

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

**I. CALL TO ORDER**

Chairperson Isabel Morales called the meeting to order at 3:00 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
- Commissioner George Hargis
- Ex-Officio Daniel Snyder

**Members Absent:**

- Ralph Varela (excused absence)

**Staff present:**

- Jon Vlaming, Community Development Director
- Jeff Fairman, Economic Development Specialist
- Belinda Cota, Planner

**Others present:**

None.

**III. CALL TO THE PUBLIC**

None.

**IV. MOTION TO APPROVE THE FEBRUARY 23, 2022 MEETING MINUTES OF THE REVITALIZATION COMMISSION.**

Chairperson Isabel Morales asked for a motion to approve the meeting minutes with two amendments: Page 2, item VI.A. First bullet point to add the Annual Chamber of Commerce Conference and page 4, item VII.A. She asked to correct the month from May

to March. Commissioner Vice-chairperson Peters made the motion to approve with the amendments, Commissioner Crawford seconded. The motion passed 6-0.

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

**A. DOWNTOWN VISION UPDATE AND FUTURE ACTIVITIES**

Mr. Vlaming commented that in terms of the Downtown Vision, staff has reviewed the draft and sent to the consultant. It will be brought forward to the Commission at a future meeting for their review.

**B. DOWNTOWN MURALS AND COLUMN DECORATION UPDATE**

Staff and Commissioner Capel-Jones met regarding the columns of the arcades along Main Street, the idea is to apply photographs of people or major employers to tell a story and to develop a branding and marketing campaign.

Chairperson Morales mentioned she also met with Commissioner Capel-Jones and would like Commissioner Capel-Jones to take the lead with the mural tasks. Chairperson Morales asked about the signage.

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

**A. ELOY IMAGE AND BRANDING CAMPAIGN**

THIS AGENDA ITEM WAS DISCUSSED AT THE SAME TIME AS AGENDA ITEM V.B.

**B. POTENTIAL REVITALIZATION COMMISSION INITIATIVES**

Chairperson Morales held a round table discussion for each member to state what he or she would like to support or address as a Revitalization Commission member.

Vice-chairperson Peters commented on things to do in Eloy and bringing new investment to the community. He commented that about 98% of his neighbors shop in the city of Casa Grande and mentioned he would much rather spend his time here in Eloy.

Commissioner Crawford asked why Eloy isn't attracting new restaurants or other consumer businesses including a Panaderia like the one located in city of Casa Grande, a bowling alley, and small businesses such as a Panera Bread.

Commissioner Capel-Jones added she would like to focus on enhancing the image of Eloy and the branding.

Commissioner Hargis suggested Eloy has to give tourists a reason to stop and bring something iconic to get individuals to visit. She suggested unique experiences such as public art or even something unusual, such as the Cadillac Ranch in Amarillo, Texas, a public art piece that consists of ten Cadillacs buried nose first. Travelers often drive hundreds of miles to take pictures that are posted on social media.

Commissioner Christensen reminded everyone to take into account why people move to the City of Eloy, and not to forget existing residents when considering activities or investment to attract new visitors or residents.

Chairperson Morales commented that looking out from the bank, she wants businesses to come to Eloy and wants the City of Eloy to look more attractive.

## **VII. COMMUNICATIONS:**

### **A. COMMISSION ANNOUNCEMENTS**

- October 6, 2022, from 6:00 p.m. to 8:00 p.m., the Eloy Police Department will hold a crime prevention event at Main Street Park for the community. Businesses, non-profit and law enforcement are invited.

### **B. EX-OFFICIO MEMBER ANNOUNCEMENTS**

- C. Ex-Officio Snyder commented about the City of Eloy's lack of revenue, including income the city will not receive because of the State, working directly through CoreCivic reduced its inmate population shortly before the totals were reported to the Federal Government. He also noted that Eloy's census numbers dropped from 19,000 to 15,000 from the 2010 census resulting in lower revenue sharing coming back to Eloy.

### **D. COMMUNITY DEVELOPMENT DIRECTOR ANNOUNCEMENTS.**

- Vacant Building Tour scheduled for Friday, March 25, 2022
- Visit from Nicole Bintner-Bakshian, Luxembourg Ambassador to the US on Friday, March 25, 2022
- National Gypsum Company (NGC) - the project is moving ahead, as they will be building a 200,000 square feet facility and they plan to hire approximately 200 employees, with an opening in late 2023.

## **VIII. GOOD OF THE ORDER**

Ex-Officio Snyder commented there is an effort by the Eloy Police Department to control the speeding situation on Frontier Street. He also mentioned the Department of Public Works is adding left turn lanes on Frontier Street from Toltec Road to Tumbleweed Road through their fog sealing program to preserve the pavement.

The next Revitalization Commission meeting is scheduled for Wednesday, April 27, 2022 at 3:00 p.m.

**IX. MOTION TO ADJOURN**

Chairperson Morales asked for a motion to adjourn. Vice-chairperson Peter made a motion to Adjourn, Commissioner Crawford seconded. The motion passed 6-0 and the meeting adjourned at 4:31 p.m.