



MINUTES

ECONOMIC DEVELOPMENT AND TRANSPORTATION COMMITTEE REGULAR MEETING

Wednesday, July 9, 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
Peter Stachowicz, Vice Chair
Geri Fair, Member
Craig Froeter, Member
Steve Hamilton, Member
Vince Barringer, Alternate Member
Karla Mortimer, Alternate Member
Kristy Bedoian, Council Liaison
Absent: Robert Beacham, Member
Christal James, Member
Staff Present: Tim Suan, Deputy Town Manager
Amy Brown, Town Clerk
Maya Kwiedacz, Intern

C. CALL TO THE PUBLIC –

- Glen Floe, Out-of-Town Resident, provided the committee with an Arizona aviation economic impact study from the Arizona Department of Transportation for the Wickenburg Airport. He also wanted to know if the committee knew about the recent RFP for the airport.

D. ITEMS OF BUSINESS

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

Chair Zemp reported that the Council approved the Transportation Master Plan that the Maricopa Association of Governments (MAG) is primarily funding and the town has a small portion included in the budget. The town is negotiating with the companies regarding the wayfinding signs. Tegner Street is being repaved.

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

Tim Suan, Deputy Town Manager, reported that the Council approved the fiscal year 2025-26 budget on Monday, July 7th. There is a Federal Aviation Administration (FAA) grant for a taxi lane project in the budget. There is a request for proposals (RFP) out for proposals on commercial development at the airport. The beacon and AWOS systems have been repaired at the airport. The town has a new reporting button on the website for any issues or concerns to report to town staff or airport issues can be reported directly to Lee Cox or Herschel Workman.

3. Consideration and Action to Approve the Minutes of May 14, 2025

MOVED BY Member Fair to approve the minutes of May 14, 2025

SECONDED BY Member Stachowicz

VOTE: 7 - 0 (Yes – Chair Zemp, Vice Chair Stachowicz, Members Barringer, Fair, Froeter, Hamilton, and Mortimer)

4. Discussion Regarding SCORE on Available Business Mentoring Services

Camille Jesmont, Service Corps of Retired Executives (SCORE), reported on their program to help businesses for free. SCORE is a non-profit organization that has been in existence since 1964 and helped over 17 million businesses nationwide. They offer the following assistance for businesses:

- Mentoring
- Workshops and Events such as forums for business owners
- Online Resources – articles, templates, recorded webinars, training, blogs, and data reports

Member Hamilton asked about a representative in Wickenburg. Ms. Jesmont, stated that she is in Sun City West and there are some in Surprise. Most of the time the mentoring takes place virtually and they respond to requests within 72 hours. She will be in Wickenburg on July 16th at the Wickenburg library from 1:00 – 3:00 PM to assist businesses and answer questions.

5. Presentation Regarding an Update from Arizona@Work Maricopa County on Workforce Development Services and Labor Market Information

Tina Russo, Program Manager from Arizona@Work, reported that they have an Electronic Healthcare Records Management class through their Workforce 2 You grant with 7 enrolled and a certification at the end of the class. From July 1, 2024, until June 30, 2025, they have had the following results:

- 4 Job Fairs
- 153 Job Seekers
- 33 Businesses

- 44 Job Interviews
- 38 Job Placements
- 26 Workshops Held on Job Search, Resume and Interviews
- 8 One-on-One Workshops

Chris Sternisha, Business Services Representative, reported on the Wickenburg Labor Market report for the term of October 1, 2024, until December 31, 2024, showing 3,117 jobs in Wickenburg with the average wage per worker at \$71,718. The top industries in Wickenburg are Health Care & Social Assistance, Retail Trade and Accommodations & Food Services.

Member Stachowicz stated that it is hard to find skilled individuals in Wickenburg and especially with certifications, so he is glad to see the Healthcare Records Management classes. The next problem is retaining the employees once they are certified and have experience. Mr. Sternisha stated that it is not always the pay as employees are looking for flexibility and childcare.

6. Presentation Regarding the Town of Wickenburg Façade Grant Program

Kathleen Crutchfield, Grants Administrator, reported that the commercial façade grant is for \$25,000 total with \$10,000 maximum per awarded business. The grant process is below:

- July 1, 2025 – Grant opens
- July 8, 2025 – Information meeting
- July 31, 2025 – Grant closes
- August 2025 – Initial Review by Town Staff
- August 2025 – Review and score applications by Economic Development and Transportation Committee
- September 2025 – Grant awarded at the September 10, 2025 committee meeting

The businesses who were awarded grants in 2024 include Pony 2nd Hand Store and D&A Investments.

7. Presentation Regarding the Town of Wickenburg Bed Tax Marketing Grant Program

Kathleen Crutchfield, Grants Administrator, reported that the bed tax marketing grant is for \$10,000 total with \$5,000 maximum per awarded business. This is for non-profit organizations only and for them to bring tourism to town or have an economic impact. The grant process is below:

- July 1, 2025 – Grant opens
- July 8, 2025 – Information meeting
- July 31, 2025 – Grant closes
- August 2025 – Initial Review by Town Staff
- August 2025 – Review and score applications by Economic Development and

Transportation Committee

- September 2025 – Grant awarded at the September 10, 2025 committee meeting

The local awardees for 2024 were Historic Wickenburg Downtown Merchants Association, Wickenburg Art Club, and Friends of Music.

8. Discussion Regarding an Ordinance Establishing Procedures for Non-Profit Funding Requests

Tim Suan, Deputy Town Manager, reported that there is a draft ordinance in the packet for non-profit funding requests. This will standardize the practice for any non-profit requesting funding from the town. The gift clause that is in law requires a public benefit to be documented, which will need to be included in any request. Staff will review any requests and if all the information is included, the request will then go to the Council.

The committee thought that this was needed as the town grows in order to be more transparent and have the same process for all applicants, with the committee supporting the change to Town Code.

9. Discussion and Action Regarding the Draft Annual Marketing Strategy for the Economic Development and Transportation Advisory Committee

Tim Suan, Deputy Town Manager, reported that the town receives prop 302 funds for marketing the town. The town needs to take a data-driven approach to present key marketing messages with performance indicators. This annual marketing strategy will be the framework for the town's marketing.

Maya Kwiedacz, Town of Wickenburg Intern, presented the guide for the marketing approach. The strategic objectives include the following:

- Strengthen Wickenburg's Brand Presence
- Increase Overall Visitation to Support the Local Economy
- Boost the Average Length of Stay for Visitors
- Enhance Visitor Engagement through Targeted Outreach

The target markets were developed by talking to local businesses, dude ranches, hotels, and tourist attractions along with some data to see where people come from who visit Wickenburg. In the future, we can look at people who are already visiting the west valley to try to draw them into Wickenburg. Below are the target markets:

- Western United States
 - ✓ Wyoming, Montana, Wisconsin, and Idaho
- Neighboring States

- ✓ Nevada, California, Colorado, New Mexico, and Utah
- Arizona
 - ✓ Phoenix, Peoria, Prescott, Tucson, Flagstaff, Sedona, and Scottsdale
- International
 - ✓ Canada, Mexico, United Kingdom, Germany, France, and Australia

The visitor profiles include the following:

- Out of the Region – Active Retiree and Travel Enthusiast
 - ✓ Typically, 50–70 years old, retired or nearing retirement, with middle-to-high incomes and disposable travel budgets.
 - ✓ “Snowbirds” from colder Western regions seeking warm-weather escapes centered around outdoor activities, Western history, and cultural experiences.
 - ✓ Motivated by a desire to relax and explore, they prefer frequent, short getaways during the winter months.
- In-Region – Family Vacationer and Weekend Explorer
 - ✓ Typically, 25–45 years old, made up of working professionals and middle-class families from Arizona’s metro areas and nearby states.
 - ✓ Seek quick, convenient weekend escapes focused on outdoor adventures, family activities, and vibrant local events.
 - ✓ Motivated by a need to unwind and spend quality time with loved ones, they are drawn to Wickenburg’s natural beauty and Western heritage.
- International – Global Explorer
 - ✓ Typically, 30–65 years old, including professionals, retirees, and seasoned travelers from international markets.
 - ✓ Drawn to immersive cultural experiences, Western history, nature, and photography, often planning longer stays as part of a larger Southwest U.S. itinerary.
 - ✓ Motivated by a desire for authentic American Western experiences, they seek meaningful connections with local culture, traditions, and storytelling.

The messaging strategy will include:

- Call to Action:
 - ✓ *“Discover Wickenburg – where the spirit of the West comes to life”*
- Key Messaging Pillars:
 - ✓ Authentic Western heritage
 - ✓ Outdoor recreation and adventure
 - ✓ Vibrant arts, events, and cultural experiences
- Mission Alignment:
 - ✓ Market Wickenburg as a destination for exploration and immersive experiences
 - ✓ Highlight Western heritage and unique charm

The marketing channels will include:

- Digital Media - Targeted Online Advertising and Search Engine Optimization
- Traditional Media - Print Publications and Outdoor Advertising

- Broadcast & Streaming - Radio, Digital Audio Platforms, and Television
- Influencer & Partnerships - Collaborations with Influencers, Tours, and Local Partners

The optimal advertising timing will be the following:

- Out-of-State Travel
 - ✓ Targeted Advertising from August to October
 - ✓ Lead Time for Booking and Planning 3-6 months before travel
 - ✓ Actual Visit from November to April
- Regional Travel
 - ✓ Targeted Advertising from October to December
 - ✓ Lead Time for Booking and Planning Few weeks to a month before travel
 - ✓ Actual Visit from November to April
- International Travel
 - ✓ Targeted Advertising from November to February
 - ✓ Lead Time for Booking and Planning 6-9 months before travel
 - ✓ Actual Visit from May to October

The performance metrics to find out if the marketing is working will include:

- Ad Performance: Impressions and Click-Through Rates
- Visitor Engagement: Tourism Traffic Growth
- Economic Impact: Local Lodging Tax Revenue

The committee was in favor of the plan due to all the research that went into the plan. This is a plan that can change over time as it is tested by the metrics indicated to get people to visit Wickenburg.

MOVED BY Member Fair to approve the draft annual marketing strategy

SECONDED BY Member Hamilton

VOTE: 7 - 0 (Yes – Chair Zemp, Vice Chair Stachowicz, Members Barringer, Fair, Froeter, Hamilton, and Mortimer)

10. Discussion Regarding the Selected Vendor for Media Planning and Purchasing Services

Chair Zemp reported that now that there is a marketing strategy, the new media planning and purchasing company can implement the plan that was just approved. He wanted to have a few of the public that were on the selection committee that selected the new company to talk about the process.

Peggy Hamilton, In-Town Resident and selection committee member, stated that she worked in the travel industry for 30 years. The committee members met to review the proposals that were received from the seven companies. They discussed and scored each proposal to determine the top three. Those three were invited for an interview.

Sally Killoran, In-Town Resident and selection committee member, stated that she works at a travel agency in Wickenburg and was glad to see the entire committee had experience in the travel industry.

Nick Giustino, Wasatch Mountains Media from Utah, was excited to be chosen as the selected vendor for the town's media planning and purchasing. They are ready to get to work for the town.

Deputy Town Manager Suan stated that this item will go to the Town Council on August 4th and will use the newly approved marketing strategy.

E. NEXT MEETING DATE – September 10, 2025

F. ADJOURNMENT

MOVED BY Member Hamilton to adjourn at 5:25 PM

SECONDED BY Member Stachowicz

VOTE: 7 - 0 (Yes – Chair Zemp, Vice Chair Stachowicz, Members Barringer, Fair, Froeter, Hamilton, and Mortimer)

Attest:

Dwight Zemp, Chair

Amy Brown, Town Clerk