

**MINUTES OF THE SPECIAL MEETING  
TOWN COUNCIL ECONOMIC DEVELOPMENT SUBCOMMITTEE  
TOWN OF CHINO VALLEY**

**TUESDAY, MARCH 3, 2020  
4:00 P.M.**

The Town Council Economic Development Subcommittee of the Town of Chino Valley convened for a special meeting in the Council Chambers Conference Room, located at 202 N. State Route 89, Chino Valley, Arizona.

**1) CALL TO ORDER**

Chair Perkins called the meeting to order at 4:01 pm.

**2) ROLL CALL**

Present: Annie Perkins, Chair; Darryl Croft, Mayor; Corey Mendoza, Councilmember

Staff Present: Maggie Tidaback, Economic Development Project Manager; Lorrette Brasher, Chino Valley Chamber Director

**3) APPROVAL OF MINUTES**

- a) Consideration and possible action to approve the September 24, 2019, regular meeting minutes.

MOVED by Councilmember Corey Mendoza, seconded by Mayor Darryl Croft to approve the September 24, 2019, regular meeting minutes.

AYE: Chair Annie Perkins, Mayor Darryl Croft, Councilmember Corey Mendoza

**3 - 0 PASSED - Unanimously**

**4) CALL TO THE PUBLIC**

*Call to the Public is an opportunity for the public to address the Subcommittee concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 15 minutes per meeting. Committee action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for further consideration and decision at a later date, or responding to criticism.*

**5) OLD BUSINESS**

- a) Discussion and update regarding Municipal building signage.

Ms. Tidaback reported on the following:

- The Municipal building signs are under construction.
- Installation expected within the next 2 weeks.
- Rather than solar lighting, trenching for full power is underway.

- b) Discussion and update regarding grocery store recruitment efforts.

Committee member and Ms. Tidaback discussed following:

- There is traction but most of the National Grocers are on a holding pattern.
- Staff has been making headway with a local developer who is in contact with Basha's, they have not said no at this time; they are waiting to see what the future of the market is.
- Staff has been working on a map of the current needs and demographic data, and has provided this to Fry's and Basha's.
- The trade area is very difficult to compete with Maricopa County.
- The question is not *if* but *when* another grocer will develop in Town.
- Council member questioned about customer count for the local Safeway. Staff reported the grocery store demand study showed the Town leaking 30-40% of population shopping in Prescott. The Safeway in Chino Valley is estimating close to \$800,000.
- Council questioned staff about contact with Walmart. Staff believes Walmart at this time is the most feasible out of any grocer and possibly a Basha's after.
- Council would be supportive of a Neighborhood Walmart Store.
- The Town needs healthy competition with another grocery store.

## 6) NEW BUSINESS

- a) Discussion and update regarding the Comprehensive Economic Development Strategy (CEDS).

Ms. Tidaback presented the following 6 key focus areas:

- Development of the Chino Valley Business Park at Old Home Manor – Council and staff discussed possible partnership with CP Technologies. This company is looking for a runway to fly their drones.
- Development expansion of State Route 89 corridor
- Business retention and expansion (BRE's)
- Securing a second grocer
- Ignite tourism campaign
- Ms. Brasher commented on the positive feedback received from local businesses regarding the coupon book presented to individuals who recently took part in recent shooting-range competition.
- 350 people attended at the competition; unfortunately, they did not stay here locally due to the lack of availability.
- Old Home Manor recreation – Discussion regarding the softball fields and lighting at Old Home Manor. Council and staff decided to continue further discussion on these items at the next meeting to allow Councilmembers time to review the handout.

- b) Consideration and discussion regarding a possible dirt pad at Old Home Manor (OHM) and possible installation of a real estate sign with building rendering.

Committee members and staff discussed having public works complete a dirt pad at Old Home Manor and install a real estate sign on the property. Staff believes Old Home Manor zoned as light industrial use.

- c) Discussion and update regarding a Request For Proposal (RFP) for a RV Park at OHM.

Committee members and staff discussed the potential of an RV Park at OHM and would bring this topic back and discuss further at an upcoming Study Session.

- d) Consideration and discussion regarding hiring an outside company to create building plans to pre-permit through the Town.

Ms. Tidaback presented the following:

- Hire an architecture company to have pre-permitted building plans at OHM. This would allow for more business friendly experience and expedite an individual requesting a building.
- Committee members requested this concept discussed at the next Study Session.

7) **ADJOURNMENT**

MOVED by Mayor Darryl Croft, seconded by Chair Annie Perkins to adjourn the meeting at 5:31 p.m.

AYE: Chair Annie Perkins, Mayor Darryl Croft, Councilmember Corey Mendoza

**3 - 0 PASSED - Unanimously**

Submitted: May 14, 2020.

By: *Erin Deskins, Deputy Town Clerk*

Approved: July 21, 2020.