



**PUBLIC NOTICE
THE ELOY CITY COUNCIL
Meets
SATURDAY, JANUARY 23, 2021
9:00 AM – 4:30 PM
ELOY CITY HALL COMMUNITY ROOM
595 NORTH C STREET ELOY, ARIZONA 85131
For a
COUNCIL RETREAT**

AGENDA

*Due to COVID-19, Public In-person Attendance is Prohibited.
Public Access to the Retreat can be viewed live via Zoom link below:*
<https://zoom.us/j/94510636617?pwd=Ly9yQ1JJbS8xSGl6ckdWZFg3MlZ0UT09>

9:00 AM Introductions

- Introducing Mayor & City Council
- Introducing the Facilitator, George Buckingham Jr.

9:15 AM Part 1: Retreat Expectations

9:00 AM Part 2: FY 2020-2021 Overview

- 2020 Project/Program Accomplishments & Status
- Economic Development Strategic Plan Update

12:00 PM Lunch

1:15 PM Part 3: FY 2021-2022 City Council Priorities

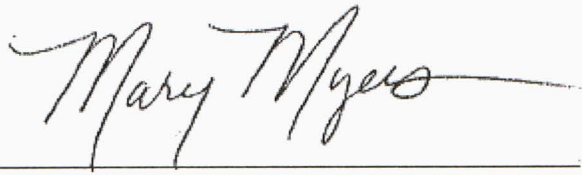
- Previously solicited potential projects/programs
- Augmenting the list
- Selecting potential project/programs for evaluation
- Developing evaluative criteria
- Applying criteria to narrowed list
- Creating information needs for further evaluation

4:00 PM Summarize City Council Priorities

4:30 PM Retreat Conclusion

(Continental Breakfast will be provided for Council and Staff from 8:00 am 9:00 am)

**POSTED BY WEDNESDAY, JANUARY 20, 2021, BY 5:00 P.M. AT ELOY CITY HALL,
ELOY POST OFFICE, TROY THOMAS COMMUNITY CENTER, TOLTEC
COMMUNITY/SENIOR CENTER AND CITY WEBSITE: www.elayaz.gov**

A handwritten signature in black ink that reads "Mary Myers". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Mary Myers, CMC, MMC, CPM
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 COUNCIL AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

2021 CITY COUNCIL RETREAT



PARTICIPANTS

Mayor Micah Powell
Vice Mayor Andrew Rodriguez
Councilmember Jose Garcia
Councilmember Georges Reuter
Councilmember Sara Curtis
Councilmember Daniel Snyder
Councilmember Sylvia Guanajuato Rodriguez
Harvey Krauss, City Manager
George W. Buckingham, Jr., Facilitator

Jon Vlamming, Community Development Director
Keith Brown, Public Works Director
Mary Myers, City Clerk
Sylvia Payne, Human Resources Director
Chris Vasquez, Chief of Police
Paul Anchondo, Community Services Director
Brian Wright, Finance Director
Jeff Fairman, Economic Development Specialist
Jillian M. Childress, Assistant to the City Manager



RETREAT EXPECTATIONS

GEORGE W. BUCKINGHAM JR. - FACILITATOR





RETREAT EXPECTATIONS

- Reviewing FY 2020-2021 accomplishments and status of initiatives undertaken
- Conducting discussion and consensus-building to formulate preliminary recommendations for FY 2021-2022 programs/projects
- Council priorities and expectations
- Identifying short-term, mid-term and long-term priority programs/projects for the City



FY 2020-2021 OVERVIEW

HARVEY KRAUSS, CITY MANAGER



ACCOMPLISHMENTS – ECONOMIC & COMMUNITY DEVELOPMENT

- Completed Cost Analysis of Options for Dust Bowl Theater
- Annexation of Approximately 74 acres of land in vicinity of Sunland Gin Road
- Complete Count Committee – 2020 Census
- Airport Business Plan
- Initiated Frontier Street Community Tree Project



ACCOMPLISHMENTS – ECONOMIC & COMMUNITY DEVELOPMENT

- Completed Hotel Feasibility Study
- Main Street Façade Renovation Improvements
- Updates and Re-adoption of Eloy General Plan
- Opening of Pilot/Xpress Fuel on Toltec and I-10
- Implemented the Saguaro Donation Program for Police Station Landscaping

ACCOMPLISHMENTS- INFRASTRUCTURE & FACILITY IMPROVEMENTS

- Completed Phase I Police Department Renovation/Rebuild Project
- Reconstructed $\frac{3}{4}$ mile of Toltec Road north of Battaglia Road with HURF grant funding
- Removed and reconstructed a new double chip seal roadway on 2-1/2 miles of Toltec Road south of Alsdorf Road and 1 mile of Sunshine Road
- Reconstructed new asphalt pavement on Alsdorf Road from Frontier through the Tryon Road intersection along with installing new valley gutters to improve drainage
- Improved approximately 37 miles of roadways with asphalt overlays, chip seals, and fog seals.

ACCOMPLISHMENTS- INFRASTRUCTURE & FACILITY IMPROVEMENTS

- Completed a Design Concept Report for roadway improvements to improve traffic flow at the Sunland Gin and Arica Road intersection.
- Completed the design of Battaglia Road reconstruction from Sunshine Blvd to La Palma.
- Completed double chip sealing three gravel road sections at the Eloy Cemetery.
- Renovated the north aeration basin and clarifiers at the Wastewater Treatment Plant to meet ADEQ compliance.
- Completed the cleaning, repair and lighting of the Eloy Water Tower.

ACCOMPLISHMENTS- INFRASTRUCTURE & FACILITY IMPROVEMENTS

- Completed the construction of temporary airplane tie downs at the Eloy Municipal Airport.
- Design Concept Plan for the Sunland Gin – Arica Road Intersection.
- LED Street Light Conversion was completed.
- Completion of the Renovation of the 1-million gallon Water Storage Tank
- Completed repairs and painting of the Eloy Justice Court.

ACCOMPLISHMENTS: FINANCIAL & ORGANIZATIONAL MANAGEMENT

- Voter Approval of the Southwest Gas Franchise Agreement (2% Franchise Fee)
- Voter Approval of the Permanent Base Adjustment for the City Budget
- Implemented the Employee Compensation and Classification Study
- Expanded the use of social media on Facebook, Twitter and YouTube for communicating with the public, especially during the COVID pandemic

ACCOMPLISHMENTS: FINANCIAL & ORGANIZATIONAL MANAGEMENT

- Internet Streaming of City Council Meetings
- Agreement with Fluoresco Services for maintenance of the City's street lights in lieu of APS
- Updated and improved the City's website to make it more user friendly
- Updated the Development Impact Fee Study and Infrastructure Improvement Plan
- Intergovernmental Agreement with Pinal County for Animal Control and Care Services

ONGOING & PROPOSED MAJOR PROJECTS/PRIORITIES FOR FY 2020-2021 & FY 2021- 2022



ECONOMIC & COMMUNITY DEVELOPMENT

- Prepare and adopt a Downtown Master Plan and Design Guidelines
- Update the Economic Development Brochure
- Implement the Frontier Street Community Tree Project
- Develop a video promoting the City of Eloy
- Negotiate a Development Agreement for facilitating development of the Interstate 10/8 Business Park
- Development and Adoption of an Airport Master Plan
- Streamlining of the Building Permit Process



INFRASTRUCTURE & FACILITIES

- Develop a City Water Resource Plan for managing water rights for future development and growth opportunities
- Complete construction of the Relocation of Taxiway A and Drainage Project
- Complete construction of Battaglia Road Reconstruction from Sunshine Road to La Palma Road
- Continuation of funding and developing priorities for the Street Preservation Program
- Phase 2 Completion of Police Department Renovation/Rebuild and Grand Opening in May 2021



INFRASTRUCTURE & FACILITIES

- Replacement of Shumway Park Ballfield Lights.
- Upgrade Median Landscape Improvements along Shedd Road
- Utilize funding (if available) from the RTA sales tax for a roadway, that expands the City's economic development opportunities
- Main Street Park Accessibility Improvements (CDBG Funding).
- Completion of the Renovation of the 1-million gallon Water Storage Tank
- Acquisition of Properties Adjacent to the Water Tank



FINANCIAL & ORGANIZATIONAL MANAGEMENT

- Issuance of Bonds for Financing the Police Department Construction and pay down the City's Public Safety Personnel Retirement debt
- Solicit proposals and evaluate options for either selling or leasing the City's Landfill
- Secure funding for Sunland Gin – Arica Road intersection improvements
- Implement a Motorcycle Traffic Unit
- Firearms Simulator Implementation
- Utility Rate Study to fund new Infrastructure Improvements



ECONOMIC STRATEGIC PLAN - UPDATE

JEFF FAIRMAN, ECONOMIC DEVELOPMENT SPECIALIST





CITY COUNCIL PRIORITIES FOR 2021

GEORGE W. BUCKINGHAM, JR. - FACILITATOR



COUNCIL DISCUSSION ITEMS – ECONOMIC & COMMUNITY DEVELOPMENT

- Weekly/monthly farmers markets, community events
- Signage at I-10 Interchanges
- Beautification – housing, sidewalks, landscaping and creating spaces
- Marketing of the City for new businesses
- Review and prioritize the scheduled 2021 activities from the Economic Strategic Plan
- New business recruitment – Panda Express, Little Cesar Pizza or Waffle House

COUNCIL DISCUSSION ITEMS - INFRASTRUCTURE

- Streets - additional money allocated for 2021-2022 in Eloy and Toltec neighborhoods
- Multi-year Master Plan for extending water and/or sewer lines for future development
- 3-5 year Master Plan (3 to 5 years) for Eloy's major access roads (using grants and RTA monies)
- Transportation – CART, a bike service, accessibility to the senior center

COUNCIL DISCUSSION ITEMS - ORGANIZATIONAL DEVELOPMENT

- Review of services currently outsourced (IT, electricians, etc.)
- City App
- 75th Anniversary Activities (2024)
- Annual training for employees, including supervisory training
- Succession planning and overview of current staffing and vacancies
- Identify and address employee training needs

COUNCIL DISCUSSION ITEMS - CITY FACILITIES

- Use of former Chamber of Commerce building
- Proposal for La Paglia building with associated costs
- City park improvements in 2021, including park in front of Santa Cruz Valley Historic Museum
- Attractions – trails, trek fit parks, a walk through garden park
- Main Street Park Landscape improvements
- Main Street landscaping
- Boys & Girls Club

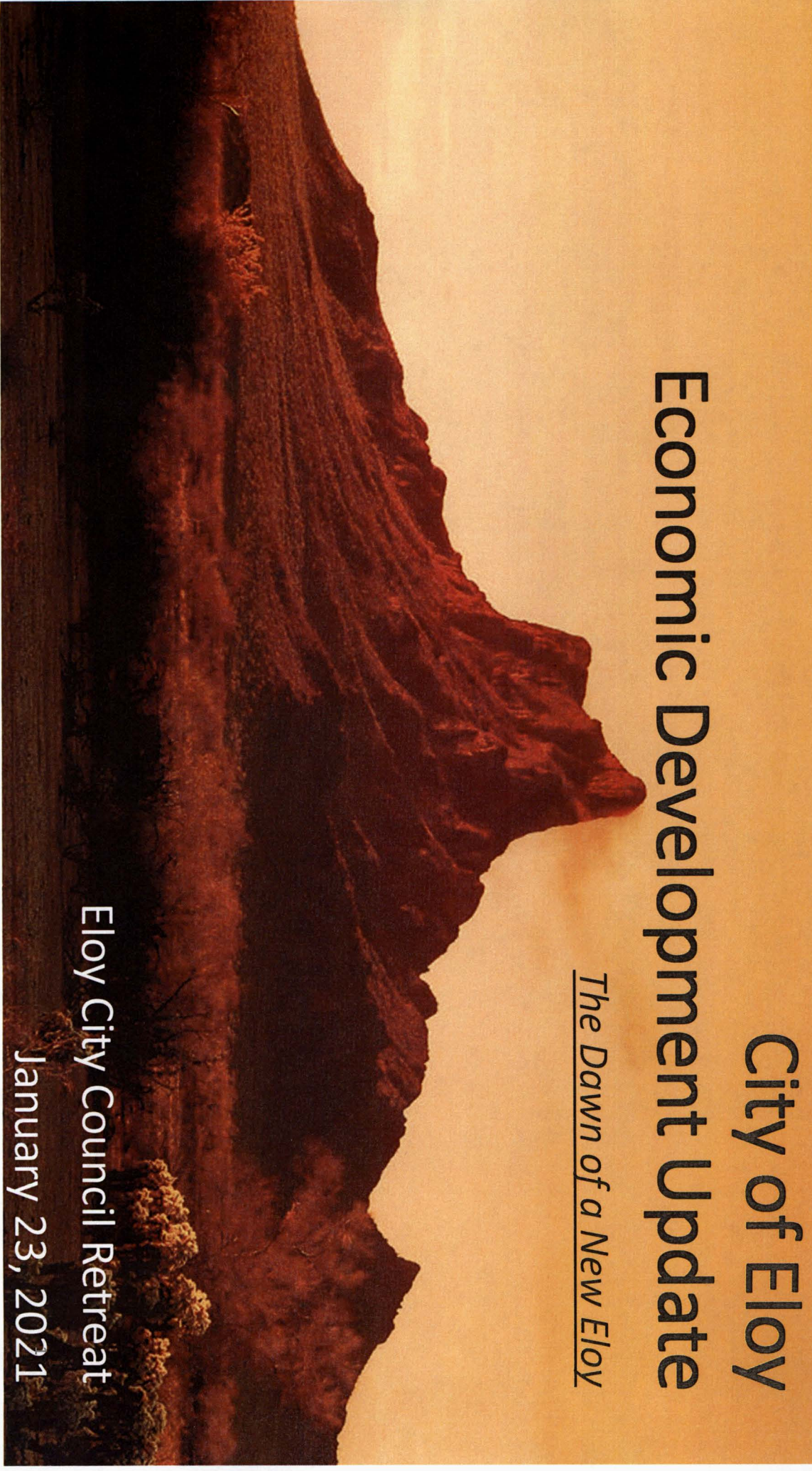
EVALUATION CRITERIA

- **Manpower Required** – For initial implementation as well as the amount of manpower for on-going maintenance. (In a given period of time, city manpower is a finite resource)
- **Cost considerations**- Initial start-up funds required as well as long-term operating/maintenance funds needed.
- **Funding restraints**- Can funding for the project/program be accommodated without jeopardizing other operations.
- **Benefit provided**- how and to what extent does this provide community improvement or add value to City operations and/or services.
- **Cost/benefit analysis**- Measuring all of the costs (manpower, funds, other projects foregone) versus the benefits provided as envisioned in number 4 above. (Essentially a qualitative analysis.)
- **Risk**- To what extent does the project/program present liability and/or legal exposure.
- **Constituent support**- Assessing the amount of public support for the project/program.



DISCUSSION





City of Eloy

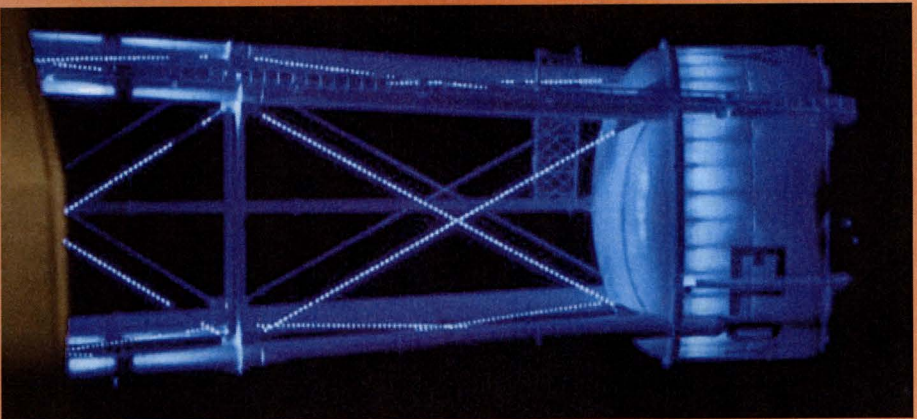
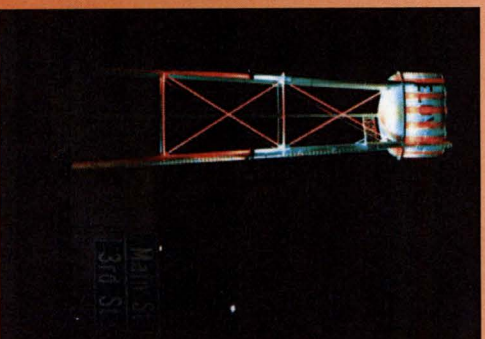
Economic Development Update

The Dawn of a New Eloy

Eloy City Council Retreat
January 23, 2021

Presentation Overview

- Initiatives 1.
- Downtown 2.
- Capacity Building 3.
- Public Relations 4.
- Economic Development Strategic Plan (EDSP) 5.
- Prospects 6.
- General Discussion 7.



Initiatives/Outreach



Pinal County, Arizona Commerce Authority (ACA), APS,
Brokers, Land Owners, Business Retention and Expansion (BRE),
High Tech Corridor, Pinal Partnership, Eloy Chamber of Commerce

Downtown

Main Street

Dust Bowl Theater

Downtown Master Plan

Distillery

Rental Space

Office Space

La Paglia Building

City Hall

Police Facility



Capacity Building/Resources

Grants

- USDA, HUD, CRA

Revitalization Districts

Technical Support

- Hi-Tech Corridor BoD,
Technical Resource Committee

Planning

- Downtown Master Plan
- Airpark Master Plan
- Airport Master Plan Update





ELOY, ARIZONA

ENHANCING ELOY CONTINUES IN 2021

by Micah Powell, Mayor, City of Eloy



Our goal from the start has been to centralize the various departments and organizations that provide public and business services in one convenient location.

Many of you have heard the recent course that goes "May you live in interesting times," and that appears to be an understatement given the recent events internationally, nationally and locally.

Fortunately for us on the local level, progress seems to be our driving force. Eloy held its election last August and the transition for the major and three council members was seamless and predictable. I am excited about the opportunity to work with a forward-thinking City Council and start in advancing City goals and priorities.

As most of you know, my agenda is simple. Being in Eloy is to Eloy improve the streets and infrastructure and continue to enhance our image with the outside world. I believe these are all achievable goals, and with the assistance of a committed City Council, a talented City staff, and the backing of Eloy's residents, we will be successful.

As this issue focuses on Home and Garden, I want to bring everyone up to date on several City initiatives that allow us to continue to plant the seeds for a wonderful and prosperous future. First on the list will be to complete several important projects to enhance Eloy's Downtown.

Following the legal and arcade moves, Eloy is in a better position to work with local artists to decorate

the building columns and end caps with artwork that represents Eloy's heritage and identity.

Also of major note is the near completion of a new Police Headquarters designed to give our officers the quality working space and necessary tools they need to keep us safe. The new facility will be open in May 2021. An integral part of the design is a landscaping theme that celebrates the flora of the southwest, punctuated with mature saguaros donated by residents of Eloy and surrounding communities.

Another major initiative was the City's purchase of an existing building known locally as the LeRaghi building at 535 N. Main Street. This building, once a fire station, has been converted for the use of the Eloy Chamber of Commerce.

Our goal from the start has been to centralize the various departments and organizations that provide public and business services in one convenient location. In less than a three-block area on Main Street, Eloy boasts the City Hall including Administration, Finance and Community Development. Across the street is our new Police Department, the Community Services Department, the Eloy Justice Facility (Municipal Court), the Eloy Chamber of Commerce and the Post Office.

With that density of employment activities, maybe it is time for someone to consider opening a

coffee shop with some food service or a Panaderia or carterceria. If you know of anyone that might be interested, have them give us a call.

Other great programs finished or underway include the Frontier Street Landscaping project. This design between Stuart and Myers Boulevards includes the completion of a land survey, conceptual landscape and irrigation plans, a cross-section diagram and 90% construction documents. This design will act as a gateway to Eloy's Main Street and help tie together the areas north and south of Frontier Street, creating a more cohesive Downtown.

Eloy has also begun renovation of the historic area around the west side of Main Street. This landmark has served the City well and will become a waypoint and beacon for identifying Eloy and Eloy's Downtown.

Lastly, hats off to our Code Compliance team for improving Eloy's "curb appeal." Most importantly, I would like to thank the property owners that take pride in their community and work tirelessly every day to keep us the best we can be.

As you can see, Eloy is moving in the right direction. The future of Eloy is bright, and I am proud to lead that parade.

Sincerely,
Micah Powell, Mayor, City of Eloy



Public Outreach

Golden Corridor Magazine
Social Media
Promotional Materials
Website
Newsletter



ELOY EXCELLENCE

The Intersection of Value, Location and Opportunity

FALL/WINTER 2020 EDITION

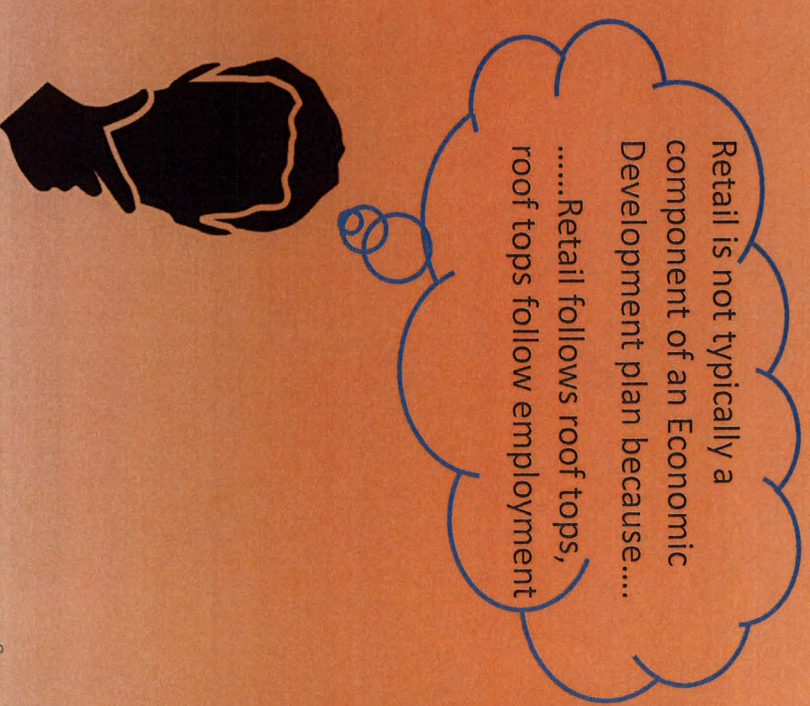
Economic Development Strategic Plan

Monitor, Manage, Implement

Goal - Eloy has adequate infrastructure, utilities, amenities and housing that attracts business and residents.						
Strategic Action	Tactics	*Lead and Support	Timeframe		Performance Metric	Activities and Progress
			Years 1-3	Year 4 Plus		
1. Bring top five industrial sites to shovel ready status	Develop a team approach to the development process utilizing resources of the property owner, the City of Eloy and various funding sources to accelerate targeted infrastructure development	CD	•		Increase number of shovel ready sites	Site #1: Sunshine Industrial Park-Completely Shovel Ready-Market aggressively through PIR's. Site #2:Toilec Business Park-Extend sewer within close proximity-incorporate project in City CIP. Site #3: Houser Road Industrial Park-Extend sewer within close proximity-incorporate project in City CIP. Site #4: Interstate 10/8-complete development agreement, raise existing structure and initiate first phase entry improvements. Infrastructure remains a primary concern limiting all but the Sunshine Industrial Park to be considered shovel ready. Significant work has been completed on the Interstate 10/8 Commerce Park but to date no final designs have been submitted. Staff supported and Council approved the ability for developer to utilize Revitalization Districts to build infrastructure although none have been established. The area known as Cotton Center has had some preliminary inquiries and site visits, discussions over roadway improvements and infrastructure expansion has hindered the decision making progress. A lack of roads, water and sewer continues to be a major stumbling block to attract new investment.
	Develop an incentive program to encourage the development of off-site infrastructure	CD, Finance	•		Number of companies interested in participation	Consider designating a fixed percentage of the 2% food tax money as an infrastructure deal closing fund. Discuss with Council for FY 20-21 budget. Consideration ongoing.
	Prepare report on the option of hiring independent grant writers to support design and construction of employment related infrastructure	CD	•		Report completed	Work with Finance Department and City Manager to fill this position with grants that would extend to economic development efforts. Discuss with Council for FY 20-21. New hire complete, there has been good cooperation between Melissa Weimer and the CD department with both the USDA and HUD. We are in the research and relationship phase. It appears there are infrastructure and housing grants that may accessible to Eloy. This will be an ongoing and long-term process.
	Use freelance grant writers to access any and all grant opportunities suited to Eloy's demographics	CD	•		Number of grants applied for and number of successful applications	Determine need based on outcome of the action above. Complete based on the hiring of Melissa Weimer in the Finance Department. Melissa has been proactive in uncovering possible sources of grant funds and programs including the USDA and HUD. Staff will be meeting with each agency in Q1 2021.
	Initiate rezoning on properties with the best chance for commercial development activity	CD	•		Number of rezoning and number of interested parties post rezoning	Initial conversation with K McCarville regarding 9 industrial parcels near the Eloy industrial park. Effort will need to be initiated and supported by the property owner. City has agreed to support these efforts, so far no one has made the commitment to initiate the rezoning. Neither the owner or the owners rep has decided to proceed with any rezoning.
7. Prepare and adopt an	Prioritize infrastructure improvement plan	CD, PW, Finance, CM			Total number of	Work on IIP with Tischler-Rice, currently in draft form. Work nearing completion, results seem to indicate fees will

EDSP Industry Targets

Industry Cluster	Key Site Location Drivers
Agribusiness	Proximity to agricultural products and other raw inputs, favorable delivery, cost of materials, favorable wage differentials, availability of water, mature transportation infrastructure, and affordable and available electricity
Arts, Enter, Recreation & Visitor Indus	Population and household growth, median household income, diversity in dining and accommodation options, and labor supply
Business & Financial Services	High speed internet, skilled labor supply, technical labor availability, available buildings, and proximity to business amenities
Manufacturing	Availability of sites and buildings, availability of skilled labor in a variety of production occupations, a flexible and responsive training and education system, competitive labor costs, proximity to transportation networks, proximity to buyers and suppliers, affordable and available electricity, and favorable corporate tax and regulatory environment
Personal and Commercial Services	Availability of technically trained labor, career training programs, customer base, and available sites and buildings
Transportation & Logistics	Proximity to rapidly growing retail and business markets within 200 mile radius, lower operating costs, favorable wage differentials, availability of land and buildings with features such as loading docks, adequate ceiling heights, etc., proximity to highways, rail service, ports and mature multi-modal infrastructure



Prospects - Industrial

Polar Kraft

Rare Earth Depot

Project Eloy

Deporzio Properties

Bio-Char Renewable Diesel

Project Pinal

Sun Path Products (located at
Airport)

Arizona Commerce Authority (PIF's)

- | | |
|------------------------|--------------------------|
| 1. Project Inspirit | 14. Project Reliant |
| 2. Project TSMC | 15. Project Titan |
| 3. Project Green | 16. Project Spartan |
| 4. Project Telford | 17. Project Peaker |
| 5. Project Wingate | 18. Project Wolf |
| 6. Project Calcite | 19. Project Genuine |
| 7. Project Wagon Wheel | 20. Project Circus |
| 8. Project Rainbow | 21. Project Invar |
| 9. Project Jos | 22. Project Retriever |
| 10. Project First | 23. Project Dire Wolf |
| 11. Project Wrigley | 24. Project
Washboard |
| 12. Project Polar | 25. Project Jupiter |
| 13. Project Best | |

(PIF's – Prospect Information Forms)

Prospects - Agriculture

Francis Rose Farm (in process)
Ostriches/San Miguel Golf Course
Small Scale Commercial Farming
Cold Fusion Marijuana Growers
(Expansion)



CHOICE HOTELS
INTERNATIONAL



Prospects - Hospitality

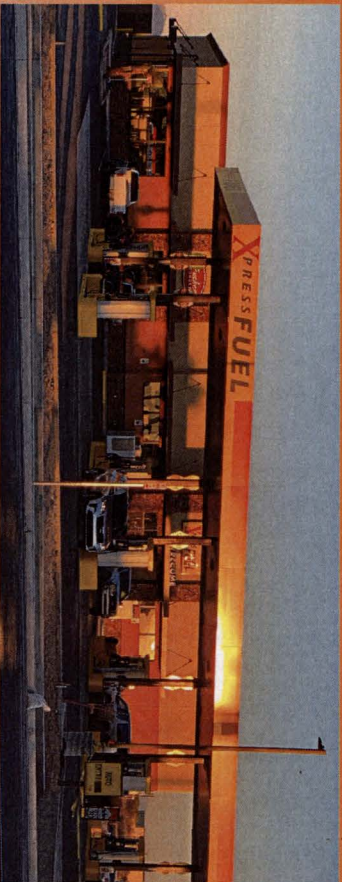
Cobblestone
Marriott
Choice Hotels



Retail

Circle K (in design)

Xpress Fuel Open (1-2021)
National Auto Parts Inquiries
Mobile Home Supplies, Sales
and Service



Solar

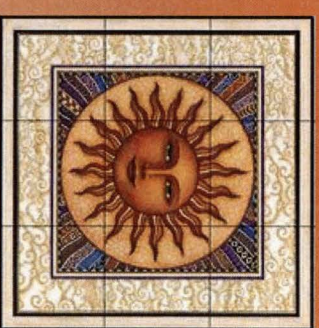
S Power

E-On

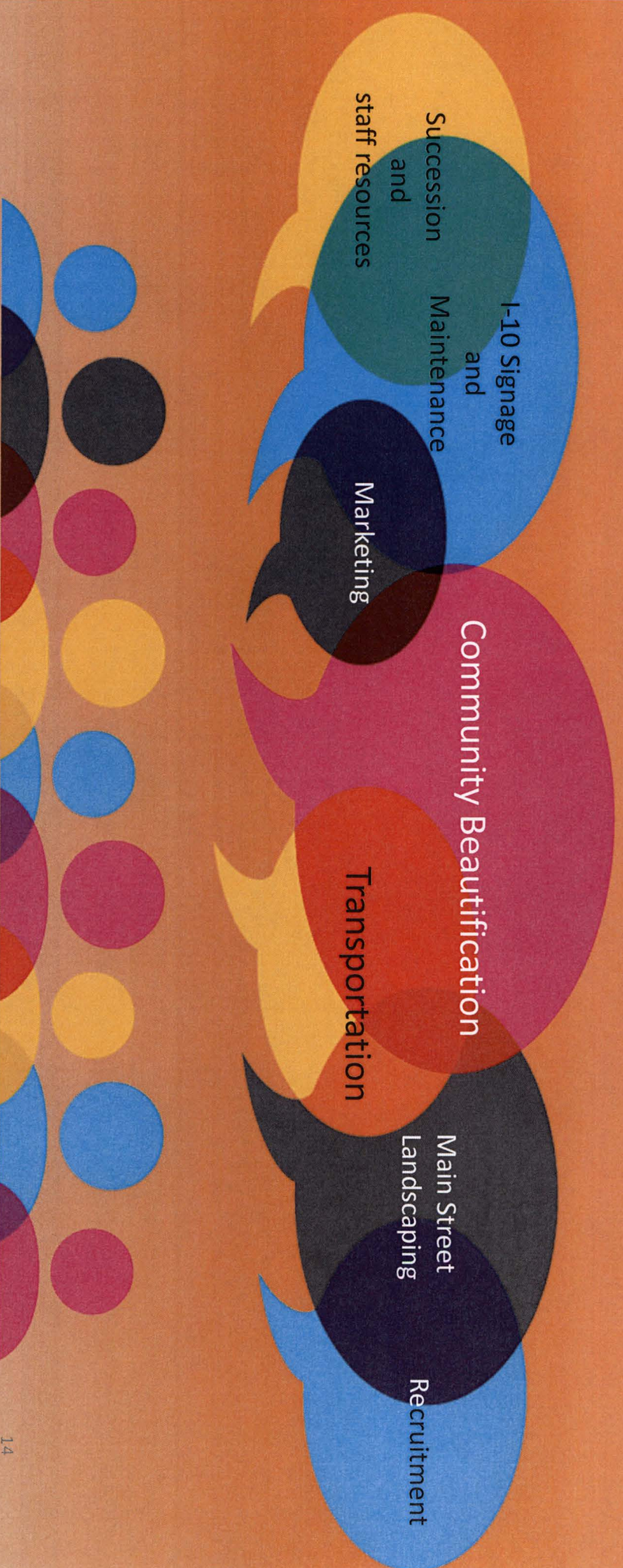
8 Minute Energy

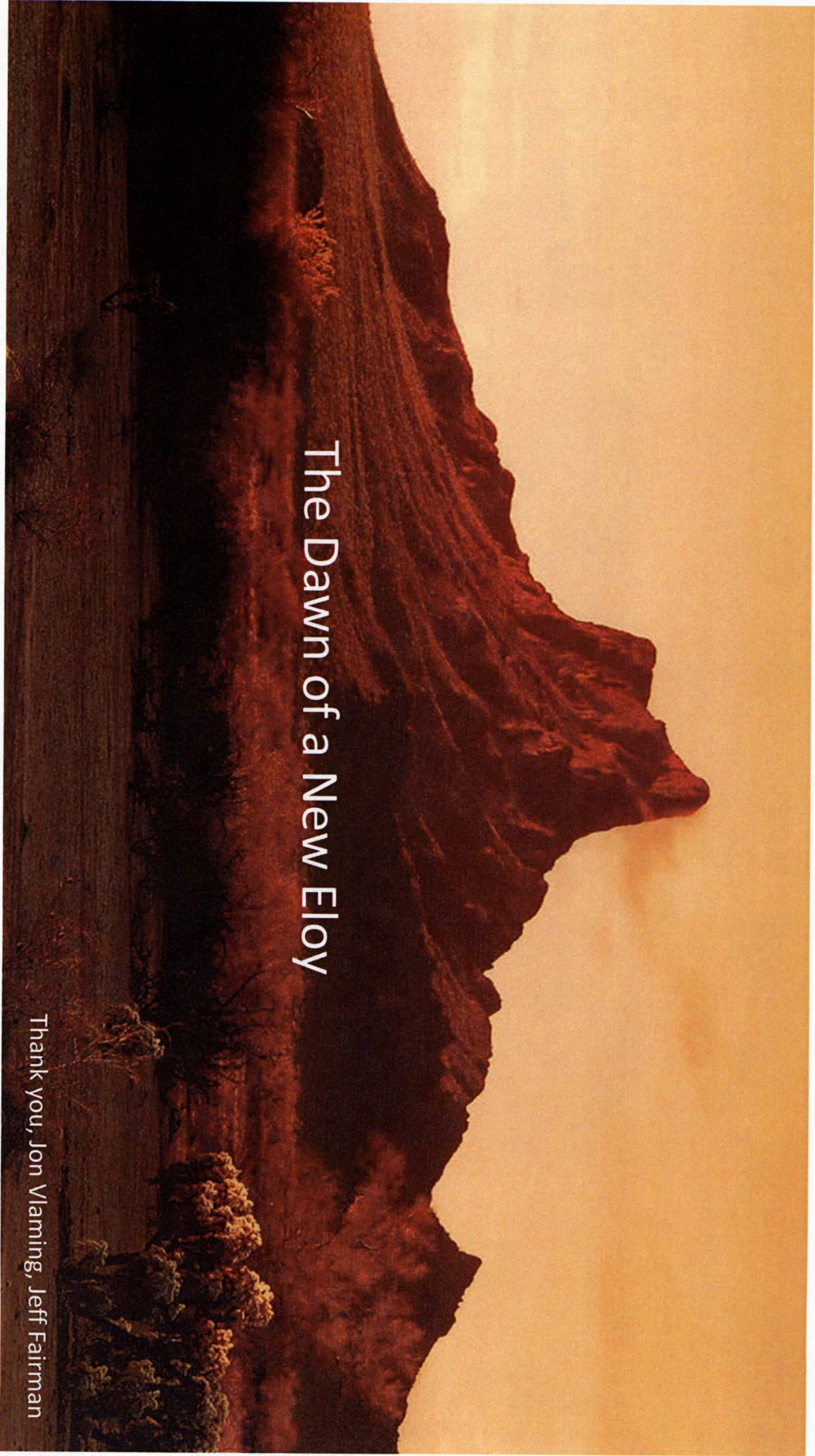
Avangrid

Orsted



General Discussion





The Dawn of a New Eloy

Thank you, Jon Vlamming, Jeff Fairman