

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Tuesday, April 26, 2016
3:00 PM**

I. CALL TO ORDER

Chairman Benner called the meeting to order at 3:10 p.m.

II. ROLL CALL

Members Present:

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| ▪ Dick Myers | ▪ Mary Jane Damron |
| ▪ Ralph Varela | ▪ Betty Peterson |
| ▪ Mark Benner | ▪ Jim Dinkle |
| ▪ Isabel Morales | ▪ Ex-Officio Joel G. Belloc |

Staff/Others Present:

- Jon Vlaming, Community Development Director
- Belinda Cruz, Planner

III. CALL TO THE PUBLIC

None in Attendance.

IV. MOTION TO APPROVE THE MARCH 15, 2016 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION

Chair Benner asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Member Varela made the motion to approve the minutes. Member Damron seconded the motion. Chair Benner called for the vote and the motion passed 7-0.

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

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

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

Mr. Vlaming read the five themes that had been previously discussed at the previous meetings:

- 1) Authentic Hispanic Experience-Downtown Mercado, Fiesta Patrias
- 2) Agritourism-Farmer's Market, Farm to Table, Coffee Shop, Restaurant
- 3) Skydiving-office and retail sales
- 4) Business Creation-incubator, home occupations
- 5) Veterans Services-Veteran's Center, Veteran's Park

Member Damron and Vice-chair Peterson recommended themes #1 and #5 because they would like to see more Hispanic authenticity and see more involvement with the Veteran's Services. Member Peterson believed that other member agencies would like to participate and contribute. Chair Benner asked if anyone had any ideas. He mentioned he would personally follow up with Mr. Hill and their marketing contact. Member Varela brought up the idea discussed at previous meetings of the concept of having a specific theme designated per block such as skydive, agriculture, veteran's, and other themes that would represent the City of Eloy. He stated it would be a good way to capture a major theme and then the Commission could articulate it further. Vice-chair Peterson volunteered to be the point of contact with the Robson Community.. Chair Benner commented that everyone had great ideas.

B. KEY VALUES AND ISSUES-PRELIMINARY IDENTIFICATION-No action taken. Mr. Vlaming explained this item was a preliminary exercise that required everyone's input. Everyone agreed to take the assignment back and each would provide feedback and respond via-email by May 3rd. Member Dinkle suggested to look into Life on Main Study that was completed in Casa Grande He inquired if member Varela knew more about how Casa Grande revitalized its downtown, how they made it lively at night., He supported bringing new businesses, skydiving, diverse community, and agriculture to the Eloy Downtown. Member Varela mentioned that he would make contact with the United States Department of Agriculture-Rural Development, Special Project Coordinator (Ms. Diane Jennings) and invite her to one of the Downtown Advisory Commission Meetings.

C. DOWNTOWN VACANT BUILDING TOUR-SCHEDULE AND PREPARATION-No action taken. The Tour of Empty Buildings previously scheduled for Friday, May 13th will be re-scheduled due to a meeting conflict with the Pinal Partnership breakfast at the Property in Casa Grande, AZ to Friday, June 3, 2016 at 7:30 a.m. as it would create conflict and possibly a low attendance. An invitation/notice will be sent to all of those property owners along Main Street (from 6th Street to Frontier) to take a count of those who might be interested in participating. Also a separate invitation will be sent out on behalf of the Eloy Chamber of Commerce to all of the Eloy Chamber members/contacts to participate and take a part in the action

to revive and revitalize the Eloy Downtown. Vice chair Peterson asked if the buildings will be safe to walk in. Mr. Vlaming replied that Chief Building Official Jose Martinez will be onsite prior to the tour to ensure the safety of the tour members entering the structures.

VI. COMMUNICATIONS

- A. ELOY VETERAN'S HERITAGE PARK-STATUS**- It was mentioned that this item was brought up at the Eloy City Council on April 25, 2016 and no one had new updates on the status. Chairperson Benner mentioned that he would be attending an Eloy Veterans Committee meeting on May 10, 2016 and that he would bring updated information to the next scheduled Downtown Advisory Commission meeting. Vice-chair Peterson commented that she would approach the S.O.T (Support Our Troops) group at Robson Ranch.
- B. BUILDING TOUR-STATUS**-The Tour of Empty Buildings is scheduled for Friday, June 3, 2016 at 7:30 a.m.
- C. POTENTIAL GRANT OPPORTUNITY-STATUS**-Mr. Vlaming informed the Commission that the application submitted for the Cool and Connected Program didn't get selected. He also mentioned that he made a follow up inquiry to find out who got selected and he has not heard back.
- D. PRELIMINARY IMPLEMENTATION ITEMS**-Mr. Vlaming recapped some of the implementation items that have been brought up during these meetings: Improving the façade, façade renovations, propose a mural on the south wall of the Dustbowl, fix the marquee above the main entrance to the Dustbowl, program 50/50 match, initial thought for potentially using food tax revenues to see if there might be an opportunity to invest some of the monies on Main Street (6th Street going south to Frontier Street). Ex-officio member Belloc stated it was on the list.

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

Member Varela-Agreed with the proposed façade to the old theater as it would make a big difference.

Ex-officio member Belloc-Commented on the future landscape of the triangle property along the northwest corner of Main Street and Frontier.

Member Damron-Commented the Downtown Advisory Commission is moving in the right directions.

Member Myers-Inquired regarding the benefit of an LED sign at the (future) Sunland Visitor Center Park located along Toltec Road just west of the Sunland Visitor Center.

Ex-officio Belloc asked if Jon could update the Commission members on the latest approvals by the Eloy City Council for Robson Ranch. Mr. Vlaming commented that the Eloy City Council approved a Preliminary Plat for Robson Ranch-Unit 20A for 78 single family residential lots; he also mentioned about the new lighting that has been placed on

each of the City of Eloy monument signs; there is a community clean up called “Eloy Operation Clean-up” coming up on Saturday, May 21, 2016. Volunteers will meet at the Public Works building at 7:00 a.m.; The landscape project for the Triangle Property (at the northwest corner of Main Street and Frontier) will be prepared next physical year.

Ex-officio member Belloc-Added that Council gave direction that the Staff move forward for the proposed new City Hall.

Chairperson Benner-Announced the date of the next Eloy Chamber of Commerce Mixer.It would be scheduled for Wednesday, May 18, 2016 between 5:30 p.m. and 6:45 p.m.

VIII. MOTION TO ADJOURN

Chair Benner asked for a motion to adjourn. Vice-chair member Peterson moved for a motion to adjourn and was seconded by Member Damron. The adjournment passed 7-0 and the meeting adjourned at 4:05 p.m.