anthem
community council

Economic Development Committee
Wednesday, March 2, 2016
Anthem Civic Building
Vision Room
8:30 a.m.

COMMITTEE MEETING MINUTES

Members Present:
Enza Ciolino
Rick Hall
Nanette Miller
Justin Simons, Chair
Eric Twohey
Don Trefry
Aaron Williams
Scott Zychowski

Members Absent:

ACC Staff Present:
Kristi Northcutt, Committee Staff Liaison
Jamie Flores, Web Manager
Tony Smith, Business Services

Guests:
Heather Maxwell, Anthem Area Chamber
Ryan Halleran, ACC Board Director

CALL TO ORDER
The meeting was called to order at 8:35 a.m.

ADOPT AGENDA
The agenda was adopted.

OLD BUSINESS

Business Roundtable
The group exchanged feedback and the survey results were discussed from the Business Roundtable event (Feb. 3). Some suggestions for future roundtables include; allocation of more time for group interaction, Business Person of the year and/or pool of nominees considered as guest speakers, use of outside speakers and varying structure of meetings between providing content basis information and more group interaction; one Roundtable per year with speaker, one similar to first event covering issues in business community. Chamber will take initiative to engage more with home-based businesses. Measurable results from the Roundtable include two new AYAC advisors, two new chamber memberships/committee members, business directory updates and several applications for ACC committee positions. Four home-based businesses have also inquired about moving into commercial storefront space since the event.

NEW BUSINESS

BUSINESS OPENING/CLOSING REPORT
Opening: MotoCity AZ, Anthem Realty-Prickett Group, Southwest Trading Company (Yarn outlet), Mijo's Mexican Restaurant (soon), Mama's Hawaiian Barbeque (moving in Pizza Hut and Pizza Hut moving to Hungry Howie's in April/May), Freddy's Steakburgers plans submitted to Board for approval. All About Me Medical Aesthetics has moved to Tramonto (formerly inside Hair-n-Dipity). No store closings reported.

CHAMBER PROPOSAL/TRICK-OR-TREAT
The Chamber agreed to assume the lead on Trick-or-Treat, with ACC providing "loose support and resources." The event will be coordinated with the Monster Ball and be expanded to the Greater Chamber area. Home-based businesses will be included with the addition of Trunk-or-Treat, either at the Community Center, Park or Civic Building parking lot.

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COMMITTEE TERMS
The terms for Enza Ciolino (completing term of Amanda Flores), Don Trefry and Rick Hall will expire in June. Rick Hall will not be seeking reappointment. ACC has received interested applicants from Roundtable.

SUB-COMMITTEES
Business Retention/Expansion sub-committee will include Justin Simons, Aaron Williams, Scott Zychowski; New Business Recruitment sub-committee will include Enza Ciolino, Don Trefry, Eric Twohey and Nanette Miller. Next meeting will discuss and focus on sub-committee work plans.

OPEN DISCUSSION
Anthem Days is scheduled for March 12-13. Shifts available in the ACC booth (talk to Kristi). Expecting 10-15,000 people. Those in the ACC booth will answer general community inquiries.

Heather Maxwell discussed branding efforts for Anthem and surrounding area businesses – "Discover Daisy Mountain Area" – and a proposed Visitor Center. EDC members are invited to sit on the Chamber sub-committee for this concept.

The committee requested that the liaison, Kristi Northcutt, notify the group of business openings/closings if they occur between meetings.

Jamie Flores informed the group of new Business Directory categories and asked committee members to review them and offer any suggestions. She also presented a concept of working with an economic development database group to embed information and a map about properties that are for lease/sale on the OnlineAtAnthem.com website.

ADJOURNMENT
The meeting was adjourned at 10:15 a.m. The next scheduled meeting is April 6 at 8:30 a.m.

Respectfully Submitted,

Enza Ciolino
On behalf of Economic Development Committee