

**SUMMARY MEETING MINUTES OF  
THE CITY OF ELOY  
REVITALIZATION COMMISSION  
Regular Meeting**

**Wednesday, October 12, 2022  
3:00 p.m.**

**I. CALL TO ORDER**

Chairperson Morales called the meeting to order at 3:04 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  
(arrived at 3:05 p.m.)
- Commissioner Jeana Capel-Jones
- Ex-Officio Daniel Snyder

**Members Absent:**

- Commissioner Allen Crawford  
(excused)
- Commissioner Ralph Varela
- Commissioner George Hargis

**Staff present:**

- Jon Vlaming, Community Development Director (left at 4:00 p.m.)
- Jeff Fairman, Economic Development Specialist
- Belinda Cota, Planner
- David Malewitz, City Manager
- Kazi Haque, Assistant City Manager (left at 4:16 p.m.)

**Others present:**

- Andrew Rodriguez, Eloy Chamber of Commerce Representative/Eloy City Council

**III. CALL TO THE PUBLIC**

None.

**IV. MOTION TO APPROVE THE APRIL 27, 2022 MEETING MINUTES OF THE REVITALIZATION COMMISSION.**

Commissioner Morales asked for a motion to approve the April 27, 2022 meeting minutes. Vice Chairperson Peters made the motion to approve, Commissioner Capel-Jones seconded. The motion passed 4-0.

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

**A. REVIEW THE DRAFT MARKET ANALYSIS AND VISION PLAN FOR DOWNTOWN AS A COMPONENT OF THE DOWNTOWN MASTER PLAN.**

Mr. Vlaming gave a brief overview of the progress thus far on the Eloy Downtown Master Plan and then answered questions from the Commission. The conversation centered on the draft market analysis and vision components and plans to go forward. Mr. Vlaming also commented that these would be foundational components for the upcoming ULI Technical Assistance Panel scheduled for late January or February 2023.

**B. REVIEW AND DISCUSS THE RECENT APPRAISALS PREPARED FOR THE DUSTBOWL THEATRE, VETERANS CENTER AND A VACANT LAND SCENARIO.**

Mr. Fairman commented that the City engaged a professional appraiser to conduct an appraisal for the Dust Bowl Theatre, Veterans Center and vacant land and stated it has a negative value in that the Dust Bowl has zero market value and to redevelop the site will include the cost of demolition. According to the appraiser, the Veteran's Center does not share a common wall with the Dust Bowl Theater. The stand-alone value of the Veterans Center is listed at \$70,000, the balance of the site minus the Theater building is \$20,000 although the anticipated cost of demolishing the Theater is anticipated at \$120,000. The site itself would be worth \$20K, the estimate to demolish is \$110,000. The determination of the Dust Bowl Theater is expected to be on the Monday, October 24, 2022 City Council agenda for consideration.

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

**A. STAFF TO PROVIDE A FRAMEWORK APPROACH TO STANDING UP A VOLUNTEER COMMITTEE OF THE REVITALIZATION COMMISSION.**

Mr. Fairman presented several documents developed to facilitate the establishment of a Volunteer component of the Revitalization Commission which will have the ability and resources to undertake various projects developed and approved by the Commission. It was unanimously decided to move forward, staff will present the information for consideration and approval at the November meeting.

**B. STAFF TO UPDATE THE COMMISSION ON THE COUNCIL APPROVED EX-OFFICIO POSITION, TO SERVE AS A REPRESENTATIVE OF THE ELOY CHAMBER OF COMMERCE, ACTING IN THE CAPACITY OF A NON-VOTING MEMBER, ON THE REVITALIZATION COMMISSION.**

Commission Chair Morales introduced and welcomed Eloy Chamber Director Andrew Rodriguez. Mr. Rodriguez gave an update on recent Chamber activities and the upcoming Balloon Glow to be held November 12<sup>th</sup> from 4:00 to 9:00 on Main Street in downtown Eloy. They are expecting a big crowd of over 5,000 attendees. There are anticipated to be 8-9 static balloons and several tethered balloons offering rides for a set fee. There will also be food trucks and other vendors with bouncy houses and face painting for the kids.

**C. STAFF TO BRIEF COMMISSION ON THE CONDUCT OF A FUTURE TECHNICAL ASSISTANCE PANEL BY THE ARIZONA CHAPTER OF THE URBAN LAND INSTITUTE.**

Mr. Vlaming identified that the Urban Land Institute conducted a Technical Assistance Panel in 2015. A document was prepared to memorialize the work and directions expressed during this day long event. With the preparation of the upcoming Downtown Master Plan and work on the Downtown Vision Plan, staff would like to utilize this event again to update the work done in 2015, identify the inroads that the City has made during that time, and utilize their expertise to underpin directions in the Master Planning process. The 2015 document was included in the packet for this meeting. There were no questions or comments from the Commission on this topic.

**VII. COMMUNICATIONS:**

- Chamber Director Rodriguez mentioned that the next Eloy Farmer's Market is scheduled for Saturday, October 15, 2022 at the Main Street Park.
- Eloy Glow and Festival is scheduled for Saturday, November 12, 2022 from 4:00 p.m. – 9:00 p.m.
- Vice-Chair Snyder communicated that Council member Georges Reuter will fill the vacancy for Council member Rodriguez and that Michelle McKinley-Tarango will be a new City Council member.

**VIII. GOOD OF THE ORDER**

- Vice-Chair Peters commented he is the Secretary of the Support Our Troops-AZ, a Robson Ranch AZ Service Club and recognized Federal 501 (c) (3) Charity. They are dedicated to support our military members at home and abroad. On November 5, 2022 there will be a Silent/Live Auction and he is looking for donations.

- Ex Officio member Rodriguez mentioned that the 2022 Chamber Golf Tournament is set for Veteran's Day, November 11<sup>th</sup> at Dave White Park in Casa Grande (this event is now scheduled for the Spring of 2023)

No date was set for the next Revitalization Commission meeting.

## **IX. MOTION TO ADJOURN**

Commissioner Morales asked for a motion to adjourn. Commissioner Capel-Jones made a motion to adjourn, Vice-Chairperson Peters seconded. The motion passed 4-0 and the meeting adjourned at 4:25 p.m.