

**MEETING MINUTES OF  
THE CITY OF ELOY  
DOWNTOWN ADVISORY COMMISSION  
Regular Meeting  
Tuesday, June 7, 2016  
3:00 PM**

**I. CALL TO ORDER**

Chairperson Benner called the meeting to order at 3:04 p.m.

**II. ROLL CALL**

**Members Present:**

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

**Members Absent:**

- |                            |                        |
|----------------------------|------------------------|
| ▪ Betty Peterson (Excused) | ▪ Jim Dinkle (Excused) |
|----------------------------|------------------------|

**Staff/Others Present:**

- Jon Vlaming, Community Development Director
- Belinda Cruz, Planner
- Tanner Clinch, Eloy Enterprise

**III. CALL TO THE PUBLIC** None.

**IV. MOTION TO APPROVE THE APRIL 26, 2016 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION**

Chairperson Benner asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Member Damron made the motion to approve the minutes. Member Varela seconded the motion. Chair Banner call for the vote and the motion passed 5-0.

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

- A. ELOY DOWNTOWN THEME-DRAFT DIRECTIONS**-No action taken.  
Chairperson Benner brought up this item and asked if any members had comments. Mr. Vlaming mentioned it was part of the information that was e-mailed to the members with information staff received from the majority.

Chairperson Benner asked if anyone had anything they would like to add. Member Varela stated the list pretty much captured a lot of what Eloy is about with the five themes being proposed. Chairperson Benner suggested to City Staff to begin posting the themes on the wall board and to keep updating it. Member Damron wanted to go back to the idea Member Varela had to invite Ms. Diane Jennings, United States Department of Agriculture-Rural Development, Special Project Coordinator. Member Varela commented that Ms. Jennings has a support team for USDA opportunities, she is familiar with the area, and providing technical assistance. He thought it would be a good idea to invite her once the Commission knows what the Downtown area is going to be, once there's a Master Plan. Chairperson Benner commented it would be great to invite Ms. Jennings in the later months.

Ex-Officio Belloc asked if Member Varela could coordinate the invitation in the later months after the Commission has a plan in place. Member Damron agreed that the Commission would need to have an idea of what they want and make priorities first. Member Myers asked how would the USDA funding assist the private downtown versus individual businesses.

Ex-Officio Belloc mentioned perhaps if the City does not get a response for retail maybe get some things done that are more appropriate.

## **B. KEY VALUES AND ISSUES-DRAFT DOCUMENT REVIEW AND DISCUSSION**

Mr. Vlaming identified that we have some initial ideas related to the themes and values and issues that have previously been identified by the members. The members did not discuss the content of this working paper but did mention the following projects that should be undertaken in the future:

- Renovation of the façade for the Dust Bowl Theatre
- Rehabilitate the roof of the shade arcades on Main Street
- Construct a Community Garden
- Utilize the south wall of the Dust Bowl Theatre for a mural opportunity
- Place a marker or plaque for historic properties within the Downtown

## **C. DOWNTOWN VACANT BUILDING TOUR-SUMMARY**

Mr. Vlaming communicated about the outcome of the first Downtown Vacant Building Tour held on Friday, July 3, 2016 from 7:30 a.m. until approximately 10:30 a.m. This event was organized by the Eloy Chamber of Commerce with the support of the City of Eloy Community Development Staff. Business and property owners from the City of Casa Grande attended and there were approximately 21 people in attendance including the Casa Grande Main Street Program Director; Stephanie Blanco with AZ Realty, Norrie Burruel with Ivory Towers, Coldwell Banker, Farmers Insurance; City Mayor,

Joel Belloc; Councilperson JoAnne Galindo, Larry Brown with Brown's Auto Body among others. It was mentioned that a second Downtown Vacant Building Tour could be planned during the first week of November this year to continue the discussion and exposure of buildings. Chairperson Benner commented that he was surprised with the owner of one of the buildings as he had filled a cooler with water and a welcome sign. The building was very clean and the owner thanked the Eloy Chamber and those who helped in organizing this event. Chairperson Benner mentioned that the owner of the building (located at the southeast corner of 5<sup>th</sup> and Main Street was willing to lease it and stated the tour turned out well. He thanked Mrs. Blanco for allowing the event to be held on the parking lot of the old bank, which is for sale.

**D. DOWNTOWN IDENTITY/BRAND COMMENTS-SABOR DE ELOY  
(FLAVOR OF ELOY)**

Mr. Vlaming continued the dialog on how to brand the Downtown. Chairperson Benner commented that the Eloy Chamber of Commerce and the City of Eloy Parks and Recreation Department will be holding an event in the month of March 2017. They will begin by asking the citizens of Eloy what they would like to see in the Downtown at this event like a salsa contest, tamale contest, and a quilt show/event-activities that would uniquely identify Eloy.

**VI. COMMUNICATIONS:**

**A. ELOY VETERAN'S HERITAGE PARK**

Member Varela commented that the Phase 1 of the New Eloy Veteran's Heritage Park has been successfully completed. He mentioned that the ribbon cutting was just held. Member Myers made a comment about the Memorial Day event held on Monday, May 30<sup>th</sup>. He commented that the time that it should have been scheduled back to back instead of the "dead" hour in between for the ribbon cutting event held at the new Veteran's Heritage Park.

Ex-Officio Belloc-commented that there has been a lot of interest from families to purchase banners and pavers to contribute to the second Phase and that the Eloy City Council has committed to match it and that the funds are at approximately twenty-six thousand dollars for the next phase.

**B. CITY HALL SITE**

Mr. Vlaming gave an update on the New City Hall site. Friday, June 10, 2016 is the due date for the submittal for Project Management/Construction Management SOQ. Friday, June 17 is the due date for the Architect SOQ

The proposed members of the Selection Committee proposal are to be presented before for City Council for consideration next Monday, June 13, 2016. There will be a sequence of events for this project coming up.

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## **VII. GOOD OF THE ORDER**

Member Damron-announced an upcoming Sunday event “El Sabor De Las Fiestas” (The flavor of the Fiestas) that has been organized by the Corazon De Latinos Unidos (CDLU) scheduled for Sunday, June 12 from 1p.m.-3p.m at Robson Ranch. There will be some food sampling, music, demonstrations, etc.

Mr. Vlaming-announced that there will be a Planning and Zoning Commission meeting next Wednesday, June 15, 2016 with two cases and discussion on the Major General Plan Amendments as these will be processed through the Planning and Zoning Commission for a recommendation and then to the Eloy City Council.

Ex-Officio Belloc-commented that City Staff is gathering bid proposals to make repairs/replace the shade Ramada’s along both sides of Main Street.

Member Myers-commented that the Visitor Center’s summer hours of operation are on Monday through Friday, from 9 a.m. to 1 p.m. He noted that there have been one to two visitors per day lately. He also mentioned that he received bids for the Museum’s air conditioning and next July, the Museum will have air conditioning. He shared with the Commission a re-printed recipe cookbook that was published back in 1954 and is available for sale (at \$10 each or \$9 plus Shipping & Handling through Amazon.com) and that a second book published back in 1952 “Eloy Kitchen” will be re-printed and available for sale in November at the dinner dance.

Chairperson Benner-commented that he is looking into re-painting the existing mural painting at the Eloy Chamber of Commerce Building (south side of building) and showed a sketch of a proposed map that would indicate the distance in miles to the Grand Canyon, Picacho Peak Park, etc.

Everyone agreed to not meet during July and meet in August.

## **VIII. MOTION TO ADJOURN.**

Chairperson Benner asked for a motion to adjourn. Member Varela moved for a motion to adjourn the meeting and was seconded by Member Damron. The motion to adjourn passed 5-0 and the meeting adjourned at 4:00 p.m.