



Minutes

Work Study Session

Queen Creek Town Council

Queen Creek Town Hall, 22350 S. Ellsworth Road

Council Chambers

March 3, 2010

5:30 pm

1. Call to Order

The meeting was called to order at 5:32pm.

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

Council Members present: Barnes; Benning; Brown; Wootten; Vice Mayor Mortensen and Mayor Sanders. Council Member Hildebrandt was absent.

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

A. Discussion and consultation with the Town's attorneys for legal advice regarding scalloped streets and the Ellsworth Road Improvement (Empire to Cloud) project (A.R.S. 38-431.03(A)(3).

B. Discussion and consultation with the Town's attorneys for legal advice and to consider the Town's position and instruct its attorney on IGA with Maricopa County regarding the Queen Creek Landfill (A.R.S. 38-431.03(A)(3)&(4).

Motion to adjourn to Executive Session at 5:33pm (Barnes/Wootten/Unanimous)

The Work Study Session reconvened at 6:04pm.

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. Discussion on Horseshoe Park & Equestrian Centre operations and capital resources.

Town Manager John Kross explained that this request is a reauthorization for the hiring of a Horseshoe Park Manager and related CIP improvements that were originally included in the Horseshoe Park budget. Mr. Kross provided a timeline for the recruiting and hiring of a manager as well information on the internal transfer and use of developer funds (not impact fees) to fund the capital improvements. The improvements include barnes/covered stalls, arena, bleachers, additional lighting and signage and drainage improvements at a cost of \$1,023,600.

Mr. Kross also reviewed his recommendations as a result of the comprehensive assessment of Horseshoe Park and relation to the Council's Corporate Strategic Plan. Mr. Kross added that

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Horseshoe Park is an economic development program with success/measurable goals for cost recovery. He also said that the improvements to the facility would attract larger events, in turn attracting larger attendance.

Council discussed overflow parking; type of covered stalls; inter-fund loans and repayment at a rate of 4%.

Mr. Kross stated that the goal of cost recovery of the park can't be obtained by operating in the current mode and briefly discussed the pros & cons on alternatives (no change/3rd party contractor/closing facility).

Council continued to discuss using developer funds, payback period and effect on the 5-year park masterplan.

5. Discussion on the use of and feasibility of erecting marquee signs.

CIP Division Manager Troy White provided information on the possible use of electronic marquee sign(s) as requested by the Council. Mr. White showed examples of different types of signs with costs ranging from \$10,000-\$250,000. He said the type that the Town might likely use would be in the range of \$35,000-\$75,000 not including operations & maintenance. Council asked if signs could be hung at the railroad underpass, similar to how banners are currently hung. Mr. White responded yes.

Traffic Division Manager Mike Pacelli presented and discussed concerns with the use of electronic marquee signs and driver distraction & safety. He provided information on the characteristics of roadways and the recommendations of the Traffic Engineering Division for possible locations. He stated that Ellsworth Loop Rd & Rittenhouse Road was not recommended. There was discussion on safety incidents, traffic count and the Economic Development Commission's study on signage.

Communications & Marketing Director Dee Anne Thomas stated that signs are effective in many ways, but with limited resources, the Council should prioritize where signs should be placed. She said that any sign within the Town limits should tie in with the branding initiative and be aesthetically pleasing. She also discussed concerns with placing a marquee sign at Ellsworth Loop Rd & Rittenhouse Road because of the distraction and busyness of the intersection. She said messages need to be brief and change often to keep messages clear and updated. Ms. Thomas also discussed the possibility of cost sharing with the new communivesity.

Council discussed creating a policy on electronic marquee signs prior to implementing the use of any.

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6. Adjournment

The Work Study adjourned at 7:11pm.

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 March 3, 2010 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 March 17, 2010