

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

**TUESDAY, FEBRUARY 16, 2021  
4:00 P.M.**

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

Present: Annie Perkins, Chair; Eric Granillo, Councilmember; Tom Armstrong, Councilmember  
Staff Maggie Tidaback , Economic Development / Project Manager; Traci Lavelle (recorder), Deputy  
Present: Town Clerk  
Attendees: Mark Holmes, Water Services Consultant

**1) CALL TO ORDER**

Chair Perkins called the meeting to order at 4:00 p.m.

**2) ROLL CALL**

**3) APPROVAL OF MINUTES**

- a) Consideration and possible action to approve the January 19, 2021, regular meeting minutes.

MOVED by Chair Annie Perkins, seconded by Councilmember Tom Armstrong to approve the January 19, 2021, regular meeting minutes.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong  
**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) Update and discussion regarding the possible hiring of a commercial real estate broker to assist with the sale of land at Old Home Manor.

Maggie Tidaback reported on the following:

- She had questioned if land at Old Home Manor (OHM) could be sold after failing to get a decent response to a request for proposals for leasing the land for an RV Park. People preferred to own the land they were investing in.
- She had been working with Mark Holmes, and together they had worked with Town officials to consider the possibility. At the last Economic Development Subcommittee meeting, members had been supportive of the idea.
- There were 40 acre parcels in the Business Park for a total of 200 acres.
- An acre of land could be sold for approximately \$30,000 or \$1.4 million for a 40 acre parcel.
- If the price went above \$1.5 million, it needed to go to the voters for approval.
- Staff had been working with the Town attorney to determine steps to get the land sale to Council for approval. It would be taken to the Council Study Session in March 2021.
- It was staff's recommendation to hire a well-known, and possibly internationally experienced commercial real estate broker group that could competently market the land for the Town.

Committee members and staff discussed the following:

- At the next Study Session, Council will determine if they would consider the possibility of selling the property. If they approve, staff would give their recommendations. Those recommendations included scaling down the RV park to a smaller size, and the two corners lots at Rodeo Road and Jerome Junction because utilities were already in place. If one of the lots were sold that had the utilities, it could pay for infrastructure at the park. Staff would be looking for direction from Council.
- Including OHM, the Town had approximately 440 acres that could be sold. Without OHM it would be 220 acres.

- b) Update and discussion regarding Sketch Architect's updated version of the conceptual plan for the RV Park.

Committee Members, Mark Holmes, and Maggie Tidaback discussed the following:

- Initially the Town had considered a 60 acre RV park, but if Council approved selling the land for the RV park, it would need to be scaled down to about 40 acres. The original proposed 60 acre RV conceptual drawing was also scaled down to a 40 acre conceptual drawing of the proposed RV park.
- The property would need to be appraised if the Town decided to sell.
- If the land were sold, it would still have to adhere to the zoning and use requirements. If someone wanted to do something outside the adopted parameters, they would have to go through the appropriate Town process to get approval.
- Based on projected uses for all of OHM, a PAD overlay would be attached to the different areas like the equestrian area, the college center, the RV park, and other uses that would fit the OHM strategic plan. All projected uses would go to Council for consideration, review and

adoption.

- Mr. Holmes converted the water rights after the Town first purchased the land and he thought the biggest hurdle for the Town was its leasing position. People wanted to own the land and borrow against it for the capital investment. On March 16<sup>th</sup> he would be proposing scheduling the integrated water masterplan with the capital improvement plan and looking at water and sewer infrastructure. It was hard if the property was leased to get people to give upfront money for water and sewer, versus their obligation of land ownership and partnering with the water and sewer provider.
- Another discussion for the upcoming Study Session would be the creation of an enterprise fund specific to OHM. If land were sold and it went into that fund, it could not only pay for the infrastructure but allow for negotiation room, and for the Town to provide incentives to potential big investors.

## 6) NEW BUSINESS

- a) Discussion regarding partnering with the Chamber of Commerce to create a Chino Valley map.

Committee Members, Mark Holmes, and Maggie Tidaback discussed the following:

- The Chamber Director wanted to get a new Town map and because the Town contributed \$2,500 for the cover of the map. The Chamber agreed to partner with the EDS and have Ms. Tidaback help lead the project.
- The maps were good for visitors and worked well with the current tourism campaign.
- The Chamber made money by selling map ads for local businesses. Unfortunately, some small local businesses did not find value in print ads.
- If the Upper Verde River was included on the map as part of outdoor education and recreation, the Nature Conservancy had more money and they could partner together and may be willing to buy one of the bigger ads on the map.
- Staff would be calling local businesses to encourage them to purchase ad spots on the map. Local businesses may be more open to buying ad space from a local citizen than purchasing from an out of town agency.
- The maps were free, which was why ad space was being sold.

- b) Discussion regarding Circle K possibly coming to Town located at the roundabout and Road 4 South, and the current and future issues with ADOT.

Committee Members and Maggie Tidaback discussed the following:

- Circle K was looking at bringing a 5,200 square foot site with a car wash to Town, near the local Grow Facility.
- Members discussed possible driveway entrance locations. They wanted to have highway frontage. There were concerns about another business that could also come into the same area and create traffic issues. If the driveway was not located off the highway, it could prevent business because they would say there was no access. It would have to be a problem solved or it could prevent future development.
- The IGA that was signed with Prescott would cover the business water and the sewer lines were close to the proposed business site.
- The roundabouts on State Route 89 could handicap the commercial corridor. The highway was too fast for the roundabouts.

- Once the new light went in, ADOT will do a new traffic study to determine if the speed limit needed to be reduced.
  - Traffic, speed limits, highway road maintenance, and alternate routes were discussed.
- c) Discussion regarding the possible installation of an electronic sign at Town Hall to promote events and other important dates to the public.

Committee Members and Maggie Tidaback discussed the following:

- Staff thought installing an electronic sign above the current sign at Town Hall that would announce special events, would be a fun addition.
  - Staff needed direction from the committee. If they wanted staff to get bids, they could bring it to a future Study Session for further discussion.
  - It did not take away the professionalism of the facility. It would be more professional than some of the temporary signs that had been used in the past.
  - Other communities had similar signs and worked with the local community to promote events and sponsor local businesses, which helped pay for the sign.
  - There was concern that the sign could interfere with the proposed police warning light. It was suggested that the sign be placed in another location, possibly across the street at the new Chamber of Commerce building. Staff was not sure if the sign could be placed on property other than that of the Town's. The new Chamber site was discussed.
- d) Discussion regarding creating a special district, and separate ledger for Old Home Manor to provide greater economic development opportunities.

Committee Members, Mark Holmes, and Maggie Tidaback discussed the following:

- Creating a special district would give the Town a better opportunity to be awarded grants, from the local level up to the federal level, because it was an economic driver and had a direct impact on the community for economic development.
- There were three things staff was asking the Council to consider; could the land be sold, could an enterprise fund be created, and could a special district be established.
- Some Committee members had discussed the enterprise fund, a separate ledger and the special district with the Finance Director, and despite previously being opposed to selling the OHM property, they were now in favor of the enterprise fund, separate ledgers, a special district and open to selling the land.
- Staff did not think leasing the land would be impossible, but it would be much harder than selling the land.
- Once land started to sell, it could drive up the prices which would ultimately benefit the Town, as long as the \$1.5 million threshold was not passed. The property did not need to be sold at 40 acres, but it would be the focus to sell larger parcels and possibly selling two 40 acre parcels. It may be beneficial to go out for a vote for approval to sell more than the \$1.5 million so that the Town was prepared if a fantastic opportunity came up. Additionally, from the standpoint of rate payers, if the Town were looking at paying for improvements, it would be the best way to explain that they would not be impacted. There would be a business plan about how the Town would generate revenue that would pay for the infrastructure expansions, and it would not be the rate payers. The voter approval was a long process, and if it was taken care of from the start, then it would not delay any possible sale.
- Once staff could begin traveling again, they could refocus on building relationships and connections again.

- Land sales would be looked at on a case by case basis. If a business only wanted 10 acres, it could be a possibility. Each parcel could be split up to three times before it became a subdivision. If a subdivision was created, there would be some assured water requirements, but the Town was prepared to offer those developers the necessary assured water supplies.
- e) Discussion regarding the review of the 5 year Economic Development Strategic Plan for focus area 3; business retention, expansion and attraction, and area 4; igniting tourism.

Committee Members and Maggie Tidaback discussed the following:

- The plan was being addressed one chapter at a time.
- It was a living document and could be updated as necessary.
- The Business Retention, Expansion and Attraction (BREA) was a major component of economic developers.
- Local businesses were helped to stay open, expand and attract new businesses.
- Strategies were as follows:
  - Engage local businesses and the community by promoting shopping and eating locally included the following.
    - Continue social media marketing to promote local businesses.
    - Partner with community stakeholders to facilitate branding of shopping locally
    - Engage with regional economic development professionals to team on action plans to strengthen and expand local and regional level.
    - Partner with the Chamber of Commerce to promote shopping locally and provide business support mechanisms.
  - Attract new businesses to Town that were sustainable and met the needs of the Town by doing the following:
    - Attend networking conferences to promote Town and market available land for development.
    - Partner with local real estate agents that had land and commercial listings in Town to target industry specific businesses, including a second grocery store and additional retail.
    - Maintain a database of all commercial land and property in Town.
- Igniting Tourism by doing the following:
  - Bring new tax dollars to town and boost economic activity
  - Provide valuable commercial and employment opportunities
- Strategies were as follows:
  - Market and advertise Chino Valley as a tourism destination by doing the following:
    - Hire a company to build a tourism website, brand and advertise Chino Valley. This had been completed.
    - Create an action team comprised of the Chamber of Commerce and community stakeholders in order to spread awareness of the campaign. A meeting with local stakeholders was planned for March.
- Staff had success with land near the Grow Facility that was not being used. After calling the owner, the land was listed, and Circle K was now in the works.

## 7) **ADJOURNMENT**

MOVED by Councilmember Tom Armstrong, seconded by Chair Annie Perkins to adjourn the meeting at 5:06 p.m.

AYE: Chair Annie Perkins, Councilmember Eric Granillo, Councilmember Tom Armstrong  
**3 - 0 PASSED - Unanimously**

Submitted: February 25, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: March 23, 2021.