

**Find Business Development and Downtown Revitalization Archives at
http://www.140copper.net/BD_DTRevit.htm**

**Downtown Revitalization Meeting
 Town of Superior
 Senior Center
 360 Main Street
 Superior, AZ**

October 18, 2006
 6:00 PM – 8:00 PM

People Present:

Sue & Bill	Anderson		sasedona@juno.com	520-689-0218
Alan	Benoit	The Superior Bar	alan@thesuperiorbar.com	602-526-1800
Eileen	Bertie		eb@140copper.net	520-827-0288
Roz	Boxer	ADOC	RosalynB@AZcommerce.com	602-771-1185
Russel	Bretz	Investor Superior RV Park	Bretzfam@hotmail.com	480-862-4469
Linda	Clark		Howlinc@fastq.com	520-689-5331
Jim	Green		jg@140copper.net	520-827-9311
Hank	Gutierrez			520-689-2156
Lona	Hardy		grampsngranny@cox.net	480-892-9262
Lynn	Heglie	Town Council Member L&L		520-689-0194
Lani	Lott	Consulting	lani@L-LConsulting.com	602-840-2317
Lenounci	Packer	Investor Superior Historical Society	yewluvme@yahoo.com	480-262-8608
Sylvia	Perez			520-689-5733
Bud	Polley		GTCservices@msn.com	520-827-9245
Christal	Pollock			520-689-0159
Pamela	Rabago	Dalton Realty	pamela@daltonrealtyaz.com	
Roy & Annise	Reyes		sunstar6@cox.net	480-234-8235
Dan	Rich	Investor	drich@azloanteam.com	480-205-2526
Gary & Carol	Robertson	Investor	calof50@yahoo.com	480-545-5067
Kathleen	Thomas	Investor	katybubbles@cox.net	480-497-9065
Curt	Williams	Home2U		480-600-7828
Clarissa	Zepeda	Investor El Centro	hotrunnerjj@yahoo.com	480-241-7450
Ingrid		Latino/Lonely Mountain Archery	Judela@msn.com	602-908-2009

1. Linda Clark opened the meeting.
 - a. Request to approve minutes moved and seconded.

- b. Introduced Eileen Bertie who is assisting Roz Boxer and will be recording minutes at all further committee and sub-committee meetings, and aid in producing and distributing agendas.
 - c. Asked room for introductions.
 - d. Reviewed the purpose of the committee.
2. Lani Lott took the floor to review her Four Point Process and the Core Strategies defined so far for the committee.
- a. Lani's First Core Strategy, Ensure downtown is a safe, clean and fun place to work, visit and shop.
 - b. Lani recommended a Business Response Team, who would provide a resource for potential businesses and investors. The team would be prepared to show off the town and provide information on the benefits of locating a business or living in town, by either leading a tour or providing pertinent appealing data.
3. Core Strategy #2, Improve the Physical Appearance and Visual Aspects of Downtown to enhance the image and/or Visitor and Community perception of the area.
- a. Lani introduced Eric Vondy of the State Historic Preservations Office, <http://www.pr.state.az.us/partnerships/shpo/shpo.html> , to explain the Charette process and how his agency would get involved helping a town such as Superior renovate.
 - i. It is a four day evaluation process, generally run Thursday through Sunday where his team could come in and work with residents to build a focus and vision.
 - b. Linda Clark mentioned that she had been in contact with Martin Garner of the Magma Hotel.
 - i. He has asbestos inspection scheduled within the next two weeks.
 - ii. He has also scheduled an independent cleanup for the Hotel's landscaping prior to the town clean up day.
4. Core Strategy #3, Implement effective communication networks help to build consensus and cooperation among stakeholders, partner organizations and the community for Downtown.
- a. Discussion engendered on, "How do we get the word out?"
 - b. Sue Anderson would like to see information on the committees go out in all the water/sewer bills.
 - c. Mayor Hing asked the group for input on communicating with the town.
 - d. Hank Gutierrez suggested clearly defining meetings, providing food, making a no child policy.
 - e. Ingrid mentioned that she and her fiancé are business owners and would both have been there had one of them not had to stay home with the kids, and suggested asking High School students to provide child care during the meetings.
 - i. She also offered to translate printed materials into Spanish to help communicate with the whole town.

- ii. She also said get the schools involved and have the Home Room teachers send information home with the students.
 - f. Hank also suggested making a Town Video for spark and flash.
 - g. Roz recommended that we find the cheapest way to let the most people in the town know what's going on at this point.
 - i. Communicate community events.
 - ii. Start video recording these events for future video.
 - h. Mayor Hing then asked how the committee was doing obtaining cooperation from the downtown property owners.
 - i. Roz stated she had been in contact with Dr. Wilt and that he had committed to being part of the November 4th cleanup event.
 - i. Mayor Hing then asked how we could get firm commitment from the downtown property owners for the event.
 - i. Mail notices was suggested.
 - ii. Posting notices on their property doors was also suggested.
 - j. Lani also recommended that somehow, another notice get out to the downtown property owners.
5. Sue Anderson reviewed what is going to happen on November 4th for Downtown Clean Up day.
- a. Ingrid will help translate flier.
 - b. She is looking for 60 people to show up and help clean.
 - c. The downtown area will be divided into 8 areas for clean up.
 - d. Committee members will meet at courthouse at 6:30 AM, Team Leaders at 6:45 AM and participants at 7:30AM/
 - e. Clean up staff will bag trash in public areas only.
 - f. Private property (eg. Dr. Wilt) will be dealt with on an, "if there is time," basis only, and then only if trash is in garbage bags and placed curbside and they or a delegate are present helping with the clean up day.
 - g. Need for tools was discussed, Bud Polley is coordinating.
 - i. Curt Williams volunteered use of a pressure washer. Mayor Hing will help him arrange with the Fire Department for access to water.
 - h. Rick Hettler will provide trash bags and access to the town dump.
 - i. There will be flat bed trailers to load the filled trash bags onto.
 - j. Alan Benoit is heading up the post-celebration/lunch.
 - i. Town will provide hotdogs and buns, sodas and water.
 - ii. Pot luck participation is also encouraged.
 - k. Alan suggested that Sue or Roz contact the media, as the AM shows feature "what to do this weekend if you want to get involved."
 - l. Alan stated Home Depot on Crismon Road will be donating Gift Cards, so there will be a drawing for event participants. Sue asked that anyone with anything else to donate contact her.
 - m. Alan reported that Roy Chavez will open My Friends Tavern so there will be rest room access for all event participants.
 - n. Mayor Hing asked all present to get the word out, so that we can show town residents that we can have successful events and enroll even more participation for future events.

- o. The next Downtown Cleanup Committee meeting will be next Thursday at 7:30 AM at the RV park.
- 6. Meeting schedule was addressed. In the past there has been a conflict with the School Board meetings on the 1st and 3rd Wednesdays. The next meeting is scheduled for Wednesday November 8th, the second Wednesday, so the conflict will be avoided.
- 7. Mayor Hing asked everyone to be sure to sign in for this meeting and make certain their sign in is legible.