



**Minutes**  
**Work Study Session**  
**Queen Creek Town Council**  
Queen Creek Town Hall, 22350 S. Ellsworth Road  
Council Chambers  
March 4, 2009  
5:30 pm

**1. Call to Order**

The meeting was called to order at 5:40pm.

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

Council Members present: Barnes; Brown; Hildebrandt; Mortensen; Wootten; Vice Mayor Barney and Mayor Sanders.

**3. Motion to adjourn to Executive Session for the following purposes:**

A. Discussion and consultation for legal advice and to consider the Town's position and instruct its attorneys regarding: Amended Development Agreement with Vestar – Queen Creek Marketplace (A.R.S. §38-431.03(A) (3) & (4).

**Motion to adjourn to Executive Session at 5:41pm** (Mortensen/Wootten/Unanimous)

The Work Study Session reconvened at 6:03pm.

**ITEMS FOR DISCUSSION** These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

**4. Presentation by Molly Jacobs on the Queen Creek Performing Arts Center.**

Molly Jacobs, Director of the Queen Creek Performing Arts Center, gave a brief history of the QCPAC which has provided 1500 events since 2003. She said the "Family Program" has the highest participation and attendance, including 5000 hours of volunteer service. Ms. Jacobs introduced a proposed new program "QC Get Creative" and a partnership with the Queen Creek Library for programs.

Discussion included benefits provided to the community by QCPAC; profit/subsidies and the budget for QCPAC.

**5. Discussion on the branding initiative.**

Management Assistant Becca Gledhill provided an overview of what a "brand" is and uses for identifying and marketing a community. Management Assistant Lauren Krepitch discussed the next steps for branding that include issuing an RFP, identifying funding and research and analysis.

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Council discussed the issue of overcoming an image and “brand” of the area outside of the Town limits and possibly waiting until the area has a separate identity or staying with the current image of rural and affordable housing. Discussion also included limiting the scope of work to have more work done by staff.

Ms. Gledhill explained that the Town has already incorporated some branding material supporting the Town’s identity (desert green used on website; distinct font for logo).

Council suggested the following be considered: a) focus on history and traditional activities of the Town; b) consider incorporating entire Queen Creek area that includes the county areas; and c) have main tasks completed by staff. Town Manager John Kross said that he would ask the Marketing Department to create a work plan and suggested community involvement in the project as branding is somewhat related to the General Plan (urban vs. rural). Marketing Division Manager Marnie Schubert added that community outreach would be included in the work plan and would include businesses, churches and other community organizations.

**6. Adjournment**

**Motion to adjourn Work Study at 6:53pm (Brown/Wooten/Unanimous)**

TOWN OF QUEEN CREEK

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Arthur M. Sanders, Mayor

Attest:

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Jennifer F. Robinson, MMC

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 March 4, 2009 Work Study Session of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

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Jennifer F. Robinson, MMC

Passed and approved on March 18, 2009.