



Minutes

Work Study and Possible Executive Session Queen Creek Town Council

Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
October 21, 2009
5:30 pm

1. Call to Order

The meeting was called to order at 5:33pm.

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

Council Members Barnes; Brown; Hildebrandt; Wootten and Mayor Sanders were present. Council Member Barney and Vice Mayor Mortensen were absent.

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

A. Discussion and consultation with the Town's designated representatives to consider the Town's position and advise its representatives regarding negotiations for the lease of real property (Villages at Queen Creek Office complex) A.R.S. 38.431.03(A)(4) and (7).

B. Discussion and consultation with the Town Attorney for legal advice regarding SRP line siting: A.R.S. 38.431.03 (A)(3).

Motion to adjourn to Executive Session at 5:34pm (Wootten/Barnes/Unanimous)

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. Town Center Update.

Economic Development Director Doreen Cott gave an update on the Town Center Committee's work to date and reviewed the Committee's recommendations for aesthetic features for the Town Center. Features include directional signage, decorative light fixtures, decorative traffic signal bases, poles and arms, and landscaping.

Ms. Cott also reviewed the Committee's discussion and recommendation for extending the Town Center boundaries.

Council asked for information on the additional cost for maintenance of the decorative traffic signals. Ms. Cott replied it would cost \$6,000 per intersection every five years.

Council also asked why the Committee considered the Town Center boundaries and land uses. Ms. Cott explained that the Land Use Element is currently in the Town Center plan.

Council discussed a possible conflict with the current voter approved General Plan and the recommendations for expanding the Town Center boundaries, as well as the importance of having an appealing Town Center.

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5. Presentation of the Queen Creek Chamber of Commerce FY09-10 1st Quarter Report.

Rustyn Sherer, Chamber President reported on the 09-10 budget, membership statistics, financial report and upcoming events for the Chamber of Commerce. Mr. Sherer also gave a status report on the new website www.explorequeencreek.com.

6. Presentation on the Prescription Discount Card Program for Town residents offered through National League of Cities and Towns.

HR Director Bruce Gardner gave an overview of the prescription discount program which would be offered at no cost to the Town or residents. He said the program would be promoted through marketing and the National League of Cities would produce the cards customized for Queen Creek. Mr. Gardner said the cards would be distributed at Town buildings at the beginning of 2010.

Council asked if there would be any tracking of the use of the cards. Mr. Gardner replied only the general use of the card (i.e. how many distributed) and they would be available to anyone who picked a card up. Council also asked who funded the program and how much staff time would be necessary to offer the program. Mr. Gardner said that funding was through a partnership with CVS Caremark and the federal government and the only staff time needed would be answering the occasional calls which would be directed to the Human Resource Department. Council requested that a six-month status report be provided.

7. Presentation of the revised Town Branding concepts.

Management Assistant Rebecca Gledhill presented the three branding concepts based on previous Council input that would be presented to the public for comment. The three concepts are:

- Convenience of the city, Comfort of the country
- What's your dream
- Smart design. Perfect Fit

Ms. Gledhill reviewed the color palettes, taglines and sample ad for each. She discussed the plan for placing surveys on the website, facebook and twitter and providing hard-copy surveys at Town buildings and events. Results will be presented to Council in January 2010 with a plan for implementation. Council asked if there would be a way to determine comments from residents vs. non-residents. Ms. Gledhill responded that a zip code or address can be requested in the same format as the solid waste survey.

Council discussed the importance of the visual aspect and asked for two photo options per concept.

6. Adjournment

The Work Study Session was adjourned at 6:45pm.

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TOWN OF QUEEN CREEK

Arthur M. Sanders, Mayor

Attest:

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 October 21, 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.

Jennifer F. Robinson, MMC

Passed and approved on November 4, 2009.