

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

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| A | Chairman Ken Volz called the meeting of the duly posted and published Pubic Meeting of the Green Valley Redevelopment Area Committee to order at 8:31 a.m. in the Office of Tourism and Economic Vitality, 600 S. Green Valley Parkway, Payson, AZ. | Meeting Time
and Place |
| B | Members Present: Chairman Ken Volz, Vice Chair Minette Richardson, Members Mike Amon, Chuck Proudfoot, Mike Stuart, Mark Waldrop. | Members
Present |
| C | Staff Present: Tourism and Economic Vitality Director Cameron Davis, Community Development Director Jerry Owen. | Staff Present |
| D | Council Present: Council Members John Wilson and Andy Romance | Council
Present |
| E | Others Present: Angela Dye of ADYE Design | Others Present |
| F | Public Comment: None | Public
Comment |
| G | Approval of meeting minutes of November 1, 2007; November 8, 2007 at 8:15 a.m.; November 8, 2007 at 5:30 p.m.; and December 3, 2007 passed unanimously. | Minutes |
| H | Potential Incentives Available to Developers: Discussion of possible incentives for GVRA by Town Attorney Sam Streichman was tabled and rescheduled to a future date by unanimous decision. | Potential
Incentives |
| I | ADOT Enhancement Update: Angela Dye of "ADYE Design" presented a summary and themes expressed during the two community and staff visioning workshops for Main Street held in November 2007. She prepared a vision statement and written report. | Main Street
Vision and
Update |

The major themes were: history, local culture, commerce, activities, a gathering place. The issues identified were: erosion, not pedestrian friendly or "useable", generally poor maintenance, a disparate mix of businesses, many vacant lots.

Some public suggestions included additional trees, better traffic support, aesthetics, code enforcement, better signage, add a trolley or carriage rides, improvements to American Gulch, bring in adjacent developments like Chilson Ranch to better connect to

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other neighborhoods.

The summary was separated into two areas: Land Use and Circulation Plans. Land use encompasses paths, filling in vacant lots, distribution of businesses; enhance tourist aspect of Main Street, etc. Circulation: more comfortable sidewalks, benches, lighting, shade, parking, covered walking paths, American Gulch, connection to downtown, reclaim Bootleg Alley for public use and improve it, visible entry on Main Street to Highway 87, reconnect to the event center and Highway 87, improve Frontier Street so it can carry better traffic load, and better visible connection to Green Valley Park.

Ms. Dye asked the committee to read and review the information and provide her with feedback. Chairman Volz said it gets down to marketplace – what is it going to take to bring entrepreneurs down to Main Street to make it a viable destination/location. The impression he has from speaking to business owners is a very tenuous investment interest. Eventually it must be part of the discussion, how do we attract businesses. There needs to be a specific intent to attract business. Ms. Dye mentioned people said it was bypassed in the 1950s and cut off from normal traffic since then has developed in a totally different kind of place than it was originally. People are using buildings that are very simple to use without having to remodel, regardless of intent.

Ms. Dye suggested three goals:

1. Reveal the history, tell people about Main Street. Reclaim things that have been lost (i.e., trees and events, Oxbow) and retain what is already there and has kept people coming there (i.e., art galleries, antiques, First Fridays), while enhancing the socializing opportunities and gathering space.
2. Enhancing the charm. Work on the charm factor.
3. Celebrate the street. Use it as a place for people to congregate. Help people become pedestrian users of the street. Make American Gulch an extension of Main Street, complementary to the street. Need good access on McLane to the new event center. Bring back the cottonwood trees. Use the pastures. Use the hydrology that exists to create a vegetative area that provides another aspect to Main Street.

Ms. Dye suggested beginning with the natural environment and things that exist that you want to build on i.e. archeological and historical sites, and sawmill history. Give them a place to go. Tie

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the parts of the street together, use a unit of about 500-600 feet and develop something about every 500-600 feet to entice people to continue to walk to the next section. It could be a monument, gathering place, cluster of buildings, historical site. Use corners. Parking would never be more than 500-600 feet away. Build on the social aspect of the mailboxes. Public investment will attract the private investment. For the gateway give people more choices than just Highway 87 and Main Street, such as access from the new hotel/event center or Sawmill Crossing.

Community Development Director Owen suggested reviewing the design guidelines and the 2000 GVRA study with assistance from the Dept. of Commerce. The GVRA Board and Design Review Board should meet to better articulate the rules/guidelines to follow. Both boards need to understand what the public desires in order to create it.

A motion was made by Committee Member Stuart, seconded by Chairman Volz to endorse the concept presented by Angela Dye and for her company to proceed with the visioning documents. Motion passed unanimously.

- A Green Valley Redevelopment Area Updates: Community Development Director Owen had been working with owners of 405A and 601 W. Main. He suggested to Tourism and Economic Development Director Davis to submit capital improvement project sheets should show yearly \$500,000 grant applications with matching local funds. Community Development Director Owen wants to put in a CIP to buy the Bootleg Alley property.

GVRA
Updates

Council Member Wilson wanted to work with Tourism and Economic Development Director Davis on wording for the department budget to include a minimum of \$30,000 which had been dropped from last year's budget.

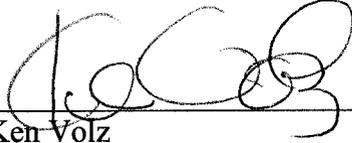
A motion was made by Committee Member Proudfoot, seconded by Committee Member Stuart to direct Tourism and Economic Development Director Davis to initiate a Council Decision Request and budget funding request for GVRA. Motion passed unanimously.

- B Meeting adjourned.

Adjourn

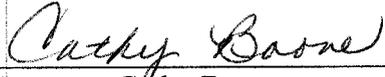
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Chairman Ken Volz

April 3, 2008
Approved *w/rep corrections*



Secretary Cathy Boone