Ms. Lindley explained the difference between downtown development and suburban development and said our focus is on walkability, niche specialty restaurants and retail and creating more density. Because of this, she said we have a smaller pool of “downtown” developers and it is important to consider creative development agreement deals to attract development.

Ms. Lindley displayed examples of downtown projects in Chandler and Gilbert and briefly discussed their use of creative development agreements and lease options in their downtown.

Ms. Lindley gave an overview of Downtown Projects in Queen Creek:

- Town Center Infrastructure Design – includes east/west connectors and underground drainage
- Downtown Art – use of art to create energy ; new committee was formed
- Mission Market – an update on this space was provided; the building is for sale
- Communiversty/Library Site – 6.8 acres of town owned land; interest in a new proposal/RFP in the future

Ms. Lindley concluded by highlighting the Downtown Arts & Placemaking Advisory Committee members’ credentials and background in the arts. The committee had their initial meeting and will bring their proposed Action Plan to Town Council for approval at the September 2, 2020 meeting.

Commissioner Hormann asked if there is a formal procedure for art in public places and in particular the removal or art in the future if needed. Ms. Lindley said it will be a topic of discussion for the new Downtown Arts Committee.

Commissioner Clark asked if Mission Market is interested in leasing space back from them. Ms. Lindley said that is an option, however if the space is not used as a restaurant it will need to go through the review process.

Commissioner Mortensen asked if small performing art shows were being considered for the downtown area. Ms. Lindley said yes, this has been discussed.

E. Presentation on Commercial Projects

Ms. Cott provided updates on the following:

Coming Soon:

- Hampton Inn – estimated 4<sup>th</sup> Quarter 2020 open date
- Fry's Marketplace – under construction document review
- Fat Cat's – currently under construction
- EOS Fitness – in planning review
- Backyard Tacos – planning review
- Trader Joe's – under construction/ estimated Fall 2020 opening
- Banner Health – expansion in Town Center
- Industrial / Power Marketplace – 4 new buildings totaling 48,000 SF

Recently Opened:

- Barrio Queen- QC Marketplace
- Whataburger – Terravella
- Little Gym – QC Fiesta
- Total Wine – QC Marketplace
- Nekter Juice Bar – QC Marketplace
- Woodbarn BBQ – Basha's Plaza

Single Family Home Residential Permit Issued:

- January - 149
- February – 136
- March – 169
- April – 222
- May – 97
- June – 151
- July – 164
- August (to date) – 129

Ms. Cott said that residential permitting is strong and continues to drive interest in retail development.

Commissioner Mortensen asked if a financial report on the impacts of COVID-19 on Queen Creek businesses could be provided at a future meeting. He also asked how many businesses re-opened, remained closed or stayed open in a reduced capacity.

Ms. Cott responded that sales tax numbers remain strong despite COVID and that she would provide information from Finance at the next meeting.

F. Summary of current events – Reports from Chair, Commission Members and Economic Development staff.

None.

**5. Announcements**

A. None.

**6. Adjournment:**

The meeting adjourned at 8:29 a.m.

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TOWN OF QUEEN CREEK

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Shane Randall, Chair  
Economic Development Commission

Prepared by:

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Joy Maglione  
Deputy Town Clerk

PASSED AND APPROVED ON: September 23, 2020