

**SUMMARY MEETING MINUTES OF
THE CITY OF ELOY
REVITALIZATION COMMISSION
Regular Meeting
Wednesday, April 27, 2022
3:00 p.m.**

I. CALL TO ORDER

Chairperson 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 Ralph Varela
- Commissioner Jeana Capel-Jones
- Ex-Officio Daniel Snyder

Members Absent:

- Commissioner George Hargis

Staff present:

- Jon Vlaming, Community Development Director
- Jeff Fairman, Economic Development Specialist
- Belinda Cota, Planner
- David Malewitz, City Manager

Others present: None.

III. CALL TO THE PUBLIC

None.

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

Chairperson Morales asked for a motion to approve the meeting minutes.

Vice-chairperson Peters made the motion to approve, Commissioner Capel-Jones seconded. The motion passed 6-0.

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

A. COMMISSION TO MAKE A RECOMMENDATION FOR COUNCIL CONSIDERATION TO COMPLETELY RESTORE, RENOVATE, STABILIZE OR DEMOLISH THE DUSTBOWL THEATRE.

In June 2020, the City requested proposals from firms with the expertise to evaluate the existing building to determine the costs associated with the implementation of one of the following options:

- Construction and design cost estimate to completely restore the update the exterior and interior of the building.
- Construction and design cost estimate to renovate the exterior and interior of the building to a "vanilla shell" configuration adaptable to a variety of commercial uses.
- Stabilize the exterior and interior of the building-primarily the roof-to minimize any further deterioration
- Demolish the building and foundation, making it suitable for future development.

The firm of Rider, Levett, Bucknall was retained by the City and prepared a report to address these options. It is attached on the meeting packets for review and reference.

Commissioner Capel-Jones asked if there was a need to restore it as things are changing. In her view she does not feel like destroying the building as it has charm from the past and asked as to why the need to make a recommendation now.

Mr. Malewitz, explained it was brought up by the Eloy City Council and he was instructed to have a decision in thirty (30) days, where he needed to go back to City Council and report. In any case, the Revitalization Commission needed to come up with a recommendation by the end of the meeting to provide a report to the Eloy City Council.

Ex-officio Snyder commented that this project goes back three to four years. One thing that came up was looking at the façade, and improving Main Street. And then the questions was asked about what was the game plan for the corner, what about the theatre roof, as something needed to be done to maintain it. That is where the pressure came from. Now there is a problem, because both of the buildings (Dustbowl Theater and the Veteran's Center) very possibly could have a common wall. Mr. Snyder suggested let's do something and commented that what City Council wants to see is a recommendation for either "A" or "B", and then the Council can make a decision from there.

After a lengthy discussion, Chairperson Morales asked for a vote on two options. The Revitalization Commission considered the following options:

- Option 1 - Restoration to Basic Theater Standards
- Option 2 - Restoration to Commercial Shell Space

- Option 3 - Stabilize Building for Future Consideration
- Option 4a - Demolition of Existing Theater (Veteran's Center to Remain)
- Option 4b - Demolition of Existing Theater & Adjacent Veterans Center Structure

It was a consensus recommendation for Option 3 and Option 4a or 4b with a Vote 6-0.

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

A. DISCUSSION OF COMMUNITY BRANDING/IMAGE/PROMOTIONAL ACTIVITIES

Mr. Fairman commented this item has been on the radar for a while now. Commissioner Capel-Jones led the discussion among the Commission members regarding a strategy, tactics, action plan, timeline, budget and additional suggestions for creating a community "Buzz" in attracting greater interest from residents and visitors.

2022 REVITALIZATION COMMISSION - Facade Renovation – Beautification

BACKGROUND:

As part of Eloy's Pathway to Economic Prosperity" plan there were four building blocks identified:

1. Downtown - goal is for Main Street to exude a hip vibe through amenities it has to offer.
2. Housing & Infrastructure - ensure the city has adequate infrastructure to attract businesses and residents.
3. Jobs - new jobs are available to residents focusing on diversity.
4. Image - Eloy brands itself as a prime regional location for business, community growth and capital investment.

This plan will focus on the ways to improve the physical appearance of Main Street, which will be flexible and adaptable for when the City develops its new image & brand.

STRATEGY:

Many cities use flags or banners to promote amenities and malls use pops ups to attract new customers when some of the storefronts are empty. Pop ups bring attention, are visually appealing and can promote the city's assets. I suggest developing pop ups to communicate the Eloy's assets - restaurants, tourist attractions, businesses and its people.

TACTICS:

1. To visually improve the main street of Eloy by using large photos and graphics to promote Eloy assets - illustrate its history, its employers, its residents, its restaurants, and attractions.
2. Work towards developing a consistent image for city graphics and any signage that may be used in the future.

3. Purchase 12 large flowerpots and fill with xeriscape plants to add color to the city streets - little or no maintenance.
4. Work with business owners to take bars off the windows and add some lighting when required.
5. Identify grants or funding to help businesses improve signage/store fronts.
6. Identify buildings owned by city and start “incubator for small business”

ACTION PLAN:

1. Work with business owners to secure permission to use graphics on windows
2. Work with city staff to write copy and secure graphics/photos
3. Identify art/photos to reproduce
4. Print & hang graphics
5. Purchase pots and plant flowers/grasses - use plants which require little water and maintenance.

TIMELINE: 90 days to completion - July 2022

1. Work with city to identify vendors, messages to communicate – April
2. Reach out to five businesses who might be willing to support this – May
3. Prepare photography, graphics and write copy – June

COSTS: approximately \$1,500 or use sponsorship POSSIBLE SUGGESTION FOR BANNERS/FLAGS

1. ELOY - 12,000 residents strong - use photo of Water Tower
2. Tagline - “intersection of value, location & opportunity - Hwy intersection or City Hall
3. “Eat, Work & Play” - our culture is changing - photo?
4. RECREATION - City Park Main Street
5. Picacho Peak
6. Sky Dive Arizona – airport
7. Golf - Robson Ranch - Pool - city pool
8. EAT - Bent Prop
9. Robson Ranch grill
10. Tumbleweed or somewhere along I-10
11. Encore or La Paloma
12. WORK - police bldg. - major employers
13. Chamber - join and volunteer
14. Great West Bank
15. Agriculture business employs 10,000
16. Manufacturing
17. Republic Plastics or Bridgestone
18. SUCCESS - Community College of AZ - workforce YOU

Commissioner Varela commented he supported Commissioner Capel-Jones energy and the plan she has put together.

Chairperson Morales asked about the businesses that are vacant or non-owner occupied.

Mr. Fairman mentioned he has a head start for the signs with Council member Georges Reuter.

Chairperson Morales asked if City of Eloy has a sign ordinance in place. Mr. Vlaming responded yes.

VII. COMMUNICATIONS:

A. EX-OFFICIO MEMBER ANNOUNCEMENTS

- City Council has been working with the Budget and prioritizing Capital Improvements.
- Ex-officio Snyder attended a tour at the rose garden owned and operated by Frances Roses.

B. COMMUNITY DEVELOPMENT DIRECTOR ANNOUNCEMENTS.

- The next Adopt-A-Street event is scheduled for Saturday, April 30, 2022.
- Mr. Fairman and Mr. Vlaming have been working on the Vision Plan.
- Mr. Vlaming has been working on a Major General Plan amendment with consultant and the State Land Department on approximately forty square miles of land-mainly on the east side of Eloy.
- The landscape bids for Shedd Road and Frontier Street are substantially higher than the budget.
- Community Development and the Review Team have been having pre-application meetings on a weekly basis.

C. COMMISSIONERS MAY SHARE INFORMATION OR INQUIRE ABOUT CITY RELATED ACTIVITIES

- Commissioner Capel-Jones asked if members may attend meetings via Zoom when unable to attend in person. Mr. Vlaming responded it was possible to meet via a Zoom call.

VIII. GOOD OF THE ORDER

- There was a consensus to skip the May 2022 monthly meeting and schedule a meeting during the month of June.
- The Eloy Chamber of Commerce is holding their Chamber Mixer (today) April 27, 2022 at 5:30 p.m. at Eva's Mexican Food in Casa Grande, AZ
- The next Revitalization Commission meeting is scheduled for Wednesday, June 22, 2022 at 3:00 p.m.

IX. MOTION TO ADJOURN

Chairperson Morales asked for a motion to adjourn. Commissioner Christenson made a motion to Adjourn, Commissioner Varela seconded. The motion passed 6-0 and the meeting adjourned at 4:36 p.m.