



MINUTES

ECONOMIC DEVELOPMENT AND TRANSPORTATION COMMITTEE REGULAR MEETING

Wednesday, September 10, 2025 - 4:00 P.M.

155 N. TEGNER STREET WICKENBURG, ARIZONA 85390

A. CALL TO ORDER - Chair Zemp called the meeting to order at 4:02 PM

B. ROLL CALL

Present: Dwight Zemp, Chair
Robert Beacham, Member
Geri Fair, Member
Craig Froeter, Member (Present at 4:19 PM on Zoom)
Steve Hamilton, Member
Vince Barringer, Alternate Member
Karla Mortimer, Alternate Member
Absent: Peter Stachowicz, Vice Chair
Christal James, Member
Kristy Bedoian, Council Liaison
Staff Present: Tim Suan, Deputy Town Manager
Herschel Workman, Public Works Director
Amy Brown, Town Clerk

C. CALL TO THE PUBLIC – None

D. ITEMS OF BUSINESS

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

Chair Zemp stated that Madden Media and Wasatch Mountains Media cannot attend the meeting so those items will be rescheduled. The wayfinding plan is still in the works. The electronic health records class has two participants. The committee will review the strategic plan at a future meeting.

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

Deputy Town Manager Suan stated that the Maricopa Association of Governments (MAG) is working with the town on the transportation plan which is out for a request for proposals. Oktoberfest will be on October 18, 2025.

3. Consideration and Action to Approve the Minutes of July 9, 2025

MOVED BY Member Fair to approve the minutes of July 9, 2025

SECONDED BY Member Hamilton

VOTE: 6 - 0 (Yes – Chair Zemp, Members Barringer, Beacham, Fair, Hamilton, and Mortimer)

4. Presentation by Whitney Coleman of Madden Media Regarding an End of the Fiscal Year Update of the Proposition 302 Marketing Campaign

Chair Zemp reported that Madden Media cannot make the meeting, so this will be rescheduled, but the report is in the packet.

5. Presentation and Discussion by Nicholas Giustino with Wasatch Mountains Media Regarding the Proposed FY26 Proposition 302 Marketing Campaign

Chair Zemp reported that Wasatch Mountains Media cannot make the meeting today due to the shooting in Utah today and will be rescheduled.

Tim Suan, Deputy Town Manager, reviewed their presentation starting with their media strategy:

- Authentic Storytelling - Creative highlights Wickenburg's western heritage, small-town charm, and family-friendly experiences to differentiate from larger Arizona destinations.
- Event-Centered Approach - Campaigns aligned with Wickenburg's signature events to maximize seasonal visitation and overnight stays.
- Out of State and Drive-Market Focus - Target in-state audiences within a 60-mile radius (Phoenix, Glendale, Prescott, Scottsdale, Tempe, etc.) to capture short-trip travelers. Target out of state western audiences to capture multi-night travelers.
- Multi-Channel Mix - Meta, Google Search, Programmatic Display, CTV, YouTube, and Streaming Audio working together to deliver awareness, engagement, and conversions.
- Measurement & Optimization - Transparent reporting with live dashboards, event-based attribution, and quarterly optimizations tied to visitation and sales tax lift.

The target audience will include the following:

1. Out of Market: Utah, Nevada, Colorado and New Mexico
2. In Market: 60-mile drive market:
 - a. Phoenix, AZ – 52 miles
 - b. Glendale, AZ – 43 miles
 - c. Peoria, AZ – 39 miles
 - d. Surprise, AZ – 33 miles
 - e. Avondale, AZ – 43 miles
 - f. Goodyear, AZ – 42 miles

- g. Prescott, AZ – 42 miles
- h. Prescott Valley, AZ – 49 miles
- i. Scottsdale, AZ – 57 miles
- j. Tempe, AZ – 59 miles

The recommended media channels will include Meta (Facebook and Instagram), programmatic display, Google Search, Video including YouTube, and Streaming Audio or podcasts. The estimated budget is as follows:

Category	Amount	Notes
Paid Media (Google, Facebook, Streaming)	\$28,175	Ads shown to out of state and targeted cities within 60 miles
Planning, Management & Reporting	\$5,045	Strategy, setup, KPI reviews, Live dashboard
Public Relations	\$2,000	Press & influencer outreach

The measurement for the strategy will include the following:

- Interactions: Platform level engagements such as clicks, cost-per-click, Click-Thru Rate as well as website analytics when possible.
- Brand Awareness & Lift Studies: When appropriate, we recommend using pre/post-campaign brand lift studies or survey-based tools (offered by platforms like Meta or Google) to gauge recall, awareness, and perception changes from in-state audiences.
- Sales Tax & Visitation Tie-Back: While not every media effort offers perfect attribution, we work closely with towns to align media flight dates with local events, hotel activity, and sales tax revenue reports—offering insight into how awareness efforts correlate with economic lift.
- Event-Based Attribution: For campaigns promoting signature events (e.g., rodeos or cultural festivals), we can build custom tracking tags or use analytics dashboards to measure upticks in web traffic, directions requests, and booking-related behavior tied to paid media.

Given Wickenburg's western heritage, small-town authenticity, and focus on drawing out-of-state/in-state visitors for unique events and experiences, the goal will be to emphasize authentic Western culture and events and find something that works year-round but adapts easily for seasonal/event-specific creative. The potential campaign theme options include:

1. "Wickenburg: Where the West Comes Alive"
2. "Your Western Getaway Awaits"
3. "Experience the West, Just an Hour Away"

Chair Zemp asked which of the three proposed campaign themes do you feel is the strongest? The committee liked all three depending on the market but especially liked "Wickenburg: Where the West Comes Alive" for outside markets and "Experience the West, Just an Hour Away" for the Arizona markets.

Chair Zemp asked does the balance between heritage storytelling and event promotion feel right? The committee felt that it was balanced but would like it to be flexible if one is not effective.

Chair Zemp asked are there parts of Wickenburg's story, such as history, arts, outdoors, or hospitality, that should get more emphasis? The committee would like them to look at the data to be flexible as to what is working but to include all the aspects.

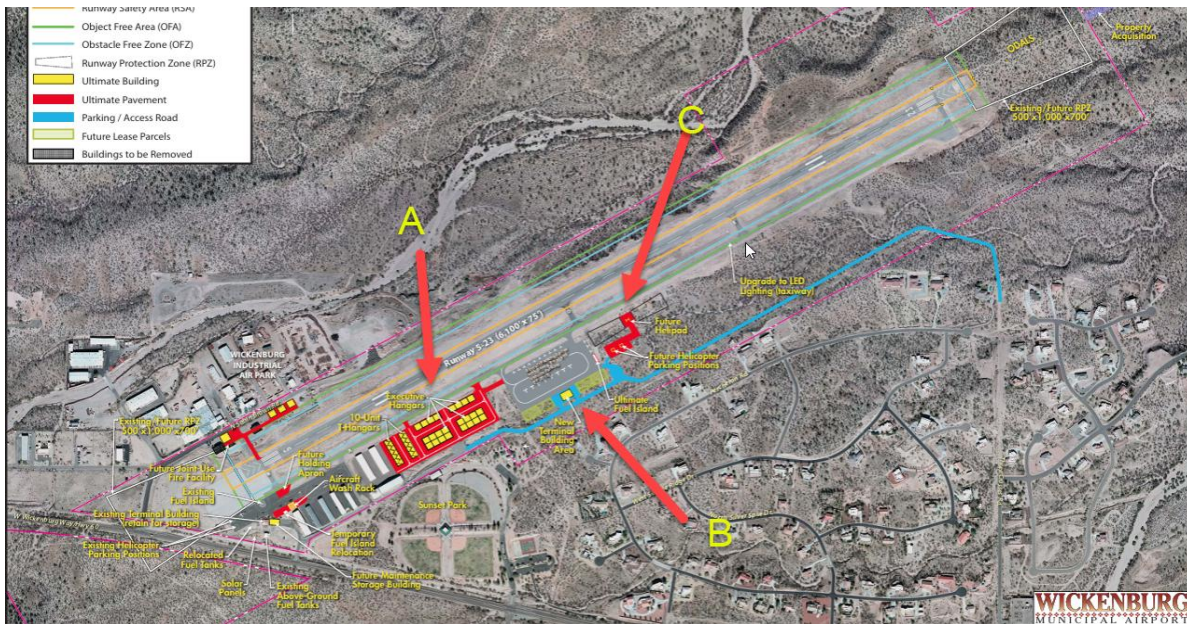
Chair Zemp asked how should we balance focus on the 60-mile drive market with out-of-state visitors, given Proposition 302 limits? The committee stated that there are a lot of people in Phoenix area with potential to visit so they would like to emphasize the Arizona market. Deputy Town Manager Suan stated that the requirements of Proposition 302 funding are that it not be used in Maricopa County. It was suggested that maybe the town could use another source of funds to advertise in Maricopa County.

Chair Zemp asked if quarterly reports were sufficient. Several members would like to see more frequent reports so that if a message is not working, then it can be changed prior to being four months into the season, especially since this is a new company for the town. There is a possibility to look at bed tax reports as well as the Chamber numbers for where visitors come from when they visit.

6. Discussion and Action Regarding the Proposals for Airport Commercial Development

Herschel Workman, Public Works Director, reported that the Wickenburg Airport Master Plan was updated in 2014 to be the current plan. There were some key points regarding what the town wanted to have at the airport including:

- Plans for timely development
- Proactive planning prior to experiencing detrimental side effects of inadequate facilities
- Reserve sufficient areas for future needs
- Investment that benefits the community
- Provide for expansion/redevelopment of general aviation terminal building
- Provide additional aircraft storage hangars to support individual needs and/or the replacement of existing hangars
- Provide additional apron area for future aircraft parking needs
- Provide designated area for helicopter operations
- Provide additional automobile parking adjacent to terminal building, as well as additional areas on the airfield



In addition, the Town Council strategic plan includes a guiding principle under Economic Growth stating: Employ Economic Development strategies that include development agreements that invest in public amenities and infrastructure.

Over the years staff have been approached by numerous individuals wanting to build hangars for private use at the airport. There is a sizable Hangar Waiting List at the airport which he estimated that he has received over 100 requests in his seven years with the town. Staff received direction from the Town Council on March 17th to seek proposals for development at the airport.

The Request for Proposals (RFP) was issued on June 11th with a close date of July 31, 2025. There were two proposals received from Ace Helicopters and Volare Hangars. The Ace Helicopter proposal was only for a hangar for their business, and they did not include the signed paperwork to have a complete proposal.

Volare Hangars included a three-phase project over 45 years with the next phase not starting until the previous phase was at a 90% occupancy.

- Phase 1
 - 9 - 90' x 50' street side box Hangars
 - 16 - 50' x 40' box hangars
 - 13 – 60' x 40' box hangars
- Phase 2
 - 11- 100' x 95' street side executive hangars
 - 12 – 100' x 80' executive hangars
 - 30 tie downs for transient and based aircraft parking
 - Solicitation of long term FBO (Fixed Base Operator)
 - Fuel Tanks Relocation and aircraft wash bay

- Phase 3
 - Develop a Main Terminal with Additional Parking
 - Develop a dedicated Helicopter operations pad and parking area



The key points to their proposal include the following:

- 50-year ground lease
- 0.25 cents/sf/year
- Rent abatement provided for capital improvements made to the infrastructure of the airport that benefits others outside of the building area, i.e. taxiway extensions, roadways/streets, entrance way, landscaping, public parking, public utilities, parks, etc.
- Ability to condominium plat each hangar to have its own parcel number and be able to sell individual hangars
- Existing hanger leases remain intact for term of commitment

In reviewing the proposed lease amount, Director Workman had reached out to an appraiser five years ago and the rate at that time was estimated to be around 0.30 cents/sf/year. He talked to the Buckeye airport, and their leases are at 0.25 cents/sf/year. His suggestion is to revise this amount every ten years to bring it to fair market value. With the current rate, they would be paying the town \$100,000 per year. Their proposal matched the master plan fairly well.

Staff are seeking a formal recommendation from the EDTAC Committee to the Town Council to proceed with negotiating a Development Agreement and Ground Lease(s) with Volare Hangars. This proposal is just the starting point to then start negotiating what the town wants to see there.

Bob Way, Out-of-Town Resident, stated that he was on the Airport Commission for approximately 36 years. He was excited to see growth at the airport. He did want to see an area for helicopters. He didn't think the residents would want another road.

Glen Floe, Out-of-Town Resident, didn't think the town should give away the land for 50-years at the airport. This is a venture capitalist company, so they just want to make money, not run an airport. The town should get public input prior to deciding.

Erica Baxter, In-Town Resident, stated that she is a new business owner at the airport. This is a retirement community and there are people who live in the flight pattern. The town should get public input.

Jason Rovey, In-Town Resident, stated that he was on the Airport Commission and the town needs hangars. He didn't think this was the right proposal as it was for all large corporate jets, not T-hangers. The 0.25 cents/sf/year is the market rate right now. He would like to see the town delay this until there was public discussion.

Member Froeter thought this was a good idea and a good plan as the town needs hangars and the town doesn't have the money to build them. There can be a clause in the agreement that if they don't build it, then the town receives the land back, a non-completion clause. This is just the start of working on this based on what the town wants to see and needs at the airport. This is a company that is interested in developing the airport.

Member Beacham thought the town should be getting 25% of the revenue.

Member Barringer stated that he lives in the area, so he thought he had a conflict of interest and left the room.

Member Hamilton asked the difference between executive hangars and box hangars. Director Workman stated that they are different sizes.

Member Mortimer was concerned that there were no small hangars. Director Workman stated that this is only the proposal. If the town wants to start negotiating with them, the development agreement would clarify what the town has negotiated based on the needs and wants of the town.

Member Fair stated that this is a good company, but the town should get some public input. The town does need growth.

Chair Zemp asked if they met the requirements of the RFP and how the town could get public input. Director Workman stated that their proposal met the requirements and aligned with the airport master plan. Public input could be part of the negotiation of the development agreement. This is a ground lease, so they will be leasing the land from day one with the town collecting that entire amount for 50 years.

Member Hamilton asked for the next steps. Director Workman stated that this

proposal will go to the Council on Monday, September 15th with the company making a presentation at that meeting. Staff will let the Council know what this committee decides as to whether the town should start to negotiate a development agreement. Public input will come as part of that negotiation. Eventually a development agreement will be ready to go with that coming to the EDTAC and the Town Council for approval.

Member Froeter stated that this is just to start the negotiations to see if the town can come to an agreement with the company.

Chair Zemp wondered if the EDTAC was the best group to provide feedback for this or should another group be making the recommendation.

MOVED BY Member Froeter to recommend the Council move forward with negotiation of a development agreement

SECONDED BY – Motion failed for lack of a second

MOVED BY Member Beacham to table this proposal until everyone has their rightful time and place to say what they want to

SECONDED BY Member Mortimer with clarification that it meant resident input

VOTE: 5 - 1 (Yes – Chair Zemp, Members Beacham, Fair, Hamilton, and Mortimer) (No – Member Froeter) (Conflict of Interest – Member Barringer)

7. Consideration and Action Regarding a Funding Request from the Del E. Webb Center for the Performing Arts

Tim Suan, Deputy Town Manager, stated that the Del E. Webb Center for the Performing Arts has requested \$5,000 to help with the expenses for their Guys Who Grill event in March 2026.

MOVED BY Member Beacham to approve the request

SECONDED BY Member Hamilton

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

8. Consideration and Action Regarding the Funding Request from the Desert Caballeros Western Museum

Tim Suan, Deputy Town Manager, stated that the Desert Caballeros Western Museum has requested \$4,500 to help with the expenses for their Cowgirl Up and Dave Stamey concert.

MOVED BY Member Barringer to approve the request

SECONDED BY Member Fair

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

9. Consideration and Action to Recommend Award of the Commercial Façade Grant Funds in the Total Amount of \$25,000

Kathleen Crutchfield, Grants Administrator, stated that the Façade grant received eight applications this year. This grant is for a total of \$25,000 with the maximum grant to one business of \$10,000. The committee provided their feedback through scoring sheets with the results in front of each committee member.

Jackie Grantham, applicant for Bushel and a Peck, stated that their project is a large, multi-year project. They want to create a venue for smaller events.

Lynda Flowers, applicant for Out West Titles and Tags building that she owns, stated that they want to repaint the building and bring some of the exterior up to code. The fence will eventually be taken down. They want to update the look of the building.

Member Mortimer didn't think all the applications met the requirements and would prefer those to not move on, if they aren't complete. In addition, she would have liked a discussion prior to ranking the applications.

MOVED BY Member Mortimer to award Bushel and a Peck \$10,000, Premier Lumber \$9,000 and Viable Development \$6,000

SECONDED BY Member Hamilton

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

10. Consideration and Action to Recommend Award of Bed Tax Marketing Funds of \$10,000 Total Grant Amount and Discuss the Future Bed Tax Marketing Grant Program Application Process

Kathleen Crutchfield, Grants Administrator, stated that the Bed Tax Marketing grant received five applications this year. This grant is for a total of \$10,000 with the maximum grant to one organization of \$5,000. The committee provided their feedback through scoring sheets with the results in front of each committee member.

Member Mortimer thought that the questions were well written and what is commonly asked for a grant like this. She would like to see ones that don't meet the qualifications or are not complete, to not come to the committee for consideration.

Member Beacham thought that the organizations should service most of the community with one only servicing one sex and another using it for advertising only. Ms. Crutchfield stated that this is a marketing grant to help them advertise their events to bring people to Wickenburg.

Chair Zemp thought that it should only be for advertising outside of town, not in the Wickenburg Sun. Ms. Crutchfield stated that the idea is for them to bring in people from outside Wickenburg to their events.

Member Fair thought that since this is the Bed tax grant, it should be based on how many heads they get into beds, meaning that they are bringing people into town who will stay in the hotels.

Member Barringer asked if the town checks for compliance with the grant recipients. Ms. Crutchfield stated that they must show documents including receipts and payments as this is a reimbursable grant.

MOVED BY Member Beacham to award Wickenburg Art Club \$1,000, Wickenburg Community Hospital \$5,000 and Legends of the West \$4,000.

SECONDED BY – Motion failed for lack of a second

MOVED BY Member Mortimer to award Wickenburg Art Club \$1,000, Wickenburg Breast Cancer Network \$1,400, Vulture Peak Patchers Quilt Guild \$4,000 and then split the remaining amount with the Wickenburg Community Hospital and CRAW – Legends of the West getting \$1,800 each

SECONDED BY Member Barringer

VOTE: 6 - 1 (Yes – Chair Zemp, Members Barringer, Fair, Froeter, Hamilton, and Mortimer) (No – Member Beacham)

E. NEXT MEETING DATE – November 12, 2025

F. ADJOURNMENT

MOVED BY Member Hamilton to adjourn at 5:56 PM

SECONDED BY Member Mortimer

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

Attest:

Dwight Zemp, Chair

Amy Brown, Town Clerk