



MINUTES

Town Center Committee

22358 S. Ellsworth Rd., Queen Creek, AZ

Development Services Building

San Tan Conference Room

January 12, 2011

8:00 am

1. **Call To Order and Roll Call**

The meeting was called to order by Chairman Jason Gad at 8:03 am. The following people were in attendance.

Committee Members: Vice Mayor Barnes, Hannah Dixon, Chairman Jason Gad, Steve Ingram, Barbara Khalsa, Monica O'Toole (arrived 8:05), Shane Randall, Marquis Scott, Angela Troge, Shawn Valdez, Brandon Walsh

Town Staff: Doreen Cott, Economic Development Director; Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant; Rebecca Gledhill, Management Assistant II

Absent Members: Nancy Diab, Vice Chair Chris Webb, Council Member Julia Wheatley

2. **Introductions/ Announcements**

Chairman Jason Gad introduced a member of the public, Matt Sark who attended to learn more about the Town Center Committee.

Kim Moyers updated the committee on action items from the previous two meetings. A memo of interest was sent to Town Council regarding the committee recommendations detailing the design for the decorative lights for the Ellsworth Road Project. Ms. Moyers reported that staff is also moving forward with directional signs. National Signs Plaza is working on constructing directional signs for the Town. Additionally, temporary signage directing people to the Town Center will be placed at appropriate sites when construction of the Ellsworth Road project begins.

Chairman Gad asked when the new street light designs that the committee recommended will be installed. Ms. Moyers replied that the first lights to be installed will be at Maya Road and Heritage Loop as the Ellsworth Road project progresses.

3. Public Comment: Members of the public may address the Committee on items not on the printed agenda. Please observe a time limit of three minutes. There were no public comments.

future will be to use infrastructure to connect the two areas.

Ms. Gledhill asked the committee for ideas to make the commercial areas appealing while preserving the small town feel. Discussion followed on how to incorporate our brand into the two areas.

Design Elements for Town Center/ Branding

- Angled parking/street parking
- Shuttles, trolleys, horse and buggies
- Children friendly
- Designate areas for special events
- Pocket parks
- Rent-a-bike locations in strategic areas
- Ambassadors
- Safety – sidewalks, lighting, call boxes, reduce loitering
- Water features, splash pads
- Art work, landscaping, benches, fireplaces
- North: big box / South: historic, small shops
- White rail fencing, hitching posts
- Feature fencing with art to improve connectivity
- Improve trail heads

Chairman Gad asked for an update on the amphitheatre that is planned for the south part of the Town Center. Vice Mayor Barnes replied that funds are not available at this time.

The Committee discussed ways to encourage businesses to locate and grow in Town Center and how to market the area to convey the town brand as follows:

Marketing Tools for Town Center

- Make it inviting for businesses to develop in Queen Creek
- Tax incentives vs. development fees
- Distribute posters that list local businesses and shopping
- Maps & directories- printed versions and electronic interactive versions
- Establish a tourism/ information area
- Town assistance to help to promote businesses
- Promote *Shop Queen Creek*
- Highlight new business openings
- Advertising/coupons

Minutes- January 12, 2011
Town Center Committee
Page 4 of 4

Marquis Scott left the meeting at 8:53 am.

C. Summary of current events – Reports from Chair, Commission Members and Economic Development staff

Doreen Cott and Kim Moyers will be attending the International Council of Shopping Centers local meeting and will be promoting Queen Creek and the Town Center.

5. Announcements

6. Adjournment

**Motion: Jason Gad
To adjourn meeting.
Motion carried unanimously.**

2nd: Monica O'Toole

Meeting adjourned at 9:03 am.

TOWN OF QUEEN CREEK

Chairman Jason Gad

ATTEST:

Joy Maglione
Town Clerk Assistant

I, Joyce Maglione, 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 January 12, 2011 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

Joy Maglione
Town Clerk Assistant

Passed and approved on: FEBRUARY 9, 2011