

**CITY OF KINGMAN  
ECONOMIC DEVELOPMENT MARKETING COMMISSION  
REGULAR AGENDA**

**Wednesday, December 9, 2015, 7:30 A.M.  
Council Chambers – 310 N. 4<sup>th</sup> Street, Kingman, Arizona**

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**EDMC MISSION STATEMENT**

The mission of the Kingman Arizona Economic Development Marketing Commission is to foster and encourage responsible economic development through developing an empowered workforce, assisting to sustain local businesses, and marketing Kingman to outside commercial and industrial enterprises. These endeavors will diversify the economic climate, create jobs, expand Kingman's tax base, and enhance the quality of life for all citizens.

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<b>Chairperson:</b>	<b>VACANT</b>	
<b>Vice Chairperson:</b>	<b>VACANT</b>	
<b>Members:</b>	<b>Mike Cobb</b>	<b>William Wales</b>
	<b>Susan Yamaguchi</b>	<b>Yvonne Woytovich</b>
	<b>Chuck Waalkens</b>	
<b>Council Liaison:</b>	<b>Carole Young</b>	

**Roll Call & Pledge of Allegiance**

**1. APPROVAL OF MINUTES**

The Regular Meeting minutes of October 14, 2015

**2. PUBLIC COMMENTS**

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

**3. OLD BUSINESS**

**a. Discussion regarding development of a Farmer's Market**

Commissioner Waalkens requested the commission revisit the potential of a farmer's market.

**4. NEW BUSINESS**

**a. Discussion and possible action regarding Commissioner re-appointments**

Commissioners Yamaguchi and Waalkens terms are expiring December, 2015. Commissioners will discuss and possibly take action regarding recommendation for reappointment.

**b. Discussion and action concerning the selection of the commission Chair and Vice-Chair**

Per Kingman Municipal Code, commission chairs and vice-chairs are appointed for yearly terms, though current chairs may be reappointed. The commission will select a chair and vice-chair for 2016.

**c. Discussion and possible action on EDMC promotional materials**

Staff discovered boxes of promotional materials for Kingman ordered by previous commissioners including plastic bags, brochures, and buttons. Commissioners will discuss and possibly take action on the use of the supplies.

**5. REPORTS**

**Updates from commissioners who have attended local business and community organization meetings**

Commissioners will give brief reports on matters discussed during local business and community organization meetings that are related to the mission/efforts of the EDMC.

**6. COMMISSIONER'S COMMENTS**

**Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.**

**ADJOURNMENT**

POSTED \_\_\_\_\_

**CITY OF KINGMAN  
REGULAR MEETING OF THE  
ECONOMIC DEVELOPMENT MARKETING COMMISSION**

**City Council Chambers  
310 N. 4<sup>th</sup> Street  
Kingman, Arizona**

**7:30 a.m.**

**Minutes**

**Wednesday, October 14, 2015**

<b>Members:</b>	<b>Officers:</b>	<b>Visitors Signing In:</b>
Vacant, Chair	J. Dougherty, City Manager	See Attached
Vacant, Vice-Chair	C. Young, Council Liaison	
M. Cobb	G. Jeppson, Development Services Director	
C. Waalkens	E. Roper, Recording Secretary	
S. Yamaguchi	D. Walden, Administrative Assistant	
W. Wales		
Vacant		

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**MEETING MINUTES**

**CALL TO ORDER, PLEDGE OF ALLEGIANCE & ROLL CALL**

Commissioner Waalkens called the Economic Development Marketing Commission meeting to order at 7:31 A.M. All commissioners were present.

**1. APPROVAL OF MINUTES**

The Regular Meeting minutes of July 8, 2015

Commissioner Cobb made a MOTION to APPROVE the Regular Meeting minutes of July 8, 2015.  
Commissioner Wales SECONDED and it was APPROVED by a vote of 4-0.

**2. PUBLIC COMMENTS**

Those wishing to address the commission should fill out request forms in advance. Action taken as a result of public comments will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than 3 minutes.

There were no comments from the public.

**3. OLD BUSINESS**

**a. Discussion about the potential for commercial filming as a source of revenue in Kingman**  
Commissioners will discuss ways to revitalize commercial filming activity in Kingman.

President and chief executive officer (CEO) of the Kingman Area Chamber of Commerce Yvonne Woytovich stated there was economic potential in commercial filming and Kingman needed a coordinated marketing effort. Ms. Woytovich stated the Chamber would be a good fit for a film commission as it used to manage one in the past.

Commissioner Waalkens stated the EDMC should support the Chamber's efforts to revive the film commission. Commissioner Waalkens stated the Arizona Production Association website included in the agenda packet seemed to be a resource that many scouts used to find locations and stated the City should work to get photographs of Kingman on the site.

Ms. Woytovich stated she would work with City Manager John Dougherty to arrange it.

Commissioner Cobb made a MOTION to SEND a letter of support to the Kingman Area Chamber of Commerce for the film commission project and follow up in two months. Commissioner Yamaguchi SECONDED and it was APPROVED by a vote of 4-0.

**b. Discussion about commercial development on the City owned property located at the corner of E Andy Devine Avenue and Fairgrounds Avenue**

The commission will discuss the potential for commercial development on this property.

Mr. Dougherty stated the sale of the property was authorized by Council, but had yet to be marketed.

Commissioner Waalkens stated he looked at the property and it had an excellent view of the Hualapai Mountains, which would be beneficial for a hotel.

**4. NEW BUSINESS**

**a. Buxton Proposal**

The City has been contacted by the Buxton Company to provide recruiting services for the City. Attached is the proposal for \$50,000 a year for a three year term. The City has not budgeted for this service this fiscal year, but if there is interest, discussions can take place and a proposal can be made to the City Council for fiscal 2017.

Development Services Director Gary Jeppson stated various companies contacted the City offering these types of services. Mr. Jeppson stated Buxton had connections with credit card companies and would monitor the expenditures of people with Kingman area zip codes in order to find out where they were spending their money. Mr. Jeppson stated Buxton would use the information to recruit businesses in areas of retail Kingman was losing to other cities. Mr. Jeppson stated Buxton would act as the City's advocate by identifying companies and retailers and the City would identify properties and locations for the businesses. Mr. Jeppson stated Buxton provided a retail leakage report at no cost.

Commissioner Wales asked if Buxton had examples of successes from other cities.

Mr. Jeppson stated Buxton could provide a client list and Bullhead City was one of their clients.

Mr. Dougherty stated Mr. Jeppson could set aside funds in the Development Services Department's budget and open it up to all companies in order to secure the best deal if the commission was interested in the service. Mr. Dougherty stated Council would have the final decision on whether to approve the expenditure.

Commissioner Yamaguchi asked how the companies compared to working with a commercial real estate company who had connections with retailers, some of which would only work through the specific real estate agent.

Mr. Jeppson stated it was still possible to work with the retailers independently despite the assertion that they only worked through the commercial real estate agents. Mr. Jeppson stated the credit card data provided a tool to identify weaknesses in Kingman's retail.

**b. Discussion and possible action on filling three vacancies on the EDMC**

In August, 2015 Tim Woods resigned from the EDMC and in September 2015 Mr. Hamilton resigned from the EDMC as did Mike Roberts. Mr. Woods' term expires December, 2015 and Mr. Hamilton's and Mr. Roberts terms expire in 2017. The commission will discuss and possibly take action to fill these vacancies.

Commissioner Cobb asked if applicant Peter Knoblock was a permanent resident as his application stated he lived in a hotel. Mr. Knoblock was not present to comment.

Commissioner Cobb made a MOTION to RECOMMEND Yvonne Woytovich for appointment to the EDMC. Commissioner Yamaguchi SECONDED and it was APPROVED by a vote of 4-0.

**c. Discussion regarding Downtown Revitalization**

Commissioner Yamaguchi requested the commission discuss objectives and strategies regarding downtown revitalization.

Commissioner Yamaguchi stated the Kingman Visitors Center, Inc. counted 11,000 visitors to the Powerhouse in September, 2015 and the commission should work with the downtown businesses to promote the area.

Commissioner Wales stated he attended a meeting of downtown business owners and they were working on a cooperative marketing strategy plan as a way to pool their resources.

Commissioner Waalkens stated the America's Best Communities (ABC) committee was working on different items to revitalize downtown such as a welcome arch over Beale Street, new benches in Locomotive Park, and Wi-Fi service throughout downtown. Commissioner Waalkens stated the key was to increase marketing for the existing businesses and increase occupancy of vacant buildings.

Commissioner Wales stated Grant Administrator Bill Shilling attended the meeting last night and the City was working hard to abate properties downtown.

**d. Discussion regarding development of a farmer's market**

Commissioner Yamaguchi requested the commission discuss the potential of a farmer's market.

Commissioner Yamaguchi stated a farmer's market would help draw people to the downtown area.

Commissioner Cobb stated there were attempts to hold farmer's markets in the past, but the markets were hard to maintain due to limited crop availability. Commissioner Cobb stated the new community garden was also considering a farmer's market.

Commissioner Yamaguchi asked if the City could provide a location for the market if the EDMC headed the project.

Mr. Jeppson stated there were areas that could be used such as Locomotive Park, Beale Street or parking lots in downtown and the process would be the same as for a special event.

Commissioner Waalkens requested the item remain on the EDMC agenda for November, 2015. Commissioner Waalkens stated the EDMC should contact Councilmember Miles since she was involved with the community garden. Commissioner Waalkens stated the best method would be to locate a private land owner as the burden and liability should not fall on the City.

Commissioner Yamaguchi stated many other cities held markets on public property, including Bullhead City. Commissioner Yamaguchi stated there was a lot of interest in a market and now would be the time for the City to become involved.

Commissioner Cobb stated a market would help draw people to the downtown area earlier in the day on Saturday and Sunday, which currently had low visitation rates.

## 5. REPORTS

### **Updates from commissioners who have attended local business and community organization meetings**

Commissioners will give brief reports on matters discussed during local business and community organization meetings that are related to the mission/efforts of the EDMC.

Councilmember Wales stated he attended the Downtown Merchants Association meeting in September, 2015 and the group wanted the City to provide more resources and opportunities to beautify downtown. Commissioner Wales stated the owner of Route 66 Auto Sales was working on an event that would bring approximately 1,000 people into downtown.

Commissioner Yamaguchi attended the Tourism Development Commission meeting and the commission approved the purchase and distribution of more pamphlets.

## 6. COMMISSIONER'S COMMENTS

### **Limited to announcements, availability/attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff.**

Commissioner Yamaguchi stated the Blue Grass Festival would be held October 16-18, 2015.

Councilmember Young stated the Lee Williams High School student council would have a golf tournament on October 31, 2015.

Commissioner Waalkens stated the Route 66 Halloween Bash would be on Beale Street on October 31, 2015.

Commissioner Wales made a MOTION to ADJOURN. Commissioner Cobb SECONDED and it was APPROVED by a vote of 4-0.

**ADJOURNMENT – 8:12 A.M.**

APPROVED:

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Economic Development Marketing Commission member

STATE OF ARIZONA)  
COUNTY OF MOHAVE) ss:  
CITY OF KINGMAN)

**CERTIFICATE OF ECONOMIC DEVELOPMENT MARKETING COMMISSION**

I, Erin Roper, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the Economic Development Marketing Commission held on October 14th, 2015.

Dated this 12<sup>th</sup> day of November, 2015

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Erin Roper, Recording Secretary

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