

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Tuesday, March 15, 2016
3:00 PM**

I. CALL TO ORDER

Chairman Benner called the meeting to order at 3:06 p.m.

II. ROLL CALL

Members Present:

- Dick Myers
- Ralph Varela
- Mark Benner
- Mary Jane Damron (*Arrived at 3:05p.m.*)
- Betty Peterson
- Ex-Officio Joel G. Belloc

Staff/Others Present:

- Jon Vlaming, Community Development Director
- Belinda Cruz, Planner
- Daniel Snyder, Planning and Zoning Commission/Resident

III. CALL TO THE PUBLIC

Mr. Daniel Snyder introduced himself as a member of the Planning and Zoning Commission and candidate for City Council.

IV. MOTION TO APPROVE THE FEBRUARY 10, 2016 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION

Member Myers made the motion to approve the minutes. Vice-Chair Peterson seconded the motion. Chair Benner called for the vote and the motion passed 4-0.

V. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACION ON THE FOLLOWING:

Chair Benner mentioned about someone having an idea who met with Parks and Recreation Department to have their programs similar to the Boys and Girls Club.

Five months ago, he spoke with residents in Arizona City, AZ (unincorporated Pinal County). The residents have their Fiesta/Parade in July, and someone suggested to have one, as it would require planning, 10 months in advance. A 4th of July Parade, along with the other 4th of July Events already being held.

Vice-Chair Peterson commented that on April 16th the Community Outreach of Robson Ranch (CORR) will hold their 4th Annual CORR Safety Fair in the Eloy Main Street Park. Last year, there were seven hundred visitors and they are hoping to have 1,000 visitors this year. The Eloy Police Department, Eloy Fire District, Pinal County Sheriff, K-9s were there to provide a presence in the community. Betty commented that if the proposed activity is done in the month of March, it will compete with the CORR activity in April.

Member Varela suggested that the existing business incubator to be used. He suggested a Skydiving, Veteran's, Agriculture-Farming and a Hispanic theme. He thought the inclusion of murals and using each of these themes for the four (4) distinct blocks fronting on Main Street, north of Frontier Street. He liked the color themes (similar to or using the City of Eloy logo colors) to the buildings, and commented it would be okay to paint the Pinal Hispanic building located at the southwest corner of Main Street and 6th Street. The idea of a Farmer's Market was also identified as well as a swap meet in the Park. Member Varela also noted the need to focus on the children of Eloy. He also suggested the use of a shuttle van or bus to bring visitors from Skydive Arizona to the Veteran's Center and the Downtown.

Mr. Vlaming mentioned that an individual is interested in bringing a manufacturing business to the City and the possibility of having a retail component that could be located in the Downtown. He suggested additional restaurants and a coffee shop with an Art Center. Commissioner Myers mentioned the lady that bought the house south of the Church located at the southwest corner of 4th and Stuart. She wanted to operate a music studio or conduct art lessons in the Church if she could get help from the Holmes to rent or purchase the church (or a city building) for such a purpose.

Chair Benner mentioned about the idea to prepare for and conduct a tour of empty buildings on Main Street, between 6th Street and Frontier Street.

A. ELOY DOWNTOWN THEME-PRELIMINARY DIRECTIONS-No action taken.

Chair Benner brought up this item and asked if any members had comments.

Mr. Vlaming mentioned that at the January Meeting, Mayor Belloc brought a brochure made for the City of Casa Grande. The bullet points on the handout that was included in their meeting packet provided ideas as a starting point for the discussion of key Downtown themes.

Chair Benner mentioned that the Commission should discuss the items listed on the Downtown theme discussion. He gave an example in use by the City of Coolidge. He

noted that their citizens were asked for suggestions and they agreed on a theme color for their Downtown. He mentioned that City of Eloy has a great pattern of background colors. For the purpose of discussion, he suggested using the colors from the City logo to paint the downtown arcade trims. Mr. Vlaming commented it was an interesting idea. He also gave more information and explained that Eloy should have opportunities to interface/gather and might be successful with the authentic fiesta or Mercado theme.

Mayor Belloc suggested a Salsa contest.

Vice-Chair Peterson mentioned about a previous meeting where she talked with Hispanic people who attend the Tucson Fiestas.

Mayor Belloc suggested that a good theme could be “Sabor de Eloy” as it translates to The Taste of Eloy. It could also translate as The Flavor of Eloy.

B. KEY VALUES AND ISSUES-PRELIMINARY IDENTIFICATION-No action taken.

C. DOWNTOWN VACANT BUILDING TOUR-SCHEDULE AND PREPARATION-No action taken.

VI. COMMUNICATIONS

A. ELOY ENTERPRISE BUILDING TENANT IMPROVEMENTS- GREAT WESTERN BANK- Mark Benner commented that the Bank had their grand opening and that the building has been completely remodeled.

B. VETERAN’S PARK-STATUS- None

C. POTENTIAL GRANT OPPORTUNITY-None

D. INCUBATOR STATUS-None

VII. GOOD OF THE ORDER-This was an opportunity for any member to add information not on the agenda:

Vice-Chair Peterson- Would like to see a sign put up at the new Heart of Eloy Second Hand store.

Dan Snyder-He commented about the four areas theme, taste not only food, but flavors as it has more meaning.

Vice-Chair Peterson-Asked about the status of the incubator. Member Varela suggested that it not be included. She also added that the idea mentioned by Chairperson Benner about the colors was a great idea.

Vice-Chair Peterson-She also suggested bringing in a trade school for those students who did not want to go to college. She added that there is money available to apply for technical training.

Member Varela-He suggested the need to have visual illustrations for those that would participate in the tour of empty buildings on Main Street.

Mr. Vlaming-He commented that he will invite Jose Martinez, Chief Building Official to inspect the buildings onsite during the tour to provide input and answer participant's questions.

Chair Benner-He added he will get information from Debbie Brown regarding inventory. He mentioned that Senator John McCain's office called asking if the Eloy Chamber needed anything.

Member Myers-He suggested that something needs to be done with the old theater. He added that the façade should be cleaned up and the marquee should be, painted and have a new a message on it.

Mr. Vlaming-He informed the Commissioners present about the upcoming Adopt-A-Street event scheduled for Saturday, April 9th. Chair Benner asked if Staff could provide him with a list of those streets that are available versus those that are currently adopted.

Chair Benner-Indicated that the next meeting of the Commission would be on 4/26 at 3:00 pm at the Public Works Building

VIII. MOTION TO ADJOURN

Chair Benner asked for a motion to adjourn. Commissioner Damron moved for a motion to adjourn and was seconded by Commissioner Myers. The adjournment passed 5-0 and the meeting adjourned at 4:24 p.m.