

MINUTES
EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL

Regular Meeting
July 2, 2012 – 5:30 p.m.

Action Items

Welcome Center Map Placement	IP
Annual Report for Economic Dev	IP
Ask realtors about program results	Done
Data reporting on projects	IP
Host a lunch for GARA	Done
Report on stats for website	Done
Matching Grants Project	Done
Slideshows for economic development	Done
Live in Evans Project	
Intern Project	

Amendment to agenda move from discussion to item number 2....move it up there Garcia motioned Dennis seconded

CALL TO ORDER

The meeting came to order at 5:35 p.m.

ROLL CALL:

Present: Fred Burmont, Cruz Moncivais, Dennis Oberhelman, Wayne Pickens, Scott Riley, John Benjamin, Bill Garcia, Kip McLeland

Absent: Ranelle Lang

AUDIENCE PARTICIPATION

No members of the audience offered any comment.

ACTION ITEMS

Approval of Minutes

The minutes of June 4, 2012, were reviewed since there weren't enough members for a quorum at the last meeting. Approval of Minutes motioned by Mr. Garcia and seconded by Mr. Benjamin. All voting in favor thereof.

Minutes for July 2, 2012, were reviewed. Approval of Minutes motioned by Mr. Oberhelman and seconded by Mr. Pickens. All voting in favor thereof.

Membership of the EEDAC

Currently there are 9 active members. There should be up to 11 members. Mr. Moncivais strongly prefers that the candidates be residents of Evans, not just business owners or persons from an agency; someone who would be an average working person that lives in Evans. Mr. Moncivais was curious how critical is it for EEDAC to have 11 active members? Is it a mandate or just a recommendation? Mr. Burmont thought that the number was more of a recommendation so it would define the size; so it wouldn't be too big or too small. Mr. Garcia said that all EEDAC can do is recommend members, but the final decision would be up to the City Council. The committee thought that the vacancies could be promoted to the residents with the water bills and monthly newsletter. The flyer should encourage citizens to apply. Mr. Burmont was wondering if there was a point person that handles volunteers. Mr. Moncivais or Mr. Burmont will find out by following up with Aden.

Billboard location & graphic design

Mr. Moncivais feels this should be assigned to the sign committee. He also felt that Scott Riley should be removed from the sign committee so it would minimize his conflict of interest. Mr. Burmont said since it was disclosed that he was part of the sign company that it lessens the conflict of interest. The AC said that they are comfortable with him staying on the sign committee. Leaving the committees as is.

Committee Reports

The Strat Op team is waiting to have meeting with the City Council. Mr. Moncivais has been working with the mayor to set a time for that. One of the members asked if it could be done in a work session with City Council. Mr. Moncivais said that format will not work. Mr. Moncivais is recommending to the committee to look at the 2010 plan; look at the story of Evans; and last but not least the 2008 survey of business owners. Mr. Moncivais wants them to be prepared so that when the meeting happens they are making key points. He thinks it would be good to review these to see if they are still valid. The goal of the meeting is to establish a strategic plan according to Mr. Benjamin. Mr. Burmont said right now we are building retail and wants to know where are the people going to come from. Mr. Burmont wanted to know what part of the industry should the focus be to move more people in. Mr. Benjamin said the objective is "what do you see Evans growing into?" Mr. Garcia asked Mr. Burmont if they are approaching the City Council in a wrong manner. Mr. Burmont said he felt they needed to have a clear idea of what they wanted to cover and what they expected back from City Council. Mr. McLeland asked if City Council had a direction, if so, what is it and how do they

want to go about doing it? If they don't, can EEDAC offer suggestions? Mr. Burmont said maybe an hour at a work session and then there would be other meetings to follow as this progresses. Mr. Burmont suggested working with just a couple ideas at a time because they are so broad. Mr. Pickens wanted to know if EEDAC is to micro manage this or only advise policy? Or is that City Councils duty? Mr. Garcia purposes that they start to form their primary questions for CC.

RETENTION OF EXISTING BUSINESSES

Mr. Moncivais said they are handing it back to staff.

Mr. Oberhelman said that they didn't get the maps in enough time to get on the busses for the Stampede. He was thinking it would be better to have them available year round. Mr. Oberhelman will get some suggestions from the IT department before moving forward with that. Mr. Moncivais said that Mr. Oberhelman should start formulating a game plan now so they are ready to go for next year. They need to decide on what events they want to pursue. Mr. Burmont doesn't want the committee to take the responsibility of what staff should be doing. Mr. Pickens wanted to know what areas they wanted the committee to focus their marketing on. Mr. Moncivais stated they would be tabling the rest of the marketing to the next meeting and wondered where the map and dining guide would be most useful.

The next meeting should be October 1 at 5:30. Consumer merchant show is coming up Oct 18 at the Moose Lodge from 4 p.m. – 7 p.m.

DISCUSSION ITEMS

Committee Discussion

Committee discussed having one of their members being part of the Library Task Force and different uses of the new library building and its floors. Mr. Burmont would like if there was a person from the Chamber of Commerce on that committee as well. Mr. Moncivais wondered if the building was on the historic registry. Mr. Burmont said it wasn't. Ms. Ehrett informed the committee that there are materials that will be re-used from the old structure in the new library project.

Mr. Moncivais was curious about the Family Dollar, if this was a new store or if they were moving from their other location. No one knew the answer to that at the time.

Mr. Moncivais and Mr. Burmont asked about the Cave Creek Phase III and wanted to know about the first two phases. Ms. Ehrett informed them that all permits had been put on hold for a time until Cave Creek was going to meet the landscaping

requirements. Sheryl and Zach have gone out there and spoken with them and are now expecting a new site plan from Cave Creek.

Mr. Burmont said that Union Colony School would be running transportation between their 2 locations for the children that attend. The committee discussed how heavily the traffic has been impacted in that area. They also discussed a new signal being put in there. Mr. Moncivais said he is concerned with how close the school is to the main highway. Mr. Burmont said that safety must be a high priority for Evans regarding this school. Speed limits must be enforced.

Ms. Ehrett updated them on the code sweep at Green Acres and how it went.

Mr. Oberhelman asked about the non-potable situation out at Tuscany. Wanted to know what was happening to fix that situation. Discussed break down of permit fees and why they haven't paid for the non-potable system.

Mr. Moncivais asked if there were any questions regarding these items. There were none.

Staff Updates

UPCOMING MEETING ITEMS

Secret Shopper about Economic Development (on hold)
Live in Evans
Intern Program – not yet scheduled
B2B Event – held next spring (September)
Grant/Reimbursement Program (October)

Goals, Priorities and Assignments for 2012 – reviewed at each meeting

Priorities for Funding:

Shop and Dine Map	\$10,000
Mr. Knox and Mr. Pickens will head up this committee.	
Wayfinding Signage	\$50,000
Mr. Riley and Mr. McLeland will continue with this committee.	
Open House Program	\$1,700
Mr. Burmont will continue to lead this effort.	
Shop Evans Website	\$3,200

Ms. Trent will return to the committee in June with further information and pricing.

Retail Strategy \$20,000

A final draft will be presented when ready.

Matching Grants \$10,500

The City Council requested that this program go through the Management Team and the Finance Committee for a final recommendation. That will happen in August.

Strategic Operations Committee

Mr. Benjamin will chair and Mr. Garcia and Mr. McLeland will be members. A scrub will be held on Monday, July 16th from 1:00 – 5:00.

ADJOURNMENT:

Chairperson Cruz Moncivais ended the meeting at 7:16 p.m.

NOT YET APPROVED