



**Arts, Culture and Experience Sub-Committee Meeting**  
**March 25, 2009, 9:30 a.m.**  
**San Tan Conference Room**

---

**1. Call to order**

**Present:**

Jason Barney	Land Developer
Rustyn Sherer	Queen Creek Chamber
Duane Roen	ASU Polytechnic
Roseann Sweet	Queen Creek Resident
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek

**Absent:**

Steve Sossaman	Town of Queen Creek Resident
Molly Jacobs	Queen Creek Performing Arts Center

**2. Public Comment**

No public comment.

**3. Items for Discussion:**

**A. Consideration and possible approval of the October 22, 2008 minutes.**

A **MOTION** was made by Commissioner Barney, seconded by Duane Roen, to approve the minutes dated October 22, 2008. Voice vote carried 4-0.

**B. Farmers' Market**

Kim Moyers, Economic Development Management Assistant gave the group an update on the Queen Creek Farmers, Market that will take place on Saturday, April 18, 2009. Ms. Moyers attended the San Tan Village and Chandler Farmers' Markets to acquire additional produce vendors. Schnepf Farms will be providing more produce and the Deli Restaurant is working with a local farm and will also have produce available for purchase. A food vendor will be selling homemade tamales and Rich Aroma will be making specialty tea drinks. Currently there are 25 vendors and more have requested applications. A DJ and band will be provided for entertainment. Ms. Moyers would like a different band or artist at the May's Farmers' Market.

Commissioner Barney suggested the sounds of Bob Zucker.

Ms. Moyers had indicated that the banners will be out soon and the flyers are ready for posting.

Commissioner Barney wanted to know what the number of attendance is expected for this Farmers' Market. Ms. Moyers said that the November's attendance was 3000 people and she would expect to see the same number attend.

Commissioner Sweet asked if there will be signs directing people to the Market. Ms. Moyers replied that the signs will be posted one week before the event.

Commissioner Barney would like to drive business to the chamber members and local businesses in Town. Ms. Moyers stated that the Market attendees would be encouraged to also attend the Peach Fest at Schnepf Farms after the May Farmers' Market.

Commissioner Sweet suggested providing coupons to Schnepf Farms or put Queen Creek information in a bag for the attendees to the market.

**C. Hotel Study – criteria for scope of work**

Doreen Cott, Economic Development Director has indicated that Economic Development has budgeted funds to conduct a hotel study. The goals of the study is to examine existing sites identified in the General Plan, overflow of Gaylord Entertainment, access/amenities appropriate for this area, and demand generators.

Commissioner Barney pointed out that hotels are currently being built at San Tan Village and at Power and Ray Road.

Ms. Cott emphasized that the resort location of Box Canyon is long term range where Town Center and Queen Creek Station are more immediate, logical locations. Ms. Moyers asked the sub-committee if a hotel with meeting space would be beneficial to the community.

Commissioner Barney stated that there is no meeting space available in Gilbert and there is a need for it. Looking at how well the Gilbert hotels fill their meeting space will help lead Queen Creek.

Commissioner Sweet said hotels would provide opportunities to bring visitors to Queen Creek for the natural beauty, Eco site, trail rides and the unique attributes of the area.

Commissioner Barney stated that the business traveler that comes to the area to do work drives hotel business. This is where the bulk of business comes from and determines the profitability of a hotel.

Ms. Moyers said that other Gaylord sites need overflow hotels for large conventions.

Commissioner Sherer indicated that there will be seasonal factors as many people come to spend the winter in Arizona.

Doreen Cott, Economic Development Director will provide a draft of the hotel study when complete and present it to the sub-committee.

**4. Announcements**

No announcement

**5. Adjournment**

The meeting adjourned at 10:10 a.m.

The next meeting is scheduled for May 27, 2009 at 9:15 a.m.

Passed and approved on

August 26, 2009



Doreen Cott, Economic Development Director