



# CITY OF ELOY

**COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING AND ZONING ° BUILDING AND SAFETY ° CODE COMPLIANCE**

**CITY OF ELOY**

**DOWNTOWN ADVISORY COMMISSION**

**REGULAR MEETING**

**Tuesday, June 7, 2016 at 3:00 PM at  
City of Eloy Public Works/Community Development Facility  
1137 W. Houser Road  
Eloy, Arizona 85131**

## **AGENDA**

- 
- I.** Call to Order
  - II.** Roll Call\*
  - III.** Call to the Public
  - IV.** Motion to approve the April 26, 2016 meeting minutes of the Downtown Advisory Commission
  - V.** New Business: Possible discussion and/or action on the following:
    - A. Eloy Downtown Theme-Draft Directions
    - B. Key Values and Issues-Draft Document Review and Discussion
    - C. Downtown Vacant Building Tour-Summary
    - D. Downtown Identity/Brand Comments-Sabor De Eloy (Flavor of Eloy)

1137 West Houser Road, Eloy, Arizona 85131 • 520/466-2578 • FAX 520/464-1438

"Right in the Heart of Arizona's Future"

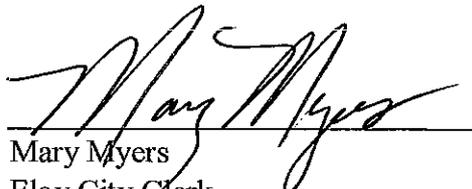
**VI. Communications:**

- A. Eloy Veteran's Park Heritage Park
- B. City Hall Site

**VII. Good of the Order**

**VIII. Motion to Adjourn.**

**POSTED ON WEDNESDAY, JUNE 1, 2016 BY 5:00 PM AT ELOY CITY HALL, ELOY POST OFFICE, TROY THOMAS CENTER, TOLTEC COMMUNITY CENTER AND THE ELOY WEBSITE: [www.loyaz.org](http://www.loyaz.org)**

  
\_\_\_\_\_  
Mary Myers  
Eloy City Clerk

**\* ONE OR MORE MEMBERS OF THE DOWNTOWN ADVISORY COMMISSION MAY ATTEND BY TELEPHONIC MEANS.**

**PERSONS WITH DISABILITIES NEEDING ACCOMMODATION OR ALTERNATIVE FORMATS SHOULD CONTACT LORENA LaSALDE-RIOS, ADA COORDINATOR FOR THE CITY OF ELOY, AT 466-9201 OR 466-7455 (TDD). IF POSSIBLE, SUCH REQUEST SHOULD BE MADE SEVENTY-TWO (72) HOURS IN ADVANCE.**

1137 West Houser Road, Eloy, Arizona 85131 • 520/466-2578 • FAX 520/464-1438

"Right in the Heart of Arizona's Future"

**MEETING MINUTES OF  
THE CITY OF ELOY  
DOWNTOWN ADVISORY COMMISSION  
Regular Meeting  
Tuesday, April 26, 2016  
3:00 PM**

**I. CALL TO ORDER**

Chairman Benner called the meeting to order at 3:10 p.m.

**II. ROLL CALL**

**Members Present:**

- |                  |                             |
|------------------|-----------------------------|
| ▪ Dick Myers     | ▪ Mary Jane Damron          |
| ▪ Ralph Varela   | ▪ Betty Peterson            |
| ▪ Mark Benner    | ▪ Jim Dinkle                |
| ▪ Isabel Morales | ▪ Ex-Officio Joel G. Belloc |

**Staff/Others Present:**

- Jon Vlaming, Community Development Director
- Belinda Cruz, Planner

**III. CALL TO THE PUBLIC**

None in Attendance.

**IV. MOTION TO APPROVE THE MARCH 15, 2016 MEETING MINUTES OF THE DOWNTOWN ADVISORY COMMISSION**

Chair Benner asked for a motion to approve the meeting minutes of the Downtown Advisory Commission. Member Varela made the motion to approve the minutes. Member Damron seconded the motion. Chair Benner called for the vote and the motion passed 7-0.

**V. NEW BUSINESS: POSSIBLE DISCUSSION AND/OR ACION ON THE FOLLOWING:**

**A. ELOY DOWNTOWN THEME-PRELIMINARY DIRECTIONS-No action taken.**

Chair Benner brought up this item and asked if any members had comments.

Mr. Vlaming read the five themes that had been previously discussed at the previous meetings:

- 1) Authentic Hispanic Experience-Downtown Mercado, Fiesta Patrias
- 2) Agritourism-Farmer's Market, Farm to Table, Coffee Shop, Restaurant
- 3) Skydiving-office and retail sales
- 4) Business Creation-incubator, home occupations
- 5) Veterans Services-Veteran's Center, Veteran's Park

Member Damron and Vice-chair Peterson recommended themes #1 and #5 because they would like to see more Hispanic authenticity and see more involvement with the Veteran's Services. Member Peterson believed that other member agencies would like to participate and contribute. Chair Benner asked if anyone had any ideas. He mentioned he would personally follow up with Mr. Hill and their marketing contact. Member Varela brought up the idea discussed at previous meetings of the concept of having a specific theme designated per block such as skydive, agriculture, veteran's, and other themes that would represent the City of Eloy. He stated it would be a good way to capture a major theme and then the Commission could articulate it further. Vice-chair Peterson volunteered to be the point of contact with the Robson Community.. Chair Benner commented that everyone had great ideas.

**B. KEY VALUES AND ISSUES-PRELIMINARY IDENTIFICATION**-No action taken. Mr. Vlaming explained this item was a preliminary exercise that required everyone's input. Everyone agreed to take the assignment back and each would provide feedback and respond via-email by May 3rd. Member Dinkle suggested to look into Life on Main Study that was completed in Casa Grande He inquired if member Varela knew more about how Casa Grande revitalized its downtown, how they made it lively at night., He supported bringing new businesses, skydiving, diverse community, and agriculture to the Eloy Downtown. Member Varela mentioned that he would make contact with the United States Department of Agriculture-Rural Development, Special Project Coordinator (Ms. Diane Jennings) and invite her to one of the Downtown Advisory Commission Meetings.

**C. DOWNTOWN VACANT BUILDING TOUR-SCHEDULE AND PREPARATION**-No action taken. The Tour of Empty Buildings previously scheduled for Friday, May 13<sup>th</sup> will be re-scheduled due to a meeting conflict with the Pinal Partnership breakfast at the Property in Casa Grande, AZ to Friday, June 3, 2016 at 7:30 a.m. as it would create conflict and possibly a low attendance. An invitation/notice will be sent to all of those property owners along Main Street (from 6<sup>th</sup> Street to Frontier) to take a count of those who might be interested in participating. Also a separate invitation will be sent out on behalf of the Eloy Chamber of Commerce to all of the Eloy Chamber members/contacts to participate and take a part in the action

to revive and revitalize the Eloy Downtown. Vice chair Peterson asked if the buildings will be safe to walk in. Mr. Vlaming replied that Chief Building Official Jose Martinez will be onsite prior to the tour to ensure the safety of the tour members entering the structures.

## VI. COMMUNICATIONS

- A. **ELOY VETERAN'S HERITAGE PARK-STATUS**- It was mentioned that this item was brought up at the Eloy City Council on April 25, 2016 and no one had new updates on the status. Chairperson Benner mentioned that he would be attending an Eloy Veterans Committee meeting on May 10, 2016 and that he would bring updated information to the next scheduled Downtown Advisory Commission meeting. Vice-chair Peterson commented that she would approach the S.O.T (Support Our Troops) group at Robson Ranch.
- B. **BUILDING TOUR-STATUS**-The Tour of Empty Buildings is scheduled for Friday, June 3, 2016 at 7:30 a.m.
- C. **POTENTIAL GRANT OPPORTUNITY-STATUS**-Mr. Vlaming informed the Commission that the application submitted for the Cool and Connected Program didn't get selected. He also mentioned that he made a follow up inquiry to find out who got selected and he has not heard back.
- D. **PRELIMINARY IMPLEMENTATION ITEMS**-Mr. Vlaming recapped some of the implementation items that have been brought up during these meetings: Improving the façade, façade renovations, propose a mural on the south wall of the Dustbowl, fix the marquee above the main entrance to the Dustbowl, program 50/50 match, initial thought for potentially using food tax revenues to see if there might be an opportunity to invest some of the monies on Main Street (6<sup>th</sup> Street going south to Frontier Street). Ex-officio member Belloc stated it was on the list.

## VII. GOOD OF THE ORDER-This was an opportunity for any member to add information not on the agenda:

Member Varela-Agreed with the proposed façade to the old theater as it would make a big difference.

Ex-officio member Belloc-Commented on the future landscape of the triangle property along the northwest corner of Main Street and Frontier.

Member Damron-Commented the Downtown Advisory Commission is moving in the right directions.

Member Myers-Inquired regarding the benefit of an LED sign at the (future) Sunland Visitor Center Park located along Toltec Road just west of the Sunland Visitor Center.

Ex-officio Belloc asked if Jon could update the Commission members on the latest approvals by the Eloy City Council for Robson Ranch. Mr. Vlaming commented that the Eloy City Council approved a Preliminary Plat for Robson Ranch-Unit 20A for 78 single family residential lots; he also mentioned about the new lighting that has been placed on

each of the City of Eloy monument signs; there is a community clean up called “Eloy Operation Clean-up” coming up on Saturday, May 21, 2016. Volunteers will meet at the Public Works building at 7:00 a.m.; The landscape project for the Triangle Property (at the northwest corner of Main Street and Frontier) will be prepared next physical year.

Ex-officio member Belloc-Added that Council gave direction that the Staff move forward for the proposed new City Hall.

Chairperson Benner-Announced the date of the next Eloy Chamber of Commerce Mixer.It would be scheduled for Wednesday, May 18, 2016 between 5:30 p.m. and 6:45 p.m.

#### **VIII. MOTION TO ADJOURN**

Chair Benner asked for a motion to adjourn. Vice-chair member Peterson moved for a motion to adjourn and was seconded by Member Damron. The adjournment passed 7-0 and the meeting adjourned at 4:05 p.m.

## **Downtown Theme Discussion**

Here are the six key themes that have been identified so far:

- Authentic Hispanic Experience-Downtown Mercado, Fiesta Patrias, Salsa Festival, Carnecería, Bakery
- Agritourism-Farmer's Market, Organic Farming (Veteran's Farm to Table Restaurant, Coffee Shop, Restaurant)
- Skydiving Related-office and retail sales
- Business Creation-incubator, home occupations
- Veterans Services-Veteran's Center, Veteran's Park
- Artist and Crafts Colony

## **Values and Issues Discussion**

The discussion of values and issues starts to identify the components of a vision statement and supportive goals for the Downtown. Several of the Commission members have provided the following thoughts (Staff has included these thoughts verbatim at this point to show common threads among respondents). These will continue to be refined and augmented.

**Downtown Values.** If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see remain?

1. Diversity
2. Inclusivity
3. Empowerment
4. The ambience of mom-and-pop shops
5. Would like to see the downtown area remain a "hub" for the City of Eloy as a governmental entity
6. Retain the current culture of a one-stop center for all life activities (i.e. schools, shopping, business offices, places of worship, healthcare availability, etc.)
7. Commitment—Commitment to revitalize the Eloy downtown area. It may be necessary to tear down buildings or renovate them, but we must be committed to making this happen through a strategic step-by step process. Stakeholders must be committed.
8. Traditionalism-Eloy has a diverse base which is rich in tradition and history. Embracing its tradition.

9. Community—If I left Eloy and returned years later, I'd want to feel that sense of Community that Eloyans feel presently.

10. Renovation of the Dust Bowl Theater as a gateway to downtown

11. Filling vacant storefronts with either destination shops or decorate empty building's windows with displays or some sort of art (trumploi)

12. Hiring a downtown coordinator to manage events, maintenance and an association of the merchants.

13. Main Street Park.

14. Historical Buildings – i.e. Old Catholic Church restored at 4<sup>th</sup> & D Street.

15. A Park, complete with restrooms and picnic Ramada's in front of the Visitor Center and an Eloy LED sign out front on Toltec Road, letting people know what is going on in Eloy.

**Downtown Issues.** If you left Eloy and returned five years later, what elements or components of the Downtown would you like to see changed?

1. Importance of Downtown as an economic engine

2. Beautiful and vibrant downtown area

3. Downtown as a Themed Destination reflecting Eloy heritage and various cultures

4. Obviously, a more robust retail presence

5. More aesthetic ambience added to Main Street (i.e. trees, lighting, benches)

6. A landmark or monument be implemented to serve as a lead for all downtown activities as well as the branding of Eloy (i.e. an arched entryway, a mural, a statue, a memorial marker, etc.)

7. Downtown area revitalized. Fewer vacant buildings whether it means to tear down or to renovate vacant buildings, and new businesses in the downtown area.

8. Key focal points definitely will include the theater building and the VA park. I really liked the idea of a mural on the side of the theater. I also believe Frontier Street plays a vital role and must be considered.

9. Main Street Park – this again is a focal point. I'd like to see more benches along the perimeter of the park. Aesthetics is important for any city.

10. Generating foot traffic through attraction of destination shops, restaurants, a bakery, etc.

11. Promoting the Downtown to Interstate 10 travelers with billboards.
12. How to get earned media (free press) from Maricopa and Pima County to help attract visitors, shoppers and new residents to Eloy.
13. Restoration of the old Dust Bowl Theater.
14. A large chain grocery store or a super Walmart built.
15. Plaques or an Address location list of what remaining buildings housed what businesses back in the 1950's or location markers where the old floor slabs on Frontier Street, to be used for possible walking tours.