



MINUTES

Economic Development Commission

Virtual Meeting

January 27, 2021

7:30 a.m.

1. Call to Order and Roll Call

Chair Shane Randall called the meeting to order at 7:34 a.m.

Commission Members present (electronically):

Shane Randall, Chair; Carson Brown; Marc Valenzuela; Jason Barney; Perry Berry; Chris Clark; Perry Rea; Brent White; Derek Neighbors; Brian McKean; Jenna Kahl; Gordon Mortensen; Council Member Wheatley

Absent Members: Grant Tayrien, Vice Chair; Nancy Hormann; Steve Sossaman; Warde Nichols; Mark Schnepf; Council Member Turley

Staff present (electronically): Doreen Cott, Economic Development Director; Jennifer Lindley, Downtown Development Manager; Marissa Garnett, Economic Development Coordinator; Bruce Gardner, Assistant Town Manager; Eric Swanson, Planning Administrator; Joy Maglione, Deputy Town Clerk

2. Public Comment: There will be no public comment at this meeting, but the public can listen to the meeting electronically by audio or on the computer.

3. Items for Discussion and Possible Action

A. Consideration and possible approval of the November 18, 2020 minutes

Motion to approve the November 18, 2020 minutes as presented.

1st: Gordon Mortensen

2nd: Brian McKean

Vote: Approved unanimously

B. Presentation, discussion and possible approval of the Economic Development Program of Work

Economic Development Director Doreen Cott introduced Del Boyette and Tracy Sharp of Boyette Strategic Advisors. They joined the meeting virtually to present an update of the Economic Development Program of Work. (See attached presentation).

Ms. Sharp said the program will serve as a guide for the next three to five years. She said they went through an extensive review and outreach period, looked at other cities benchmarks and the development of state-owned land and identified five target sectors and five strategic focuses.

The final report included the five target sectors:

1. Advanced Manufacturing – includes Aerospace/Aviation; Electronic Equipment and Components and Autonomous/ Electric Vehicles
- 2) Agritainment/Destination Tourism – Stems from the “farm to table” movement which is well established in Queen Creek
- 3) Business Services – Focused on broad support services
- 4) IT/Software - Focused on computing via hardware, software service and infrastructure
- 5) Healthcare – Support the future expansion of Banner Ironwood Medical Center

Strategic focus areas include:

- 1) Product Development – Identify and market to attract high-impact projects and development
- 2) Town Center Development – Focus on brand identity, awareness and arts
- 3) Business Attraction/Retention – Establish development programs and/or specific funds to attract new business and plan for retention
- 4) Entrepreneurship/Innovation – Embrace and enhance IT/Software startups
- 5) Marketing/ Communications – Develop and enhance existing tools; build on website and QC taglines

The Commissioners thanked Del and Tracy for their efforts and for the thorough report. They discussed branding ideas; food halls; improving internet speed; education; and downtown art.

Motion to recommend to Town Council the approval of the Economic Development Program of Work as presented.

1st: Gordon Mortensen

2nd: Perry Berry

Vote: Approved unanimously

C. Update on Downtown Core Projects

Downtown Development Manager Jennifer Lindley said even with the pandemic projects continue to move forward. She gave a brief background on the 2017 Town Center Plan Update and Downtown Core Design Guidelines and the goal to create walkable downtown districts. Ms. Lindley summarized the following projects:

- Town Center Infrastructure and Drainage Design plan to create urban blocks is underway. Two new east/west connector roadways are in design to help increase roadway circulation and improve safety (left turn out of Quiktrip will be eliminated with new traffic lights and connector roads)
- Project features in downtown include colored concrete, bike racks, festoon lighting, bright chairs, screen walls, pocket parks, and unique two way buffered bike lanes
- Land exchange with town property and the Circle K at Ellsworth and Ocotillo was finalized. Circle K will relocate and the town will own Circle K land for a potential Downtown developer to come in
- Downtown Arts and Placemaking Subcommittee is very active with various art projects and murals

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

Ms. Cott thanked Council Members Brown and Oliphant for service on EDC last year and welcomed Council Members Turley and Wheatley to the EDC.

Mr. Cott provided the following updates:

- The new hotel has opened
- Fat Cats is well under construction and should open in mid-April. More information will be provided on this as it becomes available
- Thanks to SRP for sponsorship on the Economic Development Strategic Plan Update, and thanks to Del and Tracy with Boyette for their hard work

Commissioner Perry Berry reported that Queen Creek Unified School District (QCUSD) is currently pursuing a third high school in southern part of the area. The Board will decide if this high school opens in July '22 or '23 depending on funds. The district is experiencing hyper growth; it had projected to grow by 900 students, now there are 1100 new students to the district. Mr. Perry reported that the Katherine Mecham School is half full on enrollment already; a new addition at Silver Valley Elementary and there are two new board members.

4. **Announcements**

None.

5. **Adjournment**

The meeting adjourned at 9:04 a.m.

Shane Randall, Chair
Economic Development Commission

ATTEST:

Joy Maglione
Deputy Town Clerk

I, Joy Maglione, 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 January 27, 2021 Economic Development Commission. I further certify that the meeting was duly called and that a quorum was present.

Passed and approved on: FEBRUARY 24, 2021