



## **DRAFT MINUTES**

**Town Center Committee**  
22358 S. Ellsworth Rd., Queen Creek, AZ  
Development Services Building  
San Tan Conference Room  
April 13, 2011  
8:00 am

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

The meeting was called to order by Chairman Jason Gad at 8:12 am. The following people were in attendance.

**Committee Members:** Hannah Dixon, Chairman Jason Gad, Barbara Khalsa, Monica O'Toole, Shane Randall, Marquis Scott, Angela Trogee, Vice Chair Chris Webb

**Town Staff:** Wayne Balmer, Community Development Division Manager; Joy Maglione, Town Clerk Assistant

**Absent Members:** Vice Mayor Barnes, Nancy Diab, Steve Ingram, Shawn Valdez, Brandon Walsh, Council Member Wheatley

2. **Introductions/ Announcements**

Aaron Childs from Innovative Marketing / Journey Maps introduced himself to the Committee.

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 February 9, 2011 minutes**

**Motion: Vice Chair Chris Webb                      2<sup>nd</sup>: Shane Randall**  
**To approve the February 9, 2011 minutes as presented.**  
**Motion carried unanimously.**

B. **Presentation on Town Center Map by Aaron Childs, Journey Maps**

Aaron Childs of Journey Maps gave a presentation on maps for the Queen Creek area. Journey Maps has been creating detailed street maps of Queen Creek since 2002. Mr. Childs highlighted how the maps double as a promotional tool to attract more customers for local businesses and provide exposure for the Town.

This year Journey Maps is proposing an illustrated map that will serve as a combination map / directory that will focus on the Town Center. The Town and the Queen Creek Chamber of Commerce are offering support to help promote the project to Town Center businesses. The map will be a walking-style map with features such as “*You are Here*” and will highlight businesses, landmarks, attractions and points of interest. Support from 90 or more businesses in Town Center is needed for this project. Town Center businesses will have first options for sponsorship. Places of interest outside of Queen Creek which are a draw to the area will also be included, while still keeping the focus on the Town Center. The proposed map is two-sided. The detailed street map on the other side, which includes Queen Creek and the San Tan Valley area, will stay intact.

Mr. Childs discussed key points of distribution which include Chamber of Commerce, Town Hall, Library, Horseshoe Park, Mesa Gateway Airport and hotels along the 202. Maps will also be distributed to high traffic businesses, local attractions and HOAs. Large framed displays of the map will be available onsite at some of these locations.

Sponsorship pricing and completion time for the project were discussed, along with marketing ideas for online, digital and interactive map options in the future.

C. Discussion on the Town Center Plan Update

Wayne Balmer, Community Development Division Manager gave an update on the ASU Capstone Project and the Urban League Institute (ULI) Study.

The students from the ASU project will give their final project presentation to Town Council at the May 4, 2011 meeting. They will attend the May 11 Town Center Committee meeting and will present their project which includes new ideas for development of vacant Town Center property. Chairman Gad highlighted to the committee that, although the timing of the project required the report to go to Town Council prior to the Town Center Committee, he attended the project team’s input gathering session and presented the current vision, priorities and recent recommendations formed in the committee in order to bridge and connect ideas between the groups.

Mr. Balmer reported that the ULI Study is approaching and letters have been sent out for interviews. The ULI consists of a group of national experts that will be asked to provide direction on how to make the Town economically sustainable over the long term.

D. Discussion and possible action on the Promotions sub-committee recommendations

This item was continued until the next meeting.

E. Discussion and possible action on the Marketing sub-committee recommendations

This item was continued until the next meeting.

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

None.

5. Announcements

6. Adjournment

**Motion: Barbara Khalsa 2<sup>nd</sup>: Monica O'Toole**

**To adjourn meeting.**

**Motion carried unanimously.**

Meeting adjourned at 8:53 am.

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TOWN OF QUEEN CREEK

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Chairman Jason Gad

ATTEST:

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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 April 13, 2011 Town Center Committee Meeting. I further certify that the meeting was duly called and that a quorum was present.

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Joy Maglione  
Town Clerk Assistant

**Passed and approved on:** \_\_\_\_\_