



# DRAFT MINUTES

## Economic Development Commission Meeting December 15, 2010, 7:30 a.m. San Tan Conference Room

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### 1. **Call to order**

#### **Present:**

Lee Ester, Chairman	SRP
John Schroeder	CGCC, Williams Campus
Jason Barney	Land Developer
Marquis Scott	Queen Creek Chamber of Commerce
David Valenzuela	Phoenix-Mesa Gateway Airport
Steve Sossaman	Queen Creek Resident
Roseann Sweet	Queen Creek Resident
Dr. James Murlless	Queen Creek Unified School District
Doreen Cott	Town of Queen Creek
Kim Moyers	Town of Queen Creek
Wayne Balmer	Town of Queen Creek
Tim Lynch	Town of Queen Creek
Marsha Hunt	Town of Queen Creek

#### **Absent:**

Carson Brown, Vice Chairman	W Holdings
Vice Mayor Craig Barnes	Town Council
Mark Schnepf	Schnepf Farms
Gordon Mortensen	Queen Creek Resident
(Vacant Position)	Arizona State University Polytechnic

The meeting was called to order at 7:48 a.m. by Chairman Ester

### 2. **Public Comment**

No public comment.

### 3. **Items for Discussion**

#### **A. Consideration and possible approval of the October 27, 2010 minutes**

Economic Development Director Doreen Cott requested a spelling correction for September on page 1. Wayne Balmer requested to be listed as present for the October 27 meeting.

A **MOTION** was made by Commissioner Schroeder and seconded by Commissioner Sweet to approve the minutes dated October 27, 2010 as amended. The motion carried unanimously by a voice vote (7-0).

**B. Discussion and possible action on the Business Incubator Program**

Economic Specialist Kim Moyers has been meeting with different groups to finalize logistics for the Business Incubator Program. The Town's facilities group is working on tenant improvements and Information Technology staff is working on security. The Town's web site has the new QC Incubator logo, description of the incubator and sponsors (e.g. SRP). Ms. Moyers asked the Commission to forward any contacts that might be interested in sponsoring the program. A soft opening will occur in January – a formal grand opening date has not been set.

Chairman Ester asked for an overview of the survey results. Ms. Moyers provided a summary of the 42 survey responses. The majority of the businesses that responded to the survey were contracting, professional services and other services. Respondents indicated they want to see retail businesses locate in Queen Creek. Of the businesses that responded to the survey, 40% said they were planning on expanding, 40% were not expanding and 20% were not sure. The response for "what resources are needed for your business to grow" were: 1) money 2) advertising 3) small business assistance and 4) a better economy. There was a lot of uncertainty about the benefits of having office space or a conference room to conduct meetings or business. Of the businesses that responded to the survey, 70% said they would use the incubator program on an as needed basis. When asked if they would pay for a location that provided meeting space, administrative work, networking opportunities and consultants; 60% said no. The surveys did identify people interested in learning more about the incubator program.

Chairman Ester asked how many surveys went out to businesses. Ms. Moyers said about 300 surveys were mailed and the survey was also placed on the internet. We received better than the average 10% response rate.

**C. Introduction and discussion with the new General Manager of Horseshoe Park & Equestrian Centre (HPEC)**

Tim Lynch, General Manager of Horse Park & Equestrian Centre (HPEC), introduced himself. In the first year of HPEC's opening the facility hosted local, smaller events. The people that attended these local events did not rent the stalls for their horses because they were able to go home at night. An additional 200 stalls are now under construction bringing HPEC's total stalls to 300. The plan is to have a total of 400 stalls in the future. Increasing the number of stalls will attract larger events with people coming from out of the area; visitors will spend more time in the community which will provide significant secondary benefits to the community. HPEC will be able to rent the 300-400 stalls for week long events. These types of events will be a significant revenue source. In order to attract these large shows HPEC will need RV parking, keep the arenas in great shape and additional stalls.

Mr. Lynch spoke about the recent approval of a five year contract with the Arizona Cutting Horse Association (AzCHA). The Association will bring their multi-day cutting

events to HPEC for the next five years. There are another half dozen prospects Mr. Lynch is working to solidify. Mr. Lynch would like to capture 50%-60% of the HPEC operating capital, keeping in mind that if you increase the size of the show, you will also increase costs. We can get up to 50% recovery in the next several years with the larger shows.

Chairman Ester asked if the RV hookups are in the capital plan for HPEC. Mr. Lynch explained that they are planned for the future. The eventual goal is to bring hotels to Queen Creek. Ms. Cott indicated that staff will be working with the Gilbert hotels to accumulate data on room nights booked due to HPEC events. This data will be helpful when talking with hotel developers. Chairman Ester said the experience at HPEC will be based on the entire encounter with the community which includes dining and locations to stay nearby.

Mr. Lynch said the Town will also get sales tax revenue from the out of town visitors. The area has restaurants and some night life for the event visitors. For many of the HPEC visitors, 10-12 hours are spent at the park participating in the event and then they go out to dinner.

One thing Mr. Lynch cautioned was taking in too many events that could not pay more than \$500 per weekend. Economic Development Director Doreen Cott said HPEC was moved under the Economic Development Department and we are changing the vision to hosts more multi-day events and create revenues from renting stalls and selling bedding.

Chairman Ester asked if there are plans to have a summit to educate businesses about HPEC, the vision for the facility and how the larger events will have an impact on their business. Ms. Cott replied that Mr. Lynch will be making the circuit speaking to different community groups and staff will work to coordinate promotions through the Shop Queen Creek program. When staff knows a larger event will be hosted at HPEC local businesses will be informed.

Mr. Lynch explained that in Ardmore, OK, at the Hardy Murphy Coliseum, they had an event called "Taste of Ardmore." On the first night of the horse show local restaurants provided samples to the participants/spectators and provided a map of the restaurants and other business locations in town.

Commissioner Sweet said she hosted an event at HPEC in October. She is thrilled and excited to see the large events, but there still needs to be a place for the smaller shows. She filled almost 50 stalls in Queen Creek recently with discussions to have a regional event at HPEC. The smaller events can snowball into larger events. Mr. Lynch replied we would like to have an "incubator system" at HPEC with the events that are in a growth mode. The difficult shows/events are the ones that are not growing. For the smaller groups HPEC will bracket them with event dates that may be more difficult to sell to the larger events.

Chairman Ester would like to have Mr. Lynch come back and speak again at a future Economic Development Commission meeting.

**D. Discussion on the Roots N Boots Promotional/Economic Development Event at HPEC**

Economic Development Director Doreen Cott stated the Town will be hosting the first PRCA sanctioned rodeo called Roots N Boots on March 25 and 26, 2011. The intent is to showcase HPEC to the promoters and the equestrian focused media. In addition to this promotional aspect, an economic development showcase is being planned. Staff will invite real estate representatives, key developers and economic development stakeholders to showcase the community. She asked Commission Members to provide contact information for key people that they would like to invite to the event. Staff will be working with Marquis Scott, Queen Creek Chamber of Commerce President, to engage local businesses and provide a tour of the community. The economic development event will be Saturday, March 26.

**E. E. Summary of current events – Reports from Chair, Commission Members and Economic Development Staff**

Chairman Ester asked about the Incubator Program sponsorship paper. Economic Development Specialist Kim Moyers stated the sponsorship information is on the web site. If any of the Commissioners have comments or suggested changes staff is happy to evaluate. Staff will get letters out to local businesses and will be meeting with bank representatives and other entities that may be interested in sponsorships. Chairman Ester asked if the Town applied for any grant money to help fund the program. Ms. Moyers said the grant that was mentioned in a previous EDC meeting was currently out of funding. It is on her list to review eligibility in January 2011.

Ms. Moyers said the Shop Queen Creek for the holiday's program is currently underway. If residents bring in receipts of \$25 or more, they can register for a 32" LCD television. She encouraged the Commission members to bring in their receipts.

Ms. Cott stated staff received Town Council approval to apply to the Urban Land Institute (ULI) for an advisory services panel to come to Queen Creek. ULI only accepts a few applications per year. Staff is in the process of working on the application. Wayne Balmer said the Town has contacted the organization and they liked the initial concept. Mr. Balmer will finish the application and cover letter this week. ULI will request staff to schedule as many as 100 interviews in 3 days. The Economic Development Commissioners may get called for one of these interview spots.

Commissioner Schroeder asked is there any synergy with the Gateway Airport study?

Mr. Balmer replied that the jobs component will have some synergy with this new study.

Mr. Balmer informed the Commission that staff will be looking at regulations for marijuana dispensaries. It will be a new industry.

Commissioner Valenzuela said the Phoenix-Mesa Gateway Airport has opened the expanded terminal, with another expansion planned for next summer. Currently the airport is serving 1 million passengers. Mr. Valenzuela asked for HPEC event information be forwarded to Allegiant Airlines. Allegiant is now flying to Idaho Falls. PMGA now has loading equipment for cargo which is a major step forward. The west

valley grows perishables that PMGA would like to service. There is a new transit study currently being conducted and the airport will take part within the study. The study will affect how Pinal County builds roadways and how it will flow throughout the state.

PMGA would like to look at the opportunity of flying live animals. Commissioner Sweet mentioned when animals fly there are quarantine issues. Commissioner Valenzuela spoke with people from Turkey recently that needed to ship animals and drive them to locations such as Las Vegas. Commissioner Sossaman asked if all of the new Allegiant Airline destinations are doing well. Commissioner Valenzuela stated they have not dropped any destinations.

**4. Announcements**

Economic Development Director Doreen Cott would like to have a January meeting.

Chairman Ester asked if Jean Humphrey's EDC position will be filled. Ms. Cott has been in contact with ASU Polytechnic for a replacement. She will continue to follow up.

**5. Adjournment**

**A MOTION** was made by Commissioner Barney and seconded by Commissioner Valenzuela, to adjourn. The motion carried unanimously by a voice vote (8-0).

The meeting adjourned at 8:56 a.m.

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TOWN OF QUEEN CREEK

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Lee Ester, Chairman

ATTEST:

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Marsha Hunt, Sr. Administrative Assistant

I, Marsha Hunt, 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 December 15, 2010 meeting of the Queen Creek Town Economic Development Commission. I further certify that the meeting was duly called and that a quorum was present.

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Marsha Hunt, Sr. Administrative Assistant

Passed and approved on \_\_\_\_\_, 2011.