

TOWN OF PAYSON  
GREEN VALLEY REDEVELOPMENT AREA COMMITTEE  
MINUTES OF REGULAR MEETING  
April 3, 2008

- |   |  |                        |
|---|--|------------------------|
| A | Chairman Ken Volz called the duly posted and published Public Meeting of the Green Valley Redevelopment Area Committee to order at 8:15 a.m. in the Office of Tourism and Economic Vitality.   | Meeting Time and Place |
| B | Members Present: Chairman Ken Volz, Vice Chairman Minette Richardson, Members Mike Amon, Mark Waldrop, Mike Stuart, Ken Mooney, Chuck Proudfoot  | Members Present        |
| C | Staff Present: Office of Tourism and Economic Vitality Director Cameron Davis  | Staff Present          |
| D | Council Present: Council Members Andy Romance and John Wilson  | Council Present        |
| E | Public Comment: None   | Comment                |
| F | A motion was made by Committee Member Stuart, seconded by Vice Chair Richardson to approve the minutes of the January 3, 2008; February 7, 2008; March 18, 2008 and March 25, 2008 with the noted exception on the January 3 <sup>rd</sup> minutes page 581 a corrected spelling of "Own" to "Owen". Passed unanimously. | Approval of Minutes    |
| G | Updates: Main Street Enhancement: Office of Tourism and Economic Vitality Director Davis reported Angela Dye was working on ideas presented at the March 18 <sup>th</sup> public meeting.  | Updates                |

Gordon Whiting Hotel: This project could go to plan check at this time but are waiting on commitment for funding. Project should start mid-summer.

Event Center Hotel: Lease was signed but waiting on Mr. Berris.

Event Center: Vice Chair Richardson and Office of Tourism and Economic Vitality Director Davis were optimistic on the process.

Improvement District: Messinger, the town and Ashby are still in discussion. There has been discussion on county complex locations including this area with the council to discuss on April 17<sup>th</sup>.

Chilson Project: Staff completed Phase I final plat comments. FEMA report has been completed.

Current Events from OTEV: Department has been busy with

MAY 15 2008 E. J.\*

MINUTES OF REGULAR MEETING GREEN VALLEY REDEVELOPMENT AREA COMMITTEE  
April 3, 2008

launch of website. During road closure 1,000 new visitors in one day viewed the website. The site shows Tempe and Fountain Hills should be a target audience for advertising.

Channel 3 event went well. A group of 12 visitors came up after seeing Zane Grey segment on Channel 3.

Payson was chosen America's Best Small Town of Arizona. Background checks show they do 2 minute commercial on Channel 12 as part of 30 minute program with a cost to the town of \$4,000. Prescott has been chosen previously and spoke highly of this opportunity.

Fitness Plus will do an article going out to 300,000 readers in May.

- A Recap of March 25<sup>th</sup> meeting: Chairman Volz went around the table getting thoughts from the members that attended the meeting. Committee Member Proudfoot liked communication but had gone into the meeting expecting something different. Committee Member Waldrop said communication was the name of the game. Committee Member Stuart agreed he thought the meeting was going to be different but good things came from it. Felt Design Review members had fixed ideas and emphasized it's not so much what is said but the manner in which it is said that counts. He thought a joint meeting could be good. Vice Chair Richardson suggested meetings with GVRA and DRB should be done without a facilitator. She and Committee Member Proudfoot felt guidelines should address stucco in the original guidelines, not just the GVRA to keep the look for the town which supports the western heritage. DRB had believed the temporary signs were on Beeline only and designs were limited with no personality. She felt from her conversations with DRB that a second meeting would be good. Vice Chairman Richardson said the historic overlay changes were made without anyone knowing about it. She felt that even though GVRA is the appeal board that they should still be included from the beginning to know what is planned. Committee Member Proudfoot thought the appeal should be to the town council. Committee Member Amon said he left the meeting unsure if it had been a waste of time or not. Committee Member Amon thought he heard the GVRA guidelines would become a chapter in the town wide guidelines and the reason for the second meeting would be to discuss the historic district which does not exist and the height requirement. Members were concerned that new projects within the GVRA boundaries are never seen by this committee. Chairman Volz agreed there should be something to trigger any projects and

Recap of  
March 25<sup>th</sup>  
meeting

MINUTES OF REGULAR MEETING GREEN VALLEY REDEVELOPMENT AREA COMMITTEE  
 April 3, 2008

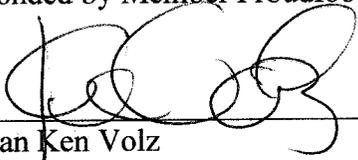
GVRA members are then an ad hoc member on the DRB. Chairman Volz suggested each member review the Green Valley Redevelopment Area Plan which would be discussed at a work study for GVRA to eliminate confusion. A motion was made by Committee Member Proudfoot to schedule a work study on Green Valley Redevelopment Plan and Design Review Regulations for GVRA. The motion was seconded by Committee Member Amon. Discussion continued to schedule the meeting for April 17<sup>th</sup> from 9:00 to noon at Community Presbyterian Church. Voice vote carried the motion unanimously.

- A Main Street Merchant's Committee/Economic Restructuring: Main Street Merchants Committee  
 Committee Member Stuart reported the April First Friday Night on Main Street event would have vendors and singers outside even though it would be a little darker and cooler yet. Committee Member Proudfoot said the Community Presbyterian school bus would be used as a shuttle to carry people along the street.
  
- B Future Agenda Items: Results of the April 17<sup>th</sup> workshop and the County Complex update as there will be two meetings with county and town council. Future Agenda Items

Council Member Wilson and the Committee specifically instructed Tourism and Economic Vitality Director Davis and Project Manager Boone to attend Development Services and Design Review for items that might have any possible GVRA involvement.

Chairman Volz suggested ongoing involvement to assign an ad hoc member of GVRA to participate in DRB when something is within the boundaries and that member could report back to this committee. At the conclusion of the project the GVRA member would go away. Council Member Wilson thought it might be a conflict to be part of two committees suggesting public input.

- C Adjourn: A motion was made by Vice Chair Richardson and seconded by Member Proudfoot to adjourn the meeting. Adjourn

  
 \_\_\_\_\_  
 Chairman Ken Volz

*May 1, 2008*  
 \_\_\_\_\_  
 Approved

  
 \_\_\_\_\_  
 Secretary Cathy Boone