



## MINUTES

**Town Center Committee**  
22358 S. Ellsworth Rd., Queen Creek, AZ  
Development Services Building  
San Tan Conference Room  
February 9, 2011  
8:00 am

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

The meeting was called to order by Chairman Jason Gad at 8:05 am. The following people were in attendance.

**Committee Members:** Hannah Dixon, Chairman Jason Gad, Barbara Khalsa, Monica O'Toole, Marquis Scott, Shawn Valdez, Brandon Walsh, Vice Chair Chris Webb, Council Member Julia Wheatley

**Town Staff:** Doreen Cott, Economic Development Director; Kim Moyers, Economic Development Specialist; Joy Maglione, Town Clerk Assistant; Wayne Balmer, Community Development Division Manager; Michael McCauley, Principal Planner

**Absent Members:** Vice Mayor Barnes, Nancy Diab, Steve Ingram, Angela Troge, Shane Randall

2. **Introductions/ Announcements**

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.

4. **Items for Discussion and Possible Action**

A. Consideration and possible approval of the January 12, 2011 minutes

**Motion: Monica O'Toole                      2<sup>nd</sup>: Brandon Walsh**  
**To approve the January 12, 2011 minutes as presented.**  
**Motion carried unanimously.**

B. ASU Capstone Project

Wayne Balmer, Community Development Division Manager gave a presentation on the ASU Capstone Project. In 2010 Council Member Robin Benning suggested inviting graduate students in the Master of Urban and Environmental Planning program to conduct a Capstone Project in Queen Creek. The project is of significance to both the community and the students and is well regarded in the planning community. Similar student projects were performed for the Town of Gilbert, City of Goodyear and

**Minutes- February 9, 2011**  
**Town Center Committee**  
**Page 2 of 5**

City of Tempe. The project will be directed by ASU faculty member, Dr. Joochul Kim. Kim Moyers and Mike McCauley will provide staff support to the thirteen graduate students if needed.

Mr. Balmer explained that the Capstone Project will review our Town Center Plan and offer ideas and concepts on how the plan might be implemented. The following is a summary of some of the Town interests and project activities:

- Review Town Center Plan and identify areas where further review and discussion is needed.
- Review areas of recent change, such as the Communiiversity location and the Ellsworth Road improvements
- Develop new mixed use concepts for consideration
  - Provide definition and standards for “mixed use” projects and how they can be used to help develop the unique character of the area
  - Conversion of vacant commercial properties to mixed use projects
  - Focus on development of design and land use to create and promote the area between Ellsworth and Ellsworth Loop roads and determine the appropriate land use mix for the area
- Entry concepts to announce arrival in Town Center
- Design themes for future Town Center projects; coordinate between existing developments and new developments to promote consistency
- Expansion of the Ellsworth Road design into other areas

**Project Goals:**

- Development of concepts that could provide greater definition to the Town Center Plan
- Demonstrate how land use planning, urban design, landscaping, architecture and urban amenities can help create a unique Town Center
- Prepare documentation to demonstrate how the concepts developed might be implemented
- Presentation of the proposed recommendations to the Town Center Committee and Town Council for their review and consideration

The project started on January 18, 2011. Tours of the project area and a staff presentation by Tom Condit and Wayne Balmer were provided to the students. A presentation to Town Council took place on February 2, 2011. Final presentations and delivery of the finished product will conclude mid-May 2011.

Chairman Jason Gad asked how the Urban League Institute (ULI) Study and the ASU Capstone Project will work together. Mr. Balmer responded that the ULI Study is a high profile national organization that will use an expert advisory panel to evaluate the Town’s economic sustainability. The study results are published nationally. The Capstone Project uses local ASU interns to provide the community with planning assistance. He noted that

ULI will be in Queen Creek from April 3 – April 8 to complete their weeklong assessment. The ASU students will have the opportunity to meet with them.

Chairman Gad asked how the Town Center Committee could provide input to the two groups. Mr. Balmer said they are invited to participate in both projects and the students will receive committee members email addresses for contact.

Mike McCauley left the meeting at 8:22 am

### C. Main Street Four Point Approach

Kim Moyers provided a handout on the Main Street Four Point Approach, which is an economic development tool designed to help revitalize downtowns. The four point approach will help to formalize the ideas that were generated at the last meeting regarding vision and branding for the Town Center. The approach is consistent throughout the country and contains the following four pillars:

1. Design- physical appearance; visual aspect; creating a look that will draw in visitors
2. Organization - builds consensus; brings groups together to share ideas and goals
3. Promotion – two elements: marketing and promotion; creating a positive image
4. Economic Restructuring - create an economically viable Town Center; create a mix of existing and new businesses that will thrive

Ms. Moyers suggested that the group form a Marketing Subcommittee and a Promotion Subcommittee to focus on these elements. The subcommittees will consist of smaller teams of 4-7 members and will require a short term time commitment. The subcommittees will meet once a month at a convenient time of their choice. Ms Cott added that subcommittees have been utilized by the Economic Development Commission and the approach works well. She added that no final decisions will be made at the subcommittee level. Recommendations will be reported back to the full group for discussion and approvals. Staff will assist the subcommittees as needed.

Barbara Khalsa stated that it would be helpful to determine the objectives of each subcommittee beforehand. There was group discussion on what each subcommittee should focus on.

The Marketing Subcommittee will concentrate on the marketing of the Town Center as a whole, focusing on resident and visitor shopping and attracting new business. The group discussed the marketing tools suggested at the last Town Center meeting which included maps, directories and websites. The creation of a map of area businesses was a main priority. The committee agreed it was an important marketing tool, particularly at Town events. Ms. Cott noted that a map would have been very helpful at the recent event at Horseshoe Park & Equestrian Centre (HPEC) to promote local businesses and keep attendees in town.

**Minutes- February 9, 2011**  
**Town Center Committee**  
**Page 4 of 5**

She said that there will be more events at HPEC and suggested the subcommittee utilize the Queen Creek Community Calendar to identify when.

The Promotion Subcommittee will focus on events and festivals. The committee proposed that they start with small events that are cost efficient and can be easily launched in a short time frame. Promotions will require Town Council approval. They discussed partnering with existing events to gain exposure for the Town Center. Ms. Moyers gave an example of a "Strawberry Festival" that was done back in Indiana. It was a simple four-hour low cost event that served strawberry shortcake and produced significant results. Events like the Peach Festival in May, Roots N Boots and other Horseshoe Park events are options for partnership opportunities.

The following members volunteered:

**Promotions Subcommittee:** Monica O'Toole, Shawn Valdez

**Marketing Subcommittee:** Barbara Khalsa, Marquis Scott, Hannah Dixon, Council Member Wheatley

Meeting schedules will be arranged through email when the subcommittee volunteer lists are complete.

D. Update on Town Center projects

Ms. Cott reported that National Sign Plaza submitted revised layouts to the Town for the permanent directional signage. Manufacturing and installation of the signs will begin in the coming weeks. Temporary signage for the Ellsworth Project will begin when construction is closer to commencing.

Ms. Cott provided an update on the Communiversity @ Queen Creek project that will be located next to the Queen Creek Library. Maricopa County Community College District and Rio Salado representatives met with staff to discuss preliminary details of the project. Estimated opening date for classes is fall of 2013 or earlier.

Wayne Balmer gave an update on several remodeling projects in Town Center, including a real estate office, Maricopa County Sheriff substation facility, a new dentist office and a bakery. He also reported on clean-up efforts on blighted properties.

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

Ms. Moyers announced that the QC Incubator Grand Opening is tonight, February 9, 2011 and invited members to attend.

**Minutes- February 9, 2011**  
**Town Center Committee**  
**Page 5 of 5**

Marquis Scott announced that the Queen Creek Chamber of Commerce Golf Tournament will be held at Encanterra on Monday, February 21, 2011. He stated that there are still opportunities for sponsorships and foursomes.

**5. Announcements**

**6. Adjournment**

**Motion: Vice Chair Chris Webb 2<sup>nd</sup>: Council Member Wheatley**  
**To adjourn meeting.**  
**Motion carried unanimously.**

Meeting adjourned at 8:56 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 February 9, 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: April 13, 2011**