



MINUTES

ECONOMIC DEVELOPMENT AND TRANSPORTATION COMMITTEE REGULAR MEETING

Wednesday, January 15, 2025 - 4:00 P.M.

155 N. TEGNER STREET WICKENBURG, ARIZONA 85390

A. CALL TO ORDER - Chair Zemp called the meeting to order at 4:00 PM

B. ROLL CALL

Present: Dwight Zemp, Chair
Robert Beacham, Member
Geri Fair, Member
Craig Froeter, Member
Christal James, Member
Peter Stachowicz, Member
Kristy Bedoian, Council Liaison
Staff Present: Tim Suan, Deputy Town Manager
Amy Brown, Town Clerk

C. CALL TO THE PUBLIC

- Glen Floe, Out-of-Town Resident, requested the committee review the airport budget and Airport Master Plan. He also asked for their help at the Fly-In and Classic Car Show this weekend.

D. ITEMS OF BUSINESS

1. Discussion and Introduction of Each Returning Committee Member and New Member Christal James

Each member introduced themselves.

2. Consideration and Action to Select a Chairperson

MOVED BY Chair Zemp to nominate himself for Chair

SECONDED BY Member Fair

VOTE: 6 - 0 (Yes – Chair Zemp, Members Beacham, Fair, Froeter, James and Stachowicz)

3. Consideration and Action to Select a Vice Chairperson

MOVED BY Chair Froeter to nominated Member Stachowicz as Vice Chair

SECONDED BY Member Beacham

VOTE: 6 - 0 (Yes – Chair Zemp, Members Beacham, Fair, Froeter, James and Stachowicz)

4. Consideration and Action to Approve the Minutes of November 13, 2024

MOVED BY Member Stachowicz to approve the minutes of November 13, 2024

SECONDED BY Member Beacham

VOTE: 6 - 0 (Yes – Chair Zemp, Vice Chair Stachowicz, Members Beacham, Fair, Froeter, and James)

5. Chair Update - which may include matters related to economic development, transportation, special projects, and current events

Chair Zemp stated that the work group is working on the wayfinding signs. In the future the innovation center from Cox and the marketing progress will be on the agenda for an update. There are still openings on the committee with applications due by February 4.

6. Staff Update - which may include matters related to economic development, transportation, special projects, and current events

Tim Suan, Deputy Town Manager, reported that the Fly-In and Classic Car show is this Saturday. There will be classes coming to town to assist businesses in how to operate, how to access more capital and how to start a business. There will be a job fair on February 28, 2025.

7. Presentation and Action Regarding an Update on the Development of an Economic Development Web Portal

Chair Zemp stated that there was a focus group set up to work on this project and included prior Vice Chair Shawn Clark. They have put a lot of work looking at other economic portals to take the best aspects of each to make this portal a great asset for the Town of Wickenburg.

Tim Suan, Deputy Town Manager, was thrilled to introduce a new project for an Economic Development Web Portal. This initiative will bring together essential resources into one centralized platform, helping us attract new businesses, support local entrepreneurs, and showcase our community to a broader audience. 63% of new jobs are created by existing businesses. Supporting them is crucial for economic development. Additionally, 80% of site selectors—professionals who help businesses choose locations—begin their search online. This portal positions Wickenburg as a leader in meeting these modern demands.

The framework for the new webpages are as follows:

- Economic Development Main Page – This will be Wickenburg’s centralized hub for business resources, community highlights, and economic opportunities.
- Resources for Businesses Looking to Locate to Wickenburg – This will highlight Wickenburg’s prime location, competitive costs, and unique combination of rural charm with easy metropolitan access.
- Support for Growing Businesses and Entrepreneurs – This page will provide access to a variety of tools, mentorship opportunities, and funding programs designed to support entrepreneurs and established businesses.
- Why Wickenburg? A Great Place to Live, Work, and Thrive – This page will explore Wickenburg’s vibrant community, rich cultural events, and exceptional quality of life that make it an ideal place for both living and working.
- Sidebar with Quick Links that will be displayed on all pages – This will include links to find direct access to current programs and opportunities, such as the No Cost College Certificate Program (Workforce2You) and the Commercial Façade Improvement Grant Program, as well as strategic plans, studies, and contact information.

Key features of the web portal will include the following:

- Locate & Invest: Zoning maps, property locators, and demographic tools
- Business Support: Licensing guides, grants, and workforce development resources
- Community Showcase: Highlights of local events, cultural assets, and testimonials
- Strategic Resources: Access to housing studies, economic strategies, and advisory committee insights

This portal will create value for everyone in our community. Businesses will find streamlined support. Residents will have better access to resources. Investors will see a clear pathway to opportunities. With over 43% of businesses citing online resource challenges, this portal addresses a key need while driving visibility and growth. The next steps are to get committee feedback, focus group guidance, design and then launch the site.

Member Beacham asked how often the webpages will be updated. Deputy Town Manager Suan stated that the idea is to keep them simple, so there isn’t much that changes but areas that do change will have automatic updates.

Member Beacham asked if the town will track the hits and where they are from. Deputy Town Manager Suan stated that tracking will happen on these pages.

Vice Chair Stachowicz asked when it is expected to go live. Deputy Town Manager Suan stated that he expects it will still be several months.

Member Froeter asked if it will replace the current economic development pages.

Deputy Town Manager Suan stated that it will be on the Town of Wickenburg website and will replace the existing pages.

Mitch Jackson, In-Town Resident, wondered where someone would go to now if they needed help with their business or wanted to start a business. He liked the look of the new town website.

Deputy Town Manager Suan stated that there is the workforce development at the library who can help businesses with hiring or employees to find a job. Other requests for information can contact the town for information. They will continue to develop the website through the focus group and hope to have the design ready soon.

E. NEXT MEETING DATE – March 12, 2025

F. ADJOURNMENT

MOVED BY Member Beacham to adjourn at 4:47 PM

SECONDED BY Vice Chair Stachowicz

VOTE: 6 - 0 (Yes – Chair Zemp, Vice Chair Stachowicz, Members Beacham, Fair, Froeter, and James)

Attest:

Dwight Zemp, Chair

Amy Brown, Town Clerk