

PINAL COUNTY TOWN HALL

1992 ... THE YEAR
FOR ACTION:

Implementing A County-wide
Economic Development Plan



1992 OFFICIAL REPORT

Sponsored by the Pinal County Development Board

Pinal County Development Board

POST OFFICE BOX 967
FLORENCE, ARIZONA 85232
PHONE 868-4331

June, 1992

Dear Town Hall Delegates:

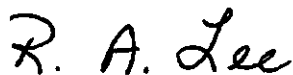
On behalf of the Pinal County Development Board, it is my pleasure to provide you with the report covering the Fifth Annual Pinal County Town Hall. The board and town hall advisory committee were very pleased with the attendance and enthusiastic participation of the delegates which resulted in a "call to action."

The report is expanded this year to accommodate the inclusion of an "Economic Development Resource Directory" as requested as a part of the Town Hall Consensus Group Report. Individual sections of the report are color coded for ease in locating and using the directories and other information

I want to also take this opportunity to again acknowledge our Partners in Economic Progress, listed in this report, who contributed both time and resources to help make the Pinal County Town Hall a continuing reality.

Should you have questions or comments concerning the report or overall process, feel free to contact our Town Hall planners, SunWest Educational Associates, at 426-5899. Your support and interest in the Pinal County Town Hall is greatly appreciated as we continue to work together for the economic well being of Pinal County.

Sincerely yours,



Robert A. Lee, Chairman
Pinal County Development Board

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PINAL COUNTY TOWN HALL

**1992. . .THE YEAR FOR ACTION:
Implementing a County-wide Economic
Development Plan**



**OFFICIAL
REPORT
1992**

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Report

SUMMARY REPORT OF THE FIFTH ANNUAL PINAL COUNTY TOWN HALL APRIL 29 - MAY 1, 1992

INTRODUCTION

One hundred seventeen delegates participated in the Fifth Annual Pinal County Town Hall held April 29 - May 1, 1992, at the Gold Canyon Ranch Resort. This year's theme was "1992. . .The Year for Action: Implementing a County-wide Economic Development Plan," and delegates heard from a variety of speakers and panelists, received and reviewed resource materials, and participated in one of six discussion groups on this topic.

In order to share, review, and evaluate input from the small discussion groups and to arrive at a collective consensus regarding the future direction (and needed action steps) for overall economic development planning efforts in Pinal County, a consensus group met following the final small discussion group sessions. The consensus group consisted of 20 members, which included an overall facilitator and recorder, the facilitators and recorders from each small discussion group, and one representative selected by each group. The consensus group membership is listed at the conclusion of this report. The process used by the consensus group in arriving at its conclusions was to review and evaluate the input from each of the discussion groups and to identify common areas of agreement and/or disagreement, key concerns, and important issues needing further attention and/or resolution. The consensus group was encouraged to identify initial action steps which were to include attention to the "who, what, how and when" questions to assure post-town hall action, follow-up, and ultimate evaluation of progress.

The consensus group report was presented to all the participants at the concluding general session of the Town Hall.

The written report that follows includes a summary of the general session program focus which preceded each small group discussion,

the specific discussion guide questions, and the consensus group's conclusions.

STATE-WIDE ECONOMIC DEVELOPMENT PLANNING: IMPLICATIONS FOR PINAL COUNTY

Program Focus

Delegates learned about the Arizona Strategic Planning for Economic Development (ASPED) from ASPED Chairman Alan P. Hald along with its implications and opportunities for rural Arizona from David Kincaid, President of the Yuma Economic Development Corporation.

Discussion Questions

1. What are the implications of the ASPED report for economic development in Pinal County?
2. The ASPED report recommends we "think economic region, not political boundaries." Is there value in identifying, recognizing, and cultivating sub-regions within Pinal County that would emphasize specific, but different, economic development efforts? If so, what are the logical sub-regions and their areas of focus?
3. Are the goals, economic clusters, and priority initiatives contained in the ASPED report appropriate and attainable for the Central Arizona region? For Pinal County?
4. Given the diversity within Pinal County, should there be an effort to prepare a "Pinal County Strategic Plan for Economic Development?" Why or why not?

Consensus Group Conclusion

The consensus group focused on the central issue: "Should there be a Pinal County, Arizona, strategic plan for economic development?" The group concluded that rather than a "plan," there should be a "process leading to a plan" to be known as the Pinal County Arizona Strategic Planning Process for Economic Development (PCASPPED, pronounced 'pick-a-speed').

FOSTERING COUNTY-WIDE ECONOMIC DEVELOPMENT: ROLES, FUNCTION, AND RESOURCES

Program Focus

Panelists shared information with delegates about the current roles and functions performed by a variety of community and county-wide

entities in fostering economic development. Delegates also received information about needed resources along with other ideas to strengthen overall county-wide coordination and planning efforts.

Discussion Questions

5. What resources currently exist within Pinal County for promoting and fostering economic development efforts? What resources are currently lacking?
6. What are the economic development functions that can best be coordinated by local communities (e. g., cities, chambers, foundations, etc.), county government, other county-wide or regional groups (e. g., the Pinal County Development Board, the Pinal County Governmental Alliance, the Enterprise Commission, CAAG, etc.), the private sector? Other entities?
7. In specific terms, how can or should the roles and functions performed by various public and private sector entities complement and support each other?
8. What kinds of cooperative working structures need to exist between entities in order to foster better cooperation on economic development?
9. Given the various entities and their unique roles/functions, what mechanisms are (or need to be) in place in order to avoid duplication and ensure collaboration?
10. What role(s) should Pinal County government play in economic development?

Consensus Group Conclusion

The consensus group concentrated on identifying existing resources for economic development along with needed changes or modifications:

Existing Efforts **

- Greater Casa Grande Economic Development Foundation
- Department of Commerce
- Industrial Development Authorities
- Schools/colleges
- Pinal County Development Board
- Private sector
- Central Arizona Association of Governments (C.A.A.G.)
- Pinal County Governmental Alliance
- Chambers of commerce
- Community organizations
- Government (county, state, city/town) agencies

****** It was noted that this was a "short-hand and general" list; it was requested that the delegates receive a more detailed resource inventory as a part of the final written Town Hall report (see enclosed resource list).

Challenges, Needs, Weaknesses

- The commitment of civic and elected leaders to a unified approach to economic development planning (cited as the top need)
- Coordination/communication between governments and private resources
- The educational system
- A county-wide data base of economic development information
- Health care/health care institutions throughout all areas of Pinal County
- Job skills and job-training opportunities
- Affordable housing
- A transportation network that ties all of Pinal County together
- Financing and incentive funding for groups doing economic development or economic development planning
- Public interest and involvement in the planning process
- Educating the public and ensuring citizen involvement
- Representation from unincorporated areas
- Technological advancement (including the equipment needed to network with other computer systems and information)

COUNTY-WIDE ECONOMIC DEVELOPMENT PLANNING: ORGANIZING FOR ACTION

Program Focus

Delegates heard from panelists who presented a variety of views on whether or not a county-wide economic development plan should be developed, various options for developing a strategic plan for county-wide economic development, and different means for increasing coordination and networking efforts.

Discussion Questions

11. What are the pros, cons, and key issues involved in organizing for county-wide economic development strategic planning?

12. How important is it that Pinal County organize --- in some fashion --- for county-wide economic development strategic planning? Is there a commitment to proceed?
13. If the benefits outweigh the drawbacks, how should Pinal County organize for county-wide economic development planning? Who (what entities) should be involved? Who (what entity) should provide leadership?
14. What initial mechanism should be utilized or created to carry the process forward?
15. What specific action steps (at least initial) are needed to begin the process?
16. How can post-town hall action and follow-up be assured?

Consensus Group Conclusion

As previously indicated, the consensus group adopted the concept of a Pinal County Arizona Strategic Planning Process for Economic Development (PCASPPED). After considerable deliberations on the questions of "who, what, how, and when," the consensus group agreed on the following action steps:

A. Community-based Process

The group strongly agreed that the planning process needs to be community-based, not an imposition from a select group which comes up with a plan and "delivers" it as "the plan."

B. The Town Hall Ad Hoc Advisory Committee will be the initiating body. Assignments for the committee and consultants are as follows:

1. SunWest Educational Associates, Inc., will develop a list of representatives from throughout all areas of Pinal County.
2. The Town Hall Ad Hoc Advisory Committee will schedule a meeting to which the area representatives will be invited.
3. The Town Hall Ad Hoc Advisory Committee will organize a new steering committee from the area-wide participants.

C. Steering Committee

The overall mission of the steering committee will be to arrive at a planning process for economic development (PCASPPED) which ensures widespread involvement at the community level. Initial assignments for the steering committee are as follows:

1. To organize (mission statement, leadership, sources of funding, relationship of this group to other existing economic development entities, etc.)

2. To initiate contact with ASPED and the Department of Commerce (communication of existence, request for support/assistance, information, etc.)
3. To develop strategies to accomplish PCASPPED

D. Timeframe

The initial meeting for the Pinal County area representatives is to be scheduled by mid-August.

CONSENSUS GROUP MEMBERSHIP

Name	Organization
Boyd Johnson, Facilitator	Pinal County Attorney's Office
Rick Miller, Recorder	City of Casa Grande
Janice Aalberts	Oracle Town Hall
Yolanda M. Anderson	Central Arizona College
Gerrie Barnes	New Concepts Employment Service
Bill Buttery	SMOR Chamber of Commerce
Terry Doolittle	Pinal County
Jeff Fairman	Casa Grande Econ. Dev. Foundation
Bob Lee	Lee's Apparel
Bob Lesniak	Central Arizona College
Joddy McEuen	Pinal County Library
Cherie H. McGlynn	Central Arizona Medical Center
Peter A. Plante	Town of Florence
Beth Price	Central Arizona College
Danny L. Ray	Arizona Public Service
Donna Renninger	Casa Grande Main Street
Andy Rush	Oracle Town Hall
Sandie Smith	Apache Junction Unified Schools
John Vidaurri	City of Eloy
Chris Zapata	Town of Superior

--CONFERENCE PROGRAM SCHEDULE--

WEDNESDAY, APRIL 29, 1992

3:00-6:00 p. m. **HOTEL CHECK-IN AND CONFERENCE
REGISTRATION**

5:30-7:00 p. m. **RECEPTION**
Compliments of the Gold Canyon Ranch Resort
Background Music by Jim Sorensen

7:00 p. m. **BANQUET AND OPENING ADDRESS**
Presiding: Wayne G. Gerken
 SunWest Educational Associates, Inc.

Welcome: Tom Damiano, Mayor
 City of Apache Junction

 Robert A. Lee, Chairman
 Pinal County Development Board

 Stanley D. Griffis, County Manager
 Pinal County

Address: "How Can Being a Cartoonist Be Hard---When You
 Have the Government Working for You?"

 Steve Benson, Editorial Cartoonist
 The Arizona Republic

Partners in Economic
Progress: Robert A. Lee

THURSDAY, APRIL 30, 1992

6:45-7:45 a. m. **BUFFET BREAKFAST**

7:30-9:00 a. m. **LATE REGISTRATION**

8:00-9:15 a. m. **GENERAL SESSION**
Topic: "State-wide Economic Development Planning:
 Implications for Pinal County

Moderator: Bonnie D. Bariola, Community Development Director
 Town of Florence

Speaker: Alan P. Hald, Chairman, ASPED Consortium and
 Vice-Chairman of the Board, MicroAge, Inc.

Reactors:

David Kincaid, President
Yuma Economic Development Corporation

Bill Buttery, Executive Director
SMOR Chamber of Commerce

Jere Cook, Board President
Greater Casa Grande Valley Economic Development
Foundation

1992 Proceedings:

Joanna K. Michelich
SunWest Educational Associates, Inc.

9:15-10:30 a. m.

DISCUSSION GROUPS

Group 1

Facilitator:

Danny L. Ray, Supervisor
Kearny/San Manuel Business Offices
Arizona Public Service

Recorder:

Gerrie Barnes, President
New Concepts Employment Services, Inc.

Group 2

Facilitator:

Jeffrey L. Fairman, Executive Director
Greater Casa Grande Valley Economic Development
Foundation

Recorder:

Chris Zapata, Town Manager
Town of Superior

Group 3

Facilitator:

Yolanda M. Anderson, Assistant to the President
Central Arizona College

Recorder:

Peter Plante, Town Manager
Town of Florence

Group 4

Facilitator:

Sandie Smith, Board President
Apache Junction Unified School District

Recorder:

John F. Vidaurri, City Manager
City of Eloy

Group 5

Facilitator:

Terry Doolittle, Assistant County Manager for Administration
Pinal County

Recorder:

Bill Buttery, Executive Director
SMOR Chamber of Commerce

Group 6

Facilitator:

Andy Rush, Chairman
Oracle Town Hall Steering Committee

Recorder:

Joddy McEuen, County Librarian
Pinal County

10:30-10:45 a. m.

BREAK

10:45-12:00 noon

Topic:

GENERAL SESSION
**"Fostering County-wide Economic Development:
Roles, Functions, and Resources"**

Moderator:

Robert A. Lee, Chairman
Pinal County Development Board

Panelists:

Martin Colburn, Town Manager
Town of Kearny

Stanley D. Griffis, County Manager
Pinal County

Evelyn Casuga, Consultant
Community and Economic Development
Arizona Public Service

John M. Schoeph, Economic Development Manager
City of Apache Junction

Kent A. Myers, City Manager
City of Casa Grande

12:00-1:00 p. m.

LUNCHEON

1:00-2:15 p. m.

Topic:

GENERAL SESSION
**"County-wide Economic Development Planning:
Organizing for Action"**

Moderator:

Bryant Ridgway, Superintendent
Stanfield Elementary School District

Panelists:

Trish Georgeff, Executive Director
Arizona Employment and Training Council

James R. Stump, City Manager
City of Coolidge

Jeffrey L. Fairman, Executive Director
Greater Casa Grande Valley Economic Development
Foundation

Ed Beasley, Assistant County Manager
Pinal County

2:15-3:30 p. m.

DISCUSSION GROUPS

3:30-3:45 p. m.

BREAK

3:45-5:15 p. m.

DISCUSSION GROUPS

5:15-6:30 p. m.

DELEGATE FREE TIME

5:15-5:45 p. m.

CONSENSUS GROUP MEETING

Consensus Group

Facilitator:

Boyd T. Johnson, Chief Deputy Attorney
Pinal County Attorney's Office

Consensus Group

Recorder:

Rick Miller, Planning and Development Director
City of Casa Grande

6:30 p. m.

SOCIAL HOUR AND BARBECUE

Entertainment by Christine Deaton and Marc Deall

FRIDAY, MAY 1, 1992

7:00-8:15 a. m.

BUFFET BREAKFAST

7:00-9:45 a. m.

CONSENSUS GROUP BREAKFAST AND MEETING

8:30-9:45 a. m.

GENERAL SESSION

Topic:

"Pinal County Highlights 'n Happenings"

Moderator:

Bruce Eaglesham, Resort Manager, Gold Canyon Resort and
Board Member, Apache Junction Chamber of Commerce

Panelists:

Agriculture and Legislative Update

Rep. Roger Hooper, House of Representatives
State of Arizona

Mining

Steve McGhee, Ray Concentrator Manager
ASARCO, Inc. - Ray Complex

Employment

Brent Williams, Job Service Manager
Department of Economic Security

Tourism

Teri Carroll, Executive Director
Pinal County Development Board

Retail and Factory Outlets

Helen Neuharth, Executive Director
Greater Casa Grande Chamber of Commerce

Small Business

William Phillips, Director
Small Business Development Center

9:45-10:00 a. m.

BREAK

10:00-11:45 a. m.

Co-Presiding:

CONCLUDING GENERAL SESSION

Wayne G. Gerken & Joanna K. Michelich
SunWest Educational Associates, Inc.

Status of 1991 Town Hall Ideas and Suggestions

Consensus Group
Report:

Boyd T. Johnson & Rick Miller
Consensus Group Facilitator and Recorder

Conference Evaluation

11:45 a. m.

ADJOURNMENT

Appreciation is extended to the following businesses for providing this year's delegate door prizes:

Central Arizona Cellular
Gold Canyon Ranch Resort
Helicopter Airways of Arizona

**Partners in
Economic Progress**

PINAL COUNTY BOARD OF SUPERVISORS

Special appreciation is extended
to the Pinal County Board of Supervisors.
Its continuing support
of the Pinal County Development Board
enables the Development Board to serve as sponsor
for the Pinal County Town Hall.

COMMUNITY CONTRIBUTORS

Major

City of Apache Junction
City of Casa Grande
City of Coolidge
City of Eloy
Town of Florence

Sustaining

Apache Junction Chamber of Commerce
Arizona City Chamber of Commerce
Copper Basin Chamber of Commerce
Eloy Chamber of Commerce
Greater Casa Grande Chamber of Commerce
SMOR Tri-Community Chamber of Commerce
Town of Kearny
Town of Superior

CORPORATE AND BUSINESS CONTRIBUTORS

Major

Evergreen Air Center, Inc.
Magma Copper Company
Ross Laboratories

Supporting

Arizona Public Service
ASARCO, Inc. - Ray Complex
Casa Grande Valley Newspapers Inc.
First Interstate Bank of Arizona, N.A.
Gold Canyon Ranch Resort

Sustaining

Arizona Water Company
Bank of Casa Grande Valley
Casa Grande Holiday Inn
Cindy's Workforce
Citibank
Fast Stop Convenience Stores
Garrett Motors
Gary Cropper Chevrolet and Chrysler Center
Lee's Apparel
The Mahoney Group
New Concepts Employment Services, Inc.
San Manuel Health Care Center
SMOR Training and Management Associates
Southwest Gas Corporation
SunWest Educational Associates, Inc.
Trejo Oil Companies

Delegate Directory

Directory of Pinal County Town Hall Registered Delegates April 29-May 1, 1992

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Executive Secretary
Oracle Town Hall
PO Box 621
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Mr. Alex Acosta
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Mr. Ted J. Adams
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2510 N. Trekeil
Casa Grande, AZ 85222

Ms. Etta Ruth Amerson
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Directory of Pinal County Town Hall Registered Delegates April 29-May 1, 1992

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Queen Valley Homeowners' Assoc.
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 Superior, AZ 85273

Mr. Robert C. Lesniak
 Interim Instructional Dean
 Central Arizona College-AJ Campus
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Directory of Pinal County Town Hall Registered Delegates April 29-May 1, 1992

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City of Coolidge
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1992
PINAL COUNTY TOWN HALL

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Ms. Mary Lu Brooks Arizona City
Dr. William Buttery. Oracle
Ms. Virginia Carter-Padgett. At-Large
Mr. Roy Chavez. Superior
Ms. Betsy Colburn. Kearny
Mr. Max Fowler. Apache Junction
Ms. Jenny Garvin. Eloy
Mr. Robert A. Lee. San Manuel
Mr. George Peoples. Casa Grande
Dr. Bryant Ridgway. Stanfield
Mr. James Stump. Coolidge

Ex-officio Members

Dr. Stan Griffis
Pinal County Government

Mr. William C. Haus
Pinal County Development Board

Mr. Dean Weatherly
Pinal County Board of Supervisors

Facilitators

Mr. Wayne G. Gerken
SunWest Educational Associates, Inc.

Dr. Joanna K. Michelich
SunWest Educational Associates, Inc.

**Economic
Development
Resource Directory**

*** * * NOTE * * ***

The oral report from the consensus group included the request that a "more detailed economic development resource inventory" for Pinal County be included as a part of the written 1992 Town Hall Report.

The resource inventory of organizational contacts that follows is not intended to be all inclusive, but should be considered a first step in the formulation of a dynamic and evolving resource directory.

The information which has been included is organized alphabetically by local area (incorporated and unincorporated) contacts, and is followed by Pinal County government contacts, county-wide entities, and state-wide resources.

*
* APACHE JUNCTION AREA *
*

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982-8002

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562-3311

Gov. Thomas White
Governor
Gila River Indian Community
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562-3311

*
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