



CITY OF ELOY

THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION MEETING
Wednesday, December 11, 2019, 3:00 PM
City Hall Community Room
595 North C Street
Eloy, Arizona 85131

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Call to the Public**
- IV. **Motion to approve the September 18, 2019 meeting minutes o the Downtown Advisory Commission**
 - A. Minutes from the September 18, 2019 Meeting
- V. **Old Business: Possible discussion and/or action on the following:**
 - A. Update on the Façade Rehabilitation Improvement Program, Main Street Renovation Program and Dust Bowl Theatre
- VI. **New Business: Possible discussion and/or action on the following:**
- VII. **Communications:**
 - A. Summary of Eloy Job Fair held at City Hall
 - B. Summary of November Vacant Building Tour
 - C. Overview of Potential Projects to Enhance Downtown
 - D. Ex-Officio Member Report-Mayor Belloc
- VIII. **Good of the Order**
- IX. **Motion to Adjourn**

POSTED BY FRIDAY, DECEMBER 6, 2019, BY 5:00 P.M. AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS COMMUNITY CENTER, TOLTEC COMMUNITY/SENIOR CENTER AND CITY WEBSITE: www.loyaz.gov

A handwritten signature in cursive script that reads "Mary Myers". The signature is written in black ink and extends to the right with a long horizontal flourish. Below the signature is a solid horizontal line.

Mary Myers, CMC
City Clerk

INDIVIDUALS WITH SPECIAL ACCESSIBILITY NEEDS MAY CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY AT 520-466-9201 OR 520-466-7455 (TDD). IF POSSIBLE, SUCH REQUESTS SHOULD BE MADE 72 HOURS IN ADVANCE. ONE OR MORE MEMBERS OF THE COMMISSION AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

**MEETING MINUTES OF
THE CITY OF ELOY
DOWNTOWN ADVISORY COMMISSION
Regular Meeting
Wednesday, September 18, 2019
3:00 PM
CITY HALL COMMUNITY ROOM**

I. CALL TO ORDER

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

II. ROLL CALL

Members Present:

- Ralph Varela
- Mark Benner
- Dick Myers
- Ex-Officio Joel G. Belloc, Mayor
- Isabel Morales

Members Absent:

- Betty Peterson (unexcused)
- Allen J. Crawford (excused)

Staff/Others Present:

- Jon Vlaming, Community Development Director
- Belinda Lopez, Planner
- Jeff Fairman, Economic Development Specialist
- Jillian M. Childress, Management Assistant
- Councilman Daniel Snyder

III. CALL TO THE PUBLIC

There were no members of the public in attendance.

IV. MOTION TO APPROVE THE JUNE 19, 2019 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION.

Chairperson Varela asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Vice Chairperson Benner made a motion to approve the June 19, 2019 meeting minutes with the suggested edits. Commissioner Morales seconded the motion. The motion was approved with a vote 4-0.

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

*Downtown Advisory Commission Meeting minutes
Wednesday, September 18, 2019
Page 1 of 3*

- A. REVIEW THE REVISED APPLICATION CRITERIA FOR THE FAÇADE GRANT REHABILITATION PROGRAM.** – Mr. Vlaming explained that the meeting packets had the proposed changes based on significant conversations at previous meetings. He asked if anyone had any comments. After everyone reviewed it and posed their own questions, they expressed the need for additional clarification on some of the descriptions of the qualification criteria and the reimbursement amounts offered by the program. As such, it was the consensus by Chairperson Varela and the Commission members to research other similar application criteria used by other communities. Staff identified that the Town of Superior’s approach may offer some transferability. Staff will review and may draft revisions accordingly, with the intent to email the updates to the members before the next meeting.

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

- A. CONFIRM THE DATE AND DISCUSS AGENDA FOR THE VACANT BUILDING TOUR (NOVEMBER 1, 2019) AT 9AM.** – Chairperson Varela opened up the item for discussion. The next Vacant Building Tour was confirmed to hold it on Friday, November 1, 2019 beginning at 8:30 am. Vice-chairperson Benner commented that he would work with City Staff on coordinating this next tour.

VII. COMMUNICATIONS:

A. OVERVIEW OF THE COUNCIL ADOPTED ECONOMIC DEVELOPMENT STRATEGIC PLAN

Mr. Jeff Fairman presented each member of the Downtown Advisory Commission with his or her own hard copy of the Economic Development Strategic Plan. He pointed out that on page 41 (where it shows a progression table of actions from one to four years of building blocks) that it is organized in a standard way with an overall goal followed by strategies and a series of actions for implementation. He commented that he received a great response from City of Casa Grande. Vice-chairperson Benner commented that the effort was a great job.

B. EX-OFFICIO MEMBER REPORT-MAYOR JOEL BELLOC

Ex-Officio member Belloc updated the commission members about the Express Fuel Truck Stop, located at I-10 and Toltec Road. He indicated that the project is coming along and they have installed the new fuel canopies and fuel storage tanks. The concrete slab is scheduled to be poured in the coming weeks. He stated it was very important to work on the Façade Improvement Program as some of the businesses owners need to work on improving their building’s façade. He also suggested that the City should write letters to retailers to come and invest in the City of Eloy. He also talked about the upcoming Skydive AZ World Cup of Formation and Artistic Sky Diving even at the Eloy Municipal Airport happening October 5 through October 12, 2019.

C. OVERVIEW OF ELOY JOB FAIR (TO BE HELD ON 9/19/19) AT CITY HALL LOBBY

Mr. Jeff Fairman reported that over 12 employers showed up on the Monday before the Job Fair for the employers workshop and approximately eight individuals showed up for the employee workshop held the next day. He indicated that the representative from Arizona At Work helped every individual at the Tuesday workshop.

In addition, he added the next day-Wednesday, was the big day for the Job Fair as more than 30 employers were going to gather at City Hall.

VIII. GOOD OF THE ORDER –

Commissioner Myers reported that the Santa Cruz Valley Historic Museum name has been changed to Eloy's Santa Cruz Valley Historic Museum. Ex-Officio Mayor Belloc commented that the City received a grant from the Phoenix Suns to replace the existing full basketball court, and renovate the half basketball court at Trekkell Park. The improvements provided a new concrete pad, surfacing, backboards and hoops.

IX. MOTION TO ADJOURN

Chairperson Varela asked for a motion to adjourn. Commissioner Myers moved for a motion to adjourn the meeting and was seconded by Commissioner Morales. The motion to adjourn passed 4-0 and the meeting adjourned at 4:28 p.m.

CITY OF ELOY

REQUEST FOR COMMISSION ACTION

Agenda Item: V.A.

Date: 12/11/2019

Date submitted:
12/3/2019

Action: Other

Subject: Update on the Façade
Rehabilitation Improvement Program,
Main Street Renovation Program and
Dust Bowl Theatre

Date requested:
12/11/2019

TO: Downtown Advisory Commission

FROM: Jon Vlaming

RECOMMENDATION:

Staff will provide their initial recommendations, for Commission review and discussion, on the following programs:

Façade Rehabilitation Improvement Program

Main Street Renovation Program

Dust Bowl Theatre

Vacant "Triangle" Parcel at the NWC of Main and Frontier Streets

DISCUSSION:

It has become apparent that the existing, aggressive plan for the renovation of the facades (and landscape) along both side of Main Street may be out of the question for the immediate future due to financial considerations. In that light, staff offers this overview of several strategic measures that will not only make the area safer, but will also enhance Downtown Eloy for a period of 3-5 years while other projects are completed and still give us the ability to actively market these properties. In addition, the City should have definitive answers regarding the timing and phasing for Nikola and Lucid-two projects that will have a significant impact on our downtown and the overall Eloy economy.

In general, staff proposes the following:

1. Shelve the major rebuild of the arcade, opting instead to have the components of the existing arcade (overhang) repaired and/or replaced with like materials.

2. Shelve the Façade Improvement Grant Program-due to the fact that its objective will be achieved through this rescaled renovation effort.
3. Patch, repair or replace the roof tiles (and if budget allows) change out the tiles to something more modern and is coordinated with the motif of City Hall and the new Police facility.
4. Select a paint color for the arcade structure from a pallet complimentary to City Hall and approved by the DAC.
5. Patch, repair and paint all existing building facades (with the building owner's approval) and front facade structure from the color pallet that is complimentary to City Hall and approved by the DAC.
6. Make minor repairs, as necessary, to the Main Street sidewalk.
7. Repaint (and possibly stucco) and add painted highlights to the arcade columns i.e. vines, flowers, fun graphics, etc.
8. Determine 3-4 exterior/end cap walls for large murals.
9. Complete an RFQ for artists to submit mural and column concepts for consideration by the DAC.
10. Establish guest artist program to pay for paint and artist supplies for the murals/columns.
11. Provide small artist's stipend to offset other minor costs-amount to be determined.
12. That City staff further investigate and determine the specific costs associated with the range of options for the future of the Dust Bowl Theater, ranging from demolition to rehabilitation. At that point, the Council can render an informed decision regarding its future.
13. Lightly landscape the corner lot south of the Dust Bowl Theatre in a manner similar to the City Hall with drought tolerant plantings a couple of benches, signage and ground cover. Coordinate with efforts to enhance the safety of a pedestrian crossing at the intersection of Frontier Street at Main Street.
14. Following the completion of the Main Street and Police facility, host a regional two day carnival and community event featuring rides, music, art, food, clothing, gifts, home decorator items etc. (Note: This will most likely require the hiring of an event consultant

managed by City staff) (Needs to be held prior to the eastern migration of the Midwest snowbird)

Of course, all of this is subject to DAC and City Council approval. It will not be a small effort. We will need to compile estimates, develop budgets, and provide day-to-day management and oversight. However, for what may be a reasonable cost, Eloy will reap both short and long-term benefits. Those could include eliminating the need for individual façade grants, inspire Eloy residents and others to make investments in the downtown, expose Eloy to a new population group and provide upgrades to Main Street for the next 5 to 10 years with normal maintenance. Most importantly, this effort will improve the first impression, (curb appeal) and make it easier to market the Downtown with a greater chance for positive results. This effort and event will also demonstrate a major commitment by the City Council and staff to re-establish Eloy as a regional player and celebrate the community.

This program will show real progress, while allowing time for a vigorous discussion of Eloy's Downtown future as well as increasing community pride and engagement. With the new City Hall in place and the future Police Department opening, Main Street will be spruced up and all of Pinal County will be invited to celebrate, Eloy will have completed a multi-faceted effort exceeding the expectations of many.

Staff respectfully presents this option to show strategic progress while still being mindful of taxpayer dollars to enhance the downtown image. If we can see progress from these efforts, it may set the stage for even greater interest and perhaps new private investment.

FISCAL IMPACT:

To Be Determined

**CITY OF ELOY
REQUEST FOR COMMISSION ACTION**

Agenda Item: **VII.C.**

Date: **12/11/2019**

Date submitted:
12/3/2019

Action: Other

**Subject: Overview of Potential
Projects to Enhance Downtown**

Date requested:
12/11/2019

TO: Downtown Advisory Commission

FROM: Jon Vlaming

RECOMMENDATION:

None

DISCUSSION:

Staff will provide an overview of the following, and the potential of additional projects:

Public Safety Building Update

Pedestrian Crossing of Main and Frontier Streets

Repaint the Eloy Water Tower

Downtown Master Plan and Design Guidelines

FISCAL IMPACT: