



CITY OF ELOY

PUBLIC NOTICE REVITALIZATION COMMISSION MEETING

Wednesday, March 23, 2022

3:00 PM

City Council Chambers

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 February 23, 2022 meeting minutes of the Revitalization Commission**
 - A. Meeting Minutes
- V. Old Business: Possible discussion and/or action on the following:**
 - A. Downtown Vision Update and Future Activities
 - B. Downtown Murals and Column Decoration Update
- VI. New Business: Possible discussion and/or action on the following:**
 - A. Eloy Image and Branding Campaign
 - B. Potential Revitalization Commission Initiatives
- VII. Communications:**
 - A. Commission and Announcements
 - B. Ex-Officio Announcements
 - C. Community Development Director Announcements
- VIII. Good of the Order**
- IX. Motion to Adjourn**

POSTED BY 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 black ink, reading "Mary Myers", with a horizontal line extending to the right from the end of the signature.

Mary Myers, 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 COMMISSION AND/OR STAFF MAY PARTICIPATE BY TELEPHONIC OR VIDEO MEANS.

**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.

CITY OF ELOY
REQUEST FOR COMMISSION ACTION

Agenda Item: **V.A.**

Date: **3/23/2022**

Date submitted:
03/18/2022

Action: Other

**Subject: Downtown Vision Update and
Future Activities**

Date requested:
3/23/2022

TO: Downtown Advisory Commission

FROM: Jon Vlaming

RECOMMENDATION:

None

DISCUSSION:

FISCAL IMPACT:

None

CITY OF ELOY
REQUEST FOR COMMISSION ACTION

Agenda Item: **V.B.**

Date: **3/23/2022**

Date submitted:
03/18/2022

Action: Other

**Subject: Downtown Murals and
Column Decoration Update**

Date requested:
3/23/2022

TO: Downtown Advisory Commission

FROM: Jeffrey Fairman

RECOMMENDATION:

None

DISCUSSION:

FISCAL IMPACT:

To Be Determined

Attention Eloy Artists!

Eloy's Community Development Department is assembling a list of local artists that have the talent and desire to add a decorative touch to our sidewalk arcade. If you would like to be considered as one of our

"Artists in Residence", please submit a few samples of your work of a similar scale and complexity.

Themes will include images of plants, vines, flowers etc. This is not only limited only to paint medium, your passion may be mosaics or assemblage! Regardless, we are interested in adding you to our list of interested artists! It is anticipated that the first phase of this work entail decorating the columns along Main Street early in 2021. Those artists selected for the work will be awarded a small stipend and public acknowledgment for their efforts.

If you are interested and would like more information, please contact:

Jeffrey Fairman, Eloy Economic Development Specialist

520-464-3178

Jfairman@eloyaz.gov

**CITY OF ELOY
REQUEST FOR COMMISSION ACTION**

Agenda Item: **VI.A.**

Date: **3/23/2022**

Date submitted:
03/18/2022

Action: Other

Subject: Eloy Image and Branding
Campaign

Date requested:
3/23/2022

TO: Downtown Advisory Commission

FROM: Jeffrey Fairman

RECOMMENDATION:

DISCUSSION:

FISCAL IMPACT:

To be determined

CITY OF ELOY
REQUEST FOR COMMISSION ACTION

Agenda Item: **VI.B.**

Date: **3/23/2022**

Date submitted:
03/18/2022

Action: Other

**Subject: Potential Revitalization
Commission Initiatives**

Date requested:
3/23/2022

TO: Downtown Advisory Commission

FROM: Jeffrey Fairman

RECOMMENDATION:

DISCUSSION:

FISCAL IMPACT:

To be determined