MARANA CIVIC COMMITTEE
MEETING NOTICE AND AGENDA

11555 W. Civic Center Drive, Marana, Arizona 85653
Ed Honea Marana Municipal Complex, Second Floor Conference Center
January 29, 2025, at or after 1:00 PM

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the Ed Honea Marana Civic Complex and to the general public that the Marana Civic Committee will hold a meeting open to the public on January 29, 2025, at or after 1:00 PM, located in the Second Floor Conference Center at the Ed Honea Marana Municipal Complex, 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. Revisions to the agenda 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 Ed Honea Marana Municipal Complex, 11555 W. Civic Center Drive, the Marana Operations Center, 5100 W. Ina Road, and at www.maranaaz.gov under Agendas and Minutes.

CALL TO ORDER AND ROLL CALL

APPROVAL OF AGENDA

WELCOME / INTRODUCTIONS / ANNOUNCEMENTS

APPROVAL OF THE MINUTES

1. Approval of April 23, 2024 Marana Civic Committee Minutes (Andrea De La Cruz)

ITEMS FOR PRESENTATION / DISCUSSION / POSSIBLE ACTION

2. Relating to Tourism; Presentation and discussion related to the Town of Marana Tourism Master Plan (Stefanie Boe)

FUTURE MEETINGS

ADJOURNMENT

Marana Civic Committee **D. 1.**

TO: Marana Civic Committee

FROM: Andrea De La Cruz, Assistant to the Town Manager

DATE: 01/29/2025

SUBJECT: Approval of April 23, 2024 Marana Civic Committee Minutes (Andrea De La Cruz)

Background:

Attachments

Summary Minutes for April 23, 2024

MARANA CIVIC COMMITTEE

13251 N Lon Adams Rd, Marana, AZ 85653
Marana Visitor Center, Conference Room
April 23, 2024, at or after 12:00 PM

April Leffingwell, Committee Member
Dan Streeter, Committee Member
David Seia, Committee Member
Jessica Moats, Committee Member
John Flint, Committee Member
Joshua Carzoli, Committee Member
Kati Carboneau, Committee Member
Melissa Zupi, Committee Member
Shannon Heston, Committee Member
Terry Carrilio, Committee Member
Andrea De La Cruz, Facilitator

SUMMARY MINUTES

CALL TO ORDER AND ROLL CALL

Facilitator Andrea De La Cruz called the meeting to order at 12:10 PM and called the roll. **Committee Member David Seia** and **Joshua Carzoli** were not present. All other Committee Members were present, constituting a quorum.

APPROVAL OF AGENDA

Ms. De La Cruz asked for a motion to approve the agenda.

Committee Member Flint moved to approve the agenda as presented. Committee Member Carrilio seconded the motion. Motion passed, 8-0.

APPROVAL OF MINUTES

Ms. De La Cruz asked for a motion to approve the minutes of February 7, 2024.

Committee Member Flint moved to approve the agenda as presented. Committee Member Zupi seconded the motion. Motion passed, 8-0.

WELCOME/ANNOUNCEMENTS/INTRODUCTIONS

Committee Member Leffingwell shared she recently celebrated her 50th birthday. No additional announcements were made.

ITEMS FOR PRESENTATION / DISCUSSION / POSSIBLE ACTION

1. Relating to Tourism; Presentation and discussion related to the Town of Marana Tourism Master Plan (Stefanie Boe)

   Ms. De La Cruz presented on this item and began the discussion by asking Committee Members to share their favorite place in Marana. Committee Members provided the following responses:

   - **Committee Member Carrilio:** Tortolita Preserve.
   - **Committee Member Leffingwell:** Enjoys seeing all the views along Tangerine Road.
   - **Committee Member Carboneau:** Enjoys mountain biking at Tortolita Preserve and road biking down Tangerine Road. Shared both have amazing sunrises.
   - **Committee Member Flint:** The sunset and stars.
   - **Committee Member Zupi:** The farm fields and the wheat crop. Enjoys looking at the way the wheat flows in the wind and the color change of the wheat. Also loves her home in Marana.
   - **Committee Member Streeter:** Tortolita Preserve and the path that is in Marana. Also shared that the Wild Burro trail is fantastic.
   - **Committee Member Moats:** Caves across the street of Los Morteros.
   - **Committee Member Heston:** All the hiking trails by the Ritz Carlton.

   Committee Members participated in a workshop style discussion to identify Marana tourism strengths, weaknesses, and what is missing. The Committee was split into two different groups and discussed the following questions:

- What are Marana's tourism strengths?
- What are Marana's tourism weaknesses?
- What would you like to see that's missing?

After group discussion, each group provided an update on what was discussed.

Group 1 was made up of **Committee Members: Flint, Carrilio, Streeter, and Heston**. They shared the following for each question:

- **Marana Tourism Strengths:**
  - Ritz Carlton.
  - Town of Marana has a great location. It is accessible to people in greater Tucson area and serves as the gateway to Tucson.
  - Geographic history and diversity.
  - White Stallion Ranch.
  - Growth community – blank canvas for future planning.
- **Marana's Tourism Weaknesses:**
  - Lack of identity. Residents and visitors do not know they are in Marana. Many residents think they live in Tucson. The Town needs "Welcome to Marana" signs.
  - The Town does not have a center core.
  - Traffic at Tangerine and Cortaro Road interchanges. Difficult to get on and off the freeway.
  - The Town lacks communication with community. The community does not know about events, assets, etc. The Town needs to find a way to reach the entire community.
- **What's Missing:**
  - More walkable spaces. Capitalize on Oro Valley's slow activity.
  - Sports complex to bring people from outside in and fill local hotels and restaurants.
  - Center core/downtown area. There is no center core in Pima County outside of Tucson. Opportunity to capture that in Marana.
  - Anchor events. What can Marana have to draw people in? Tucson lacks events outside of the Tour de Tucson. Does a Marana Marathon make sense?
  - Anchor facilities. Is there an opportunity for museum or outdoor music events?

Group 2 was made up of **Committee Members: Carboneau, Moats, Leffingwell, and Zupi**. They shared the following for each question.

- **Marana Tourism Strengths:**
  - Outdoor hiking and trails such as the Preserve, Dove Mountain, and shared use path that will connect to the rest of Tucson.
  - Bird watching.
  - Twin peaks shopping.
  - Good festivals and Parks and Recreation programs.
- **Marana's Tourism Weaknesses (combined with What's Missing)**
  - There is currently no opportunity for a photo opportunity near the freeway. Recommend creating a place where people can stand by Town name for a photo (something that is unique about Marana).
  - Water park/entertainment.
  - Boutique shopping (artisan).
  - Restaurants (farm-table). A good example is Irvington exit.
  - Farmers market (some have come and gone but none have stuck around). Possible location can be by the silos?
  - More entertainment and places for teenagers.
  - Facilitate business interactions. How can businesses help each other? Currently there is no facilitation of bringing the business community together.
  - Utilize social media to create a day itinerary (low-cost and high-cost itinerary) of things to do in Marana.
  - Wildflower bloom event in the spring.
  - Educational cacti walk event.

After each group presented, the Committee Members elaborated on certain items that were mentioned during the group presentations:

- **Committee Member Flint** recommended identifying ways to enhance communication and branding. **Mr. Flint** mentioned several residents do not know what is going on and the Town needs to ensure more residents are informed. **Mr. Flint** suggested mailing visitor guides, event information, etc. to residents at least twice a year.
- Committee Members also discussed creating spaces for dog owners near the freeway where they can stop at the exit and enjoy the scenery.
- **Committee Member Carrilio** recommended identifying ways the Town can ensure developers provide grocery stores, pharmacies, and other places to shop.

FUTURE MEETINGS
The next meeting will be determined via email. The Committee will reconvene in late summer to review the results summary from the interviews, surveys and stakeholder groups and provide advice.

ADJOURNMENT

Ms. De La Cruz asked for a motion to adjourn the meeting.

Committee Member Carrilio moved to adjourn the meeting. Committee Member Flint seconded the motion. Meeting adjourned at 1:28 PM.

CERTIFICATION

I hereby certify that the foregoing are the true and correct minutes of the Marana Civic Committee meeting held on April 23, 2024. I further certify that a quorum was present.

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Andrea De La Cruz, Facilitator

DRAFT

Marana Civic Committee **2.**

TO: Marana Civic Committee

FROM: Andrea De La Cruz, Assistant to the Town Manager

DATE: 01/29/2025

SUBJECT: Relating to Tourism; Presentation and discussion related to the Town of Marana Tourism Master Plan (Stefanie Boe)

Background:

The Marana Civic Committee met on April 23, 2024 to provide feedback on Marana-related tourism. As the Tourism Master Plan approaches its final stages, staff will present an update to the Committee regarding progress to date and request input/feedback on key elements of the plan.
