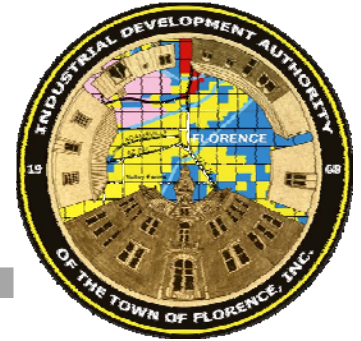


# Florence Industrial Development Authority

## Special Meeting Minutes



Thursday, January 16<sup>th</sup>, 2014 at 9:00 A.M.  
 Holiday Inn Express Hotel & Suites, Board Room  
 240 W. Highway #287  
 Florence, AZ 85132

### 1. Call to Order

President Villaverde called the meeting to order at 9:00 AM.

### 2. Attendance

#### IDA Board of Directors

Director Villaverde	<u>Present</u>	Director Celaya	<u>Present</u>
Director Padilla	<u>Present</u>	Director Kelly	<u>Present</u>
Director Cox	<u>Present</u>	Director Schraufnagel	<u>Excused</u>
		Director Hughes	<u>Present</u>

#### Town of Florence Council and Staff Liaisons

Vice Mayor Tom Smith	<u>Absent</u>	Councilman Bill Hawkins	<u>Absent</u>
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**Guests:** Gilbert Olgin (Senior Planner – Town of Florence) & Damon Anderson (GM - Holiday Inn & Suites and President of Greater Florence Chamber of Commerce Board of Directors)

### 3. Business

#### A. CONSIDERATION AND ACTION AS DETERMINED REGARDING ADOPTION OF MEETING MINUTES OF 11/7/2013.

Director Cox moved, with a second by Director Celaya, to adopt the meeting minutes of 11/7/2013 as written. The motion carried 6—0.

#### B. CONSIDERATION AND ACTION AS DETERMINED REGARDING FINANCIAL REPORTS.

Director Celaya moved, with a second by Director Hughes, to accept the financial reports as presented. The motion carried 6—0.

#### C. CONSIDERATION AND ACTION AS DETERMINED REGARDING BOARD MEMBERS REAPPOINTMENTS.

President Villaverde suggested going to Item 3 D before Item 3 C. After consideration and action on Item 3 D, this item was taken up again. President Villaverde moved, with a second by Director Kelly, that the board vote by acclamation to submit the names of Directors Celaya, Kelly, Hughes and Schraufnagel to the Town for reappointment. Motion carried 6—0.

#### D. CONSIDERATION AND ACTION AS DETERMINED REGARDING CHAMBER NATION SET-UP AND MAINTENANCE PARTICIPATION

President Villaverde asked Damon Anderson to present the Chamber Nation participation proposal. Director Hughes recused herself from this agenda item due to being the Chamber's CEO. Essentially, the national organization is promoting this as an incentive for the membership of the Chamber of Commerce, which includes the IDA. A key value of this program is webpage development for the Chamber members. Mr. Anderson explained the setup and maintenance costs per member and the IDA discussed paying for the first year for all the Chamber membership. The cost suggested was \$5,000 in total. Director Cox, as part of the IDA's participation, would the IDA be allowed some kind of voucher/complimentary membership (10) to be able to give to small businesses to assist with their becoming Chamber members. It was agreed that a value of approximately \$175 would be placed on the vouchers/complimentary memberships to help small startup businesses that the IDA wanted to help.

Director Padilla moved, with a second by Director Cox, to fund the first year setup and maintenance of the Chamber Nation program for the Florence Chamber in the amount of \$5,000. The motion carried 5—0.

# Florence Industrial Development Authority

## Special Meeting Minutes - continued

### **E. FOLLOW-UP: CONSIDERATION AND ACTION AS DETERMINED REGARDING PARTNERSHIP OPPORTUNITY WITH TOWN OF FLORENCE ON CUEN BUILDING PROJECT.**

President Villaverde asked Gilbert Olgin to present the Cuen Building project. Mr. Olgin explained and detailed various aspects of the building itself and the desire to possibly save the small building from demolition. In discussion, it could not be determined whether the Town Council was in favor of saving the building or not. The IDA was reluctant to commit the necessary funding (up to \$50,000) to assist with the project without the full commitment of the Town who would fund \$47,000. In discussion, various short-term solutions were raised and the consensus of the IDA board was to fund up to \$2,000 for a sign, something like the United Way type signs displayed as a thermometer marking the growth of the contributions to-date.

Director Cox moved, with a second by Director Padilla, to fund up to \$2,000 for a sign to be posted on or at the building soliciting community involvement. The motion carried 6—0.

### **F. FOLLOW-UP: CONSIDERATION AND ACTION AS DETERMINED REGARDING ALLOCATION OF FUNDS TO MITIGATE NEGATIVE EXTERIOR APPEARANCE AT NW CORNER OF MAIN STREET & BUTTE AVENUE.**

President Villaverde asked Director Padilla to present the status on this mitigation project. Director Padilla reported that the painting of, and the miscellaneous work on the buildings was completed Thanksgiving weekend and the outstanding issue now is that the store name lettering needs to be painted back on. In discussion, it was the consensus of the IDA board that the lettering should be reapplied as soon as possible and to fund up to \$350 to get it done.

Director Hughes moved, with a second by Director Cox, to fund up to \$350 to get the Pinal Food Market lettering reapplied. The motion carried 6—0.

### **G. FOLLOW-UP: CONSIDERATION AND ACTION AS DETERMINED REGARDING ALLOCATION OF FUNDS FOR THE CREATION AND DISTRIBUTION OF TOURISM MATERIALS TO PROMOTE TOURISM ACTIVITY.**

President Villaverde asked Director Padilla to update the group on the Florence Brochure (tourism piece). The covers have already been processed and the final proof of the insides (guts) has been sent to the printer. Once completed, the covers and guts will be assembled and we will then take delivery shortly thereafter. Jared Bartlett has invoiced us for the extra work and also the printing/assembling work since that work cannot be started without payment. In discussion, it was determined that we need to know what we (IDA) own as part of this contracted work. Knowing this would then help us understand what we can use as ours to possibly create webpages as well as reprints and other materials later. Director Padilla did know that the IDA owns the actual product that went to the printer. He also had copies of the files/proofs that went to the printer and passed around a couple of printed samples (reader-spreads). Then, the discussion turned to distribution of the brochures. The group listed various Town departments, organizations, museums, Casa Grande Ruins, Chamber(s), Holiday Inn and the Windmill Winery. President Villaverde then suggested that a committee be formed, comprised of Directors Cox, Kelly and Hughes, to investigate the possibility of finding general office and meeting space for the IDA on a more permanent basis and to report back as soon as possible. He also suggested that this committee be tasked with determining what to do with the IDA's property on Bush and 9<sup>th</sup> Streets. No other action was taken.

### **4. Call to the Board**

Director Padilla suggested that maybe the IDA can meet monthly while it had current projects running. The IDA's next meeting may be in February, possibly the 2<sup>nd</sup> Thursday, but no formal decision was made at this time.

### **5. Call to the Public**

Nothing to report.

### **6. Adjournment**

With no further business before the board, President Villaverde called the meeting adjourned at 10:16 AM.