

**TOWN OF DEWEY-HUMBOLDT
TOWN COUNCIL
SPECIAL “ECONOMIC DEVELOPMENT VISIONING” MEETING MINUTES
TUESDAY, MARCH 25, 2014, 4:00 P.M.**

A SPECIAL “ECONOMIC DEVELOPMENT VISIONING” MEETING OF THE DEWEY-HUMBOLDT TOWN COUNCIL WAS HELD ON TUESDAY, MARCH 25, 2014, AT THE DEWEY-HUMBOLDT TOWN LIBRARY, DOWNSTAIRS, J.W. MITCHELL ROOM, 2735 S. CORRAL STREET, DEWEY-HUMBOLDT, ARIZONA. MAYOR TERRY NOLAN PRESIDED.

1. **Call To Order.** The meeting was called to order at 4:05 p.m. Mayor Nolan presided, Richard Bowen facilitated the discussion.

2. **Roll Call.**

2.1. Town Council. Town Council Members Jack Hamilton, Mark McBrady, Nancy Wright; Vice Mayor Arlene Alen; and Mayor Terry Nolan were present. Council Members Dennis Repan and Sonya Williams-Rowe were absent.

3. **Special Study Agenda.** No legal action to be taken. The session is facilitated by Mr. Richard Bowen, Northern Arizona University faculty – Associated Vice President, Economic Development, Sustainability, Phoenix Bio-Medical Campus Office of the President.

Mr. Bowen reviewed what council did at the last meeting and explained they would have the basics they would need to start the work plan by the end of this meeting. He has spoken with a number of development interests in Phoenix who do development in this region, about Dewey-Humboldt. Dewey-Humboldt’s challenges are infrastructure, but opportunities are land and a market.

3.1. Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, including discussions of economic development, planning, infrastructure, facilities, financial and staffing issues and external influences as they relate to SWOT.

Mr. Bowen reviewed that sales tax is the major driver of our government in Arizona. Positive growth trends create market. He reviewed the responses Council gave at the previous meeting.

Strengths: Population base to the West, bedroom community with large lots, great air quality, award winning Elementary School, Entrepreneurial residents; proximity to Phoenix, Historic tourism potential; rural lifestyle, quality of life, low density housing, small government, low property taxes, equine community, historic areas and assets, low crime, large workforce in region, friendly people, nice climate, lots of children, good schools, mountains, land access, major arterials, affordable.

Challenges: lack of visibility, availability of residential and commercial raw land, workforce lack-technical and industrial experience, private water system and water company, septic systems-need central wastewater treatment systems in the future, small mining lots, next to Prescott Valley, major water issues, dispersed land, EPA designations, no high school, lack of infrastructure, no hotel/lodging, road develop, not enough developed commercial property, no grocery store.

Opportunities: General Plan revision in 2 years, flexible zoning to attract business, hotel, senior housing, manufacturing, tourism, Jerome model for mining tourism. Regional RV Park, regional tourism, hospitality, Main Street Development Project, small business incubation, historic and lifestyle tourisms, mixed use area growth concepts-walk, ride, work, shop, technology industry attraction, web-based software industry, gateway to

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historic mining district, gold mining-tourism, regional airport (landing strip), medical center.

3.2. Continued discussion on "economic development opportunities and requirements" process and implementation strategies.

Mr. Bowen spoke on Infrastructure for economic development (sewer and water) and explained Package Plants are an efficient way of creating a wastewater plant.

He reviewed *Strategic actions*: do a property inventory (ACA and other state agencies can help with this process; APS (Arizona Public Services, Co.) has "Prospector" software); infrastructure planning; business attraction; business retention and expansion; entrepreneurial activity - start-up partnerships, community amenities; Vision - long-range plan, short term actions, 2014 work plan; Economic Development partnerships.

Mr. Bowen spoke on possible partnerships where there would be a shared benefit (example: APS). Planning usually is project driven – decide where the first development areas would be and bring in Economic Developers with that direction. Create a "general" infrastructure plan for the community. Tie this information to the Town's website, using regional economic agencies to push out information as well; meeting locals in the valley where ideas can be pitched. Tie into ACA (Arizona Commerce Authority), NAU (Northern Arizona University), Regional partners, AAED (Arizona Association for Economic Development), NACOG (Northern Arizona Council of Governments), private developers, Arizona Tourism Office. Create opportunities for entrepreneurs to do business.

Mr. Bowen reviewed the community amenities in Dewey-Humboldt – school, library, activity center, etc., sized appropriately for the area. He spoke on agency assistance such as USDA (U.S. Department of Agriculture) and EDA (Economic Development Administration), but consider the EDA funds projects but need matching funds. The Town would need to find outside partners to help with that funding. The Town needs to identify where they want to go next and create a plan to get there.

Mr. Bowen reviewed Sectors: Identity – signage; arts; outdoor attractions - Mortimer family farms; country festivals; tourism-mining, Jerome model, wine, antique; amenities; retail; lifestyle; center core/downtown; service industry, manufacturing.

He will use the notes from these two meetings to create a draft strategic economic development piece with specific measurable steps with deadlines and who is accountable for each. The work plan is the tactical piece-what they have to do to move the economy forward. He asked council to think what priorities they think the Town should have. Include on the work plan: partnerships (expand those); property inventory (formalize). Council should considered what partnerships to pursue for this.

They discussed regional partnerships they could pursue: EDC (Economic Development Council); APS (Arizona Public Services, Co.) for the property inventory, or some element of the project that will benefit them in the long run; NAU is a regional partner to help put the plan together.

There was discussion on how this plan works since the Town doesn't own land for development. Mr. Bowen explained the Town can be involved in speaking with land-owners and developers, allowing some flexibility in zoning, etc. He asked Council how they felt about those actions discussed for a *Work Plan* so far: Partnerships (yes); Property Inventory (yes); Pre-zoning properties (yes and no); Infrastructure Planning (to stay on the list to be aware of once the opportunity comes). Mr. Bowen explained the

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Town would need property owners' approval prior to putting them on the property inventory, otherwise leave them out of the inventory;

He reviewed who might be on the list of possible interested parties to invite to the town: hotel developers; senior housing developers; manufacturing; tourism laying out what is needed for tourism to be here; regional RV Park (water is the challenge) with the County as a partner for infrastructure (septic/water, etc.). Arizona Tourism is a partner to talk with (Figure out what Town is promoting, museum, mine tours, etc.). Do an Asset inventory to say what the Town has to offer. There was discussion on possible equine opportunities and events for the Town and proximity of state and BLM land for some of these opportunities.

There was discussion on bringing a car event here from Prescott; the farm and its uses; what amenities the citizens want, such as a grocery store, pharmacy and bank.

Mr. Bowen explained this was a good starting point to work on what they have identified. It involves, staff, council, community members, developers, and other agencies. It is important that these people tour the community and meet the council to see what the decision-makers want to see for the Town. Mr. Bowen recommended the (Northern branch of) AAED have a meeting here. Talk about your community and vision and it becomes something real to them.

Mr. Bowen spoke on the timeframe for the draft strategic plan and work plan with quarterly updates on where they are in the plan. He will include a set accomplishable to achieve in a year's time, with a second set for the second year. The work plan will create follow-up projects and activities. Council should initiate contact, then send to Town Manager Yvonne Kimball, regional developers that they know. Part of the work plan is to leverage time with assets in the community for effectiveness, to include council, citizens, and others in the community.

Deadlines are June or July to the same in the following year. Deadlines, updates, etc. are in the work plan.

4. **Adjourn.** The meeting was adjourned at 5:56 p.m.

Terry Nolan, Mayor

ATTEST:

Judy Morgan, Town Clerk