



DRAFT MINUTES

Arts, Culture and Experience Sub-Committee Meeting August 26, 2008, 9:00 a.m. San Tan Conference Room

1. Call to order

Present:

Rustyn Sherer	Queen Creek Chamber
Duane Roen	ASU Polytechnic
Roseann Sweet	Queen Creek Resident
Steve Sossaman	Queen Creek Resident
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek
Creighton Wright	Town of Queen Creek

Absent

Mark Schnepf	Queen Creek Resident
Jason Barney	Land Developer
Molly Jacobs	Queen Creek Performing Arts Center
Katie Sipes	Town of Queen Creek

2. Public Comment

No public comment.

3. Items for Discussion:

A. Consideration and possible approval of the March 25, 2009 minutes.

A **MOTION** was made by Committee Member Duane Roen, seconded by Queen Creek Chamber of Commerce President, Rustyn Sherer, to approve the minutes dated March 25, 2009. Voice vote carried 4-0.

B. Discussion on the Shop Queen Creek Program

Economic Development Management Assistant, Kim Moyers gave the committee an update on the Shop Queen Creek program. 37 local businesses have registered to be a part of this initiative. A "Shop Queen Creek for the Holidays" campaign will be rolled out on October 1st with marketing pieces encouraging residents to buy local during the holiday season. The Town of Queen Creek and the Queen Creek Chamber of Commerce will be personally inviting local businesses to sign up and participate in this program. Mr. Sherer encouraged staff to send the Shop Queen Creek logo to the Queen Creek Independent for additional promotion in their newspaper.

C. Discussion on the Hotel Study and Stakeholders Roundtable

Ms. Moyers presented the committee with information regarding the proposed hotel study and stakeholders roundtable, tentatively scheduled for September 29th from 3:00 pm to 5:00 pm. Michael Martin, with the Tempe Convention and Visitors Bureau, has agreed to facilitate the roundtable. Economic Development Director, Doreen Cott stated that the stakeholders have been identified. Mr. Sherer emailed Ms. Cott contact information for a

representative from the Arizona Office of Tourism who may be able to provide data for the study.

D. Discussion and possible action on the Farmers' Market.

Ms. Cott stated that she will be going before Town Council on September 16, 2009 to discuss the future of the farmers' market. Discussion from Mr. Sherer suggested the continuation of the market and keeping the market at four markets a year as a minimum. Mr. Roen suggested that the library schedule an activity during the hours they are open (9:00 am – noon) to provide another element to the farmers' market. It was suggested that while at the market, families may want to prolong their stay with a story hour or other activity that may be suitable. Mr. Sherer stated that four hours was an appropriate amount of time for the market. It was agreed that the market's traffic remained steady allowing for families to attend throughout the morning without being rushed.

A **RECOMMENDATION** was made by Mr. Sherer and seconded by Steve Sossaman that the Farmers' Market transition from the Economic Development Department to the Parks and Recreation Department with the continuation of four markets, consistent with the previous year, in the spring of 2010. Voice vote carried 4-0.

E. Discussion on the Community Calendar

Mr. Sherer demonstrated the Explore Queen Creek website, explorequeencreek.org. This website is still in beta testing. Mr. Sherer encouraged suggestions on improving the site. The site will be a search engine similar to Google that will search for Queen Creek information. The website includes the Shop Queen Creek logo linking to participating businesses. Mr. Sherer stated that the site will be controlled making it safe for all to use. In the near future, Mr. Sherer will be adding the community calendar (or at least a link) as well as the Chamber calendar of events.

The website was well received from the committee with many comments on the look and content of the site.

Next meeting will be held on Wednesday, October 28th, 2009.

Meeting adjourned at 10:15 a.m.

Passed and approved on _____

Doreen Cott, Economic Development Director

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