

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Tuesday, October 11, 2016
3:00 PM
CHAMBER OF COMMERCE**

I. CALL TO ORDER

Chairperson Benner called the meeting to order at 3:03 p.m.

II. ROLL CALL

Members Present:

- Dick Myers
- Mark Benner
- Isabel Morales
- Jim Dinkle
- Mary Jane Damron

Members Absent:

- Ex-Officio Joel G. Belloc
- Ralph Varela
- Betty Peterson

Staff/Others Present:

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

III. CALL TO THE PUBLIC

None.

IV. MOTION TO APPROVE THE SEPTEMBER 13, 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 Myers seconded the motion. Chair Benner called for the vote and the motion passed 5-0.

- V. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACTION ON THE FOLLOWING:** No action taken. Chairperson Benner asked if Mr. Vlaming could take over Agenda Items V.A through E.

A. REVIEW DRAFT DOWNTOWN VISION STATEMENTS, GOALS, BRAND, THEMES.

Mr. Vlaming mentioned that the following agenda items were part of the information discussed at the last meeting and that, based on the discussion at the last meeting, Staff reviewed the Downtown Vision Statement, Goals, Brand and Themes. Based on the input and revisions discussed, Mr. Vlaming reviewed the two proposed Preliminary Draft Downtown Vision Statements-the original and a new version he revised. He compared the two versions and opened them for discussion and recommendations. He explained that option “A” was being proposed based on the suggestions made at the previous meeting, but was a little bit shorter. Option “B” remained the same from the last meeting. Chairperson Benner asked if there was any preference between the two options. Member Morales liked Option A; Member Myers preferred Option B; Member Damron asked if a mission statement had been created. Member Myers mentioned that Mr. Bill Carnell had posted a fill in the blank question on his Facebook page going by the name Tales of Eloy and the question posed was: “Eloy would be a better place if there was a *blank* in town”. Mr. Vlaming added that as the Committee continues its work there will be a lot of involvement down the road to get feedback. Member Benner stated he liked Option A; Member Damron also liked Option A and suggested that possibly some words needed to be changed.

Member Morales stated that it sounded more as a futuristic look at what has been accomplished. Member Myers mentioned that Arizona State recognizes anything older than fifty (50) years old as a “historic building,” Member Myers mentioned that the Masonic Lodge also known as the “Eloy Lodge #46” located at the southwest corner of Main Street and 8th Street was built in 1948. Member Benner asked if the members were to go with Option A if the sixth line that read: “*The City’s stock of historic buildings and traditions have been retained and enhanced through focused revitalization efforts.*” Could change the word “stock” in the sentence and replace with The City recognizes the value of preserving...ember Morales asked why was “health and food” added. Mr. Vlaming responded that there is a focus across the Country and Arizona too, of having a healthier community; to have bike lanes/pedestrian access potentially to go to work. Having a mix of uses allows a healthier community, the ability to have access to healthier foods is also important. Member Morales suggested if members would want to review it and stated Mission, Vision and Values.

B. PREPARATION FOR VACANT BUILDINGS TOUR.

Mr. Vlaming gave an update on the next scheduled 2nd tour for vacant buildings and lots scheduled for Friday, November 4, 2016 beginning at 7:00 a.m. The location will be at the northeast corner of N. Main Street and 5th Street. There will be refreshments for those who stop by and check them out. He added there was a total of twenty participants at the last tour and he is hoping there will be more in attendance next month. Since the last tour, two buildings have been purchased and the new owner is in

the process of completing tenant improvements (T.I.s) to operate a parachute manufacturing business to respond to the Skydiving that takes place at the municipal airport. He mentioned that a banner is in the making to start branding the event. Chairperson Benner mentioned he will take care of notifying people and will provide the event with the hot/cold beverages.

C. PRELIMINARY CONCEPTS FOR WAYFINDING SIGNAGE.

Mr. Vlaming mentioned that City Staff met with the same landscape architect hired for the previous City of Eloy monument signage to work on this second phase concept for wayfinding signage. He showed the members a printed draft of a couple of the initial concepts, which would coordinate with the monument signage..

D. OVERVIEW OF FAÇADE IMPROVEMENT ORDINANCE.

Mr. Vlaming indicated that Member Dinkle was working with the City Manager on a new ordinance to improve the fronts of buildings along Main Street. Mr. Dinkle then took over and explained that the City Manager had requested that he prepare an ordinance that could be used to entice property owners to improve their facades. He indicated that he had reviewed other such ordinances from the Midwest and had the draft document almost done. Once reviewed by the City Manager, Member Dinkle indicated he would bring it back to the Commission and then request that it be considered by the Planning & Zoning Commission prior to going to Council.

E. OVERVIEW OF MEDIA PRODUCTION ORDINANCE.

Member Dinkle also provided an overview of the forthcoming media production ordinance. This would assist the community in attracting film productions which could be a real community benefit in terms of lodging, retail sales, short term employment, etc. He also indicated that he would be bringing this forward to the Commission, P & Z Commission and Council.

VI. COMMUNICATIONS:

A. CITY HALL PROJECT

Mr. Vlaming indicated that the negotiations for the contracts with the three consultants were ongoing.

B. DOWNTOWN ACTIVITY/EVENTS

Mr. Vlaming indicated that the following events were coming up:

Adopt A Street	October 15 th
Operation Eloy Clean Up	November 5 th

VII. GOOD OF THE ORDER

Chairman Benner asked if anyone had any last comments. There were none. Mr. Vlaming inquired about the next meeting. After some discussion, it was determined the next meeting will be on November 9, 2016 at 3 pm at the Chamber of Commerce.

VIII. MOTION TO ADJOURN.

Chair Benner asked for a motion to adjourn. Member Dinkle moved for a motion to adjourn the meeting and was seconded by Member Morales. The motion to adjourn passed 5 - 0 and the meeting adjourned at 4:25 p.m.