

**SUMMARY MEETING MINUTES OF  
THE CITY OF ELOY  
REVITALIZATION COMMISSION  
Regular Meeting  
Wednesday, February 23, 2022  
3:00 p.m.**

**I. CALL TO ORDER**

Chairperson Isabel Morales called the meeting to order at 3:01 p.m.

**II. ROLL CALL**

\*One or more members of the Revitalization Commission may attend by telephonic means.

**Members present:**

- Chairperson Isabel Morales
- Vice-Chairperson Eddie Peters
- Commissioner David Christenson
- Commissioner Allen Crawford
- Commissioner Jeana Capel-Jones
- Ex-Officio Daniel Snyder

**Members Absent:**

- George Hargis (unexcused)
- Ralph Varela (excused absence)

**Staff present:**

- Jon Vlaming, Community Development Director
- Jeff Fairman, Economic Development Coordinator
- Tammy Hyde, Community Development Administrative Assistant

**Others present:**

- City Manager (Acting) David Malewitz
- Council Member Andrew Rodriguez
- Chad Dexter

**III. CALL TO THE PUBLIC**

None

**IV. MOTION TO APPROVE THE JANUARY 26, 2022 MEETING MINUTES OF THE REVITALIZATION COMMISSION.**

Chairperson Isabel Morales asked for a motion to approve the meeting minutes. Commissioner Capel-Jones made the motion and, Vice-Chairperson Peters seconded. The motion passed 6-0.

**A. Meeting Minutes:**

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

Chairperson Morales asked Commissioner Christensen if he would give Commission members a brief personal introduction

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

**A. AN OVERVIEW AND STATUS REPORT OF THE ELOY CHAMBER OF COMMERCE**

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**Eloy Chamber Director and City Council Member Andrew Rodriguez** provided an overview of his actions and activities in the first 6 months of being Eloy's Chamber Director including:

- Attendance at the
- The success of the recently held Chamber Golf Tournament
- Eloy Farmers market
- The Upcoming Chamber Annual Banquet
- The State of the City Event here at City Hall
- An increased number of new and returning Chamber members
- Significant outreach to local and regional businesses about the new Chamber programs and membership value.

Many proposed events were presented such as:

- Boston Butt (Ham and Pork) sale
- Corn Hole Board Raffle
- Semi-annual luncheons with elected officials
- Food truck events
- Cinco De Mayo event
- Veterans Day celebration

- Casino Nights
- Picacho Peak Tours

Other potential ways to support the community and Chamber membership were also highlighted.

## **B. REVIEW AND DISCUSS THE FOUR PRELIMINARY OPTIONS OF RETAINING/REMOVING THE DUSTBOWL THEATER**

Staff gave a presentation regarding the Dustbowl Theater regarding past viability studies including the consultant provided options presented to City Council in 2021. After a lively discussion, it was decided that more information was necessary and more thought given to how best proceed before the Commission could even begin to consider any recommendations to City Council. Staff will keep this on the agenda as it is determined how to proceed.

## **C. OVERVIEW OF THE DOWNTOWN VISION PLAN**

Staff gave an overview of the work underway on the Main Street component of the Downtown Vision Plan including the process and progress. It was noted that this first component was in the final stages and will provide a base for the balance of the Study which has been undertaken by staff and expected to be completed later this year. Types of potential uses were discussed along with the necessary marketing and maybe some zoning changes will be necessary for Main Street to approach its potential. Other factors in this effort were mentioned including increasing and retaining retail and entertainment leakage dollars spent primarily in Casa Grande. Also discussed was the need to attract more residents in the Downtown area and the potential impact that could have on property values and tax generation. This began a vigorous discussion of next steps and ideas for inclusion.

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## **VII. COMMUNICATIONS:**

**A. COMMISSION ANNOUNCEMENTS**

- Chairperson Morales announced that Great Western Bank merge with First Interstate Bank of Montana is complete but name will stay until March.

**B. EX-OFFICIO MEMBER ANNOUNCEMENTS**

- Council Member Snyder invited Acting City Manager David Malewitz to give to introduce himself including his background and a brief update on his first few months in the position.

**C. COMMUNITY DEVELOPMENT DIRECTOR ANNOUNCEMENTS.**

- Jon Vlaming stated department is very busy, meeting with people that want to move Eloy forward, .hoping development to continue.

**VIII. GOOD OF THE ORDER**

**Commission Member** Capel-Jones asked to speak for a few minutes on branding, image and place making. There was discussion on the topic and it was agreed to bring it back on a future Revitalization agenda.

**IX. MOTION TO ADJOURN**

Chairperson Morales asked for a motion to adjourn. The motion passed 6-0 and the meeting adjourned at 4:33 p.m.