

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

**TUESDAY, JANUARY 19, 2021  
2:30 P.M.**

**CHINO VALLEY COUNCIL CHAMBERS  
202 N. STATE ROUTE 89, CHINO VALLEY, AZ**

Present: Corey Mendoza, Vice-Mayor; Annie Perkins (remotely), Chair  
Staff Maggie Tidaback, Economic Development / Project Manager; Joe Duffy, Administrative  
Present: Services Director; Erin N. Deskins , Town Clerk;  
Attendees: Lorette Brashear, Chamber of Commerce Executive Director

**1) CALL TO ORDER**

Vice-Mayor Mendoza called the meeting to order at 2:47 p.m.

**2) ROLL CALL**

**3) APPROVAL OF MINUTES**

- a) Consideration and possible action to approve the November 10, 2020, regular meeting minutes.

MOVED by Chair Annie Perkins (remotely), seconded by Vice-Mayor Corey Mendoza to approve the November 10, 2020, regular meeting minutes.

AYE: Vice-Mayor Corey Mendoza, Chair Annie Perkins (remotely)

**2 - 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) Update and discussion regarding Tourism Campaign, and the Local First Arizona Foundation Rural Co-op marketing and advertising program.

Maggie Tidaback reported the following:

- Selection was reviewed for the rural co-op program, which included Madden Media (visitarizona.com), Trip Advisor, Lamar Billboards, and a Community Profile page on Local First Arizona's website which is linked to the Arizona Office of Tourism.

- b) Discussion regarding future RV Park at Old Home Manor.

Maggie Tidaback asked this item to be moved under item 6(b) as it would be addressed at that time.

- c) Update regarding Stone Truss, a California company, moving to Chino Valley.

Maggie Tidaback reported the following:

- Stone Truss had relocated to Prescott and are still interested in land behind ABS Funeral Homes.
- A follow up is scheduled for two weeks to see how they would like to proceed.
- This is an example of companies fleeing California for a better quality of life.

**6) NEW BUSINESS**

- a) Discussion regarding the Local First Arizona Foundation's Chino Valley Community Profile.

Maggie Tidaback presented a website to show an example of what would be purchased for the tourism campaign.

- b) Discussion regarding the sale of land at Old Home Manor.

Maggie Tidaback reported the following:

- A bullet point was presented showing the process which would need voter authorization above 1.5 million.
- From a legal standpoint, it would be required there be Economic Development purposes on selling Town Land, not just selling the dirt.
- It was suggested ordering an appraisal. The estimate for 40 acres was about 1.2 to 1.4 million, which would be \$30,000 to \$40,000 an acre.
- The sale would be conditional. Buyer would only develop and operate an RV Park. A PAD overlay would not be a practical approach as the developer may want something different.
- A Conceptual Plan would be included in the Request For Proposal showing an example of what the Town was looking for.

- The Reversionary Clause would be for ten years stating there must be performance on the planned development, or the land would revert to the Town.
- If a sale proceeds, the Town would save the money and wait to see if construction begins. The purchase price would be used to bring utilities to the RV Park.
- A Broker would possibly be hired to use as a broader reach in the community. A Study Session as well as an Executive Session would happen if it became a real estate deal.
- Land at the Business Park could also be sold.

Staff and Subcommittee members discussed the following:

- The idea of selling the land to pay for the infrastructure at both Old Home Manor and the Business Park was liked.
- It was recommended getting some real numbers to bring back to Study Session for Council to discuss.

Joe Duffy reported the following:

- He would like to have an enterprise fund set up at Old Home Manor if the land is sold. This fund would be kept separate from the General fund.
- Mark Holmes had been consulted with in regard to water and the Town hooking companies to water if there was not a subdivision.
- After consulting with Town Attorney, Andrew McGuire, it was decided the sale of land seems like a logical step for Old Home Manor.

- c) Discussion regarding the Small Business Makeover project collaboration with the Small Business Development Center.

Maggie Tidaback reported the following:

- This program is in response to businesses that have suffered during the Covid-19 pandemic. She would be on a panel to judge small businesses.
- Four businesses will get a full makeover, and 60 businesses will get a mini makeover.
- Lorette Brashear was asked to help decide what businesses would get chosen for the program.

- d) Discussion regarding the two tactical companies looking to potentially relocate to Chino Valley.

Maggie Tidaback reported the following:

- Representatives of the business, Agency Arms, are coming to Chino Valley on February 3, 2021.
- Staff would be taking them on a tour to the Industrial Park, and the shooting facilities.
- Precision shooting Equipment is a business from Tucson with 117 employees. They are interested in a rural location to benefit from programs the State offers which include tax benefits.
- The median income is approximately \$35,000 per year which would be more fitting in the Chino Valley community.

e) Discussion and review of the 5-year Economic Development Strategic Plan: Focus area 2 "State Route 89 Corridor"

- Maggie Tidaback read aloud the handout which was given to Committee Members.
- Members went over future goals and the strategies and action plan.
- It was suggested that since the items addressed were one's already being done on a daily basis, that she narrow down areas which would be more beneficial to present to Council members at the next Study Session.
- Maggie stated she and staff from Public Works and Development Services would be taking a drive around Town to learn more, and would be putting the information in a staff report to present to Council.

7) **ADJOURNMENT**

MOVED by Chair Annie Perkins (remotely), seconded by Vice-Mayor Corey Mendoza to adjourn the meeting at 3:23 p.m.

AYE: Vice-Mayor Corey Mendoza, Chair Annie Perkins (remotely)

**2 - 0 PASSED - Unanimously**

Submitted: February 8, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: February 16, 2021.