MARANA CITIZENS' FORUM
MEETING NOTICE AND AGENDA
11555 W. Civic Center Drive, Marana, Arizona 85653
MPD Community Room
May 26, 2022, at or after 5:30 PM

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the Marana Citizens' Forum and to the general public that the Citizens' Forum will hold a meeting open to the public on May 26, 2022, at or after 5:30 PM, located at the MPD Community Room, 11155 W. Civic Center Drive, Marana, Arizona 85653.

ACTION MAY BE TAKEN BY THE FORUM ON ANY ITEM LISTED ON THIS AGENDA. Revisions to the agenda can occur up to 24 hours prior to the meeting. Revised agenda items appear in italics.

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Town Clerk at (520) 382-1999. Requests should be made as early as possible to arrange the accommodation.

This notice and Agenda posted no later than 24 hours prior to the meeting at Marana Police Department Community Room, 11555 W. Civic Center Drive, the Marana Operations Center, 5100 W. Ina Road, and at www.maranaaz.gov under Agendas and Minutes.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF AGENDA

C. WELCOME / INTRODUCTIONS / ANNOUNCEMENTS

1. General Welcome

2. Town/Staff Introductions

3. Announcements

D. ITEMS FOR PRESENTATION / DISCUSSION / POSSIBLE ACTION

1. Approval of Marana Citizens' Forum Meeting Summary Minutes of May 12, 2022 (Richelle Valenzuela)

2. Relating to Boards, Commissions and Committees; presentation, discussion, and feedback on the draft presentation of recommendations to Council regarding the Spring 2022 Marana Citizens' Forum topic: Enhancing Outdoor Recreation/Tourism Experience (Andrea Caicedo)

E. **FUTURE MEETINGS** No formal meeting is scheduled, this concludes our Spring Session 2022

F. **ADJOURNMENT**

D. 1.

TO:	Citizen Forum Members
FROM:	
DATE:	05/26/2022
SUBJECT:	Approval of Marana Citizens' Forum Meeting Summary Minutes of May 12, 2022 (Richelle Valenzuela)

Attachments

Marana Citizens Forum Summary Meeting Minutes 05-12-2022

MARANA CITIZENS' FORUM
11555 W. Civic Center Drive, Marana, Arizona 85653
MPD Community Room
May 12, 2022, at or after 5:30 PM

SUMMARY MINUTES

CALL TO ORDER AND ROLL CALL

Andrea Caicedo, **Assistant to the Town Manager**, called the meeting to order at 5:31p.m. The following Forum Delegates were present**: Trevor Bannon**, **Pam Bramlett** (Excused**)**, **Oscar Caballero**, **Kyle Canty, Daniel Carman, Terry Carrillo, Linda Crotts**, **Brad Demidio** (Excused), **Chris DeYoung**, **John Flint** (Absent)**, Sharon Foltz** (Arrived 5:35), **David Hindman** (Arrived 5:35), **Ginny Huffman**, **Dale Moe**, **Chelsey Pings, David Samarano**, **Mike Smentek**, **Dan Streeter** (Excused), **Jeff Tucker** (Arrived 6:13) and **Angela Wagner-Gabbard** (Arrived 5:40). A quorum of the Forum was present.

APPROVAL OF AGENDA

Forum Delegate Carman moved and Forum Delegate DeYoung second the motion approving the agenda as presented. Motion passes 16-0.

WELCOME / INTRODUCTIONS / ANNOUNCEMENTS

1. General Welcome

Ms. Caicedo welcomed the Delegates.

2. Town/Staff Introductions

Staff members **Assistant to the Town Manager Andrea Caicedo**, and **Town Clerk Cherry Lawson**.

3. Announcements

Ms. Caicedo gave an update on the status of the Presentation and Proposal of Livability Index Study conducted by U of A students.

ITEMS FOR PRESENTATION / DISCUSSION / POSSIBLE ACTION

Approval of Marana Citizens' Forum Meeting Summary Minutes of May 5, 2022 (Richelle Valenzuela)

Forum Delegate Carman moved and Forum Delegate Tucker second the motion to approve the May 5, 2022, Marana Citizens' Forum Meeting Summary Minutes as presented. Motion passes, 16-0.

2. Relating to Boards, Commissions and Committees; choosing a presenter from the Marana Citizens' Forum Delegation to present the Marana Citizens' Forum Final Recommendations to Marana Town Council at the Regular Council Meeting scheduled on June 7, 2022 (Andrea Caicedo)

Ms. Caicedo asked the Delegation who would like to volunteer to present the Forum Spring Session recommendations to the Marana Town Council. **Forum Delegate Chelsey Pings** volunteered to present.

3. Relating to Boards, Commissions and Committees; facilitated discussion to reach Forum consensus regarding an action plan and formal recommendations to be presented to Council regarding the Spring 2022 Citizens' Forum Session Topic: Enhancing Outdoor Recreation/Tourism Experience (Andrea Caicedo)

Ms. Caicedo asked for a volunteer to present the Forum Spring Session recommendations to the Marana Town Council. **Forum Delegate Chelsey Pings** volunteered to present.

- MMC sponsor events that bring tourist into town through marketing and branding
- Marketing and branding needs improvement
- Consensus that a lot of the assets discussed in the presentation were focused on parks and recreation for members of the community, not tourist
- Infrastructure of the town, not focused on a particular area of town or an amenity such as the parks & recreation center or Dove Mountain that would bring tourist dollars to the town
- Points of interest signage along the highway and within the community to tell tourist that you are in Marana
- Lack of attractive signage throughout the community, landmarks, what makes Marana, Marana
- Need mid-priced hotels for tourist to stay in aside from Dove Mountain

- Expand existing communication and marketing efforts to include signature events, seasonal events, utilizing digital format
- Establish a well-known signature event for Marana that brings visitors and tourist to the town
- The impending Parks & Recreation Community and Aquatics Center is not a tourist attraction, it is a local amenity
- Discover Marana website needs to be located to the front-landing page of the Town's website. To many clicks to find the website
- Calendar of events need to be updated and visible
- Community marketing of all events and web links in one location, as that brings visitors to the area
- Partner with other organizations to market non-town sponsored events
- Many challenges that Marana community face that can be improved upon by adding tours of significance, marketing brochures, make it easy for visitors and tourist to come here
- Utilizing current assets as a hub for visibility
- Highlight the friendliness of town residents, add up and coming events to the town calendar
- Add new events and attractions to bring tourist and visitors such as, farmer markets, concerts, art shows, etc.
- Utilize the Marana Chambers and Visitors Center to market events of the town
- Paint a mural on wall similar to Tucson
- Partner with MUSD
- Identify funds to spend for marketing
- Promote high school events
- Bike community tours promoting the trails and loop
- Utilize the recreation center for indoor fitness programs, i.e. cross-fit events
- Focus on young families in the community
- Define anchor events for the community, new soccer fields
- Be consistent with marketing town events
- Change the name of the Fall Festival back to the Cotton Heritage Festival
- Develop a parking garage for the new Parks & Recreation Community and Aquatics Center to avoid having a large footprint of a parking lot
- Marana night skies are an asset to the Town
- Expedite the permitting process for local business for local events
- People in the community are assets who can bring tourist into the town
- Promote historical preservation of assets, provide walking tours of historical areas
- Increase and improve the Communication Division by adding a director of marketing to include branding opportunities, increase staff by creating a new marketing department, manage and keep current the town social media

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accounts, direct the management and production of marketing materials, and press releases.

- Provide a visibility of events occurring within the town. Look for opportunities to have beautiful community spaces throughout the town, as well as creating a venue to host the following type of events
- Bridal expo
- Local florist
- Food trucks in the park
- Gospel music festivals/Concerts
- Grow signature / anchor events, include horse riding, biking tours etc.

Ms. Caicedo presented the Public Deliberation recommendations created from the discussion of the Delegation. The presentation identified the Spring Topics, Enhancing Outdoor Recreation and Tourism Experience; it stated that the two topics "were hand in glove" and are mutually beneficial in relation to achieving results. It detailed Issues and Themes the Delegates had discussed. The presentation brought forward questions on current assets, event enhancement, communications, marketing, and tourism focus. The recommendations by the Delegates were as follows:

Recommendation 1: Marketing Tools and Increasing Visibility

Elevate the Communications Division by hiring Marketing and Communication Director that coordinates with all departments. Everything to funnel through this director, such as press releases, and social media content. Reorganization of the Communications Division to be proactive not reactive. Better signage along I-10 (digital signs) and signage regarding town assets, bike trails, parks, and billboard to promote the website Discover Marana. Partner with organizations throughout town to better distribute promotional material to schools, gas stations, malls, and other).

Recommendation 2: Event and Asset Enhancement

Prioritize infrastructure for hosting recreation and tourism events (sports complex, roads to improve traffic), and enhance the vision of infrastructure that will serve tourism and the community.

Change Fall Festival to Cotton Festival as a town branded event. Additionally, explore opportunities for new events such art shows, street fairs, farmers market, music festivals, and bridal expos.

Recommendation 3: Tourism

Grow a signature event that helps establish town branding, and reflects the town's heritage. Create tourism specific marketing materials such as a map that highlights town assets. Update Discover Marana website and promote tourism through means of digital and print. Collaborate with the State Tourism Department and other agencies to promote tourism specific to Marana. *(A copy of the full presentation is on file in the Town Clerk's Office for review upon request.)*

Forum Delegate Carman moved and Forum Delegate Wagner-Gabbard second the motion to approve recommendations of the Forum. Motion passes, 16-0.

FUTURE MEETINGS: The next meeting will be May 26, 2022

ADJOURNMENT

Ms. Caicedo requested a motion to adjourn the meeting.

Forum Delegate Foltz moved and Forum Delegate Wagner-Gabbard second the motion to adjourn the meeting. Motion passes, 16-0. Meeting adjourned at 7:16 PM.

CERTIFICATION

I hereby certify that the foregoing are the true and correct minutes of the Marana Citizens' Forum meeting held on May 12, 2022. I further certify that a quorum was present.

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Cherry L. Lawson, Town Clerk

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D. 2.

TO:	Citizen Forum Members
FROM:	Andrea Caicedo, Assistant to the Town Manager
DATE:	05/26/2022
SUBJECT:	Relating to Boards, Commissions and Committees; presentation, discussion, and feedback on the draft presentation of recommendations to Council regarding the Spring 2022 Marana Citizens' Forum topic: Enhancing Outdoor Recreation/Tourism Experience (Andrea Caicedo)