



MINUTES OF SPECIAL WORK SESSION OF THE COMMON COUNCIL OF YOUNGTOWN, AZ

TUESDAY, MAY 17, 2011, TOWN CLUBHOUSE
TOWN HALL CONFERENCE ROOM,
12030 CLUBHOUSE SQUARE

1. Call to Order Mayor Michael LeVault called the meeting to order at 6:10 p.m.
2. Roll Call Council present: Mayor Michael LeVault, Vice Mayor Jacob Duran, Councilmembers Margaret Chittenden, Dorena Mello, Shirley Oglesby, Susan MacKay and Judy Johnson.
Staff present: Town Manager Lloyce Robinson
Also in attendance: President Dr. Kathryn French, Agua Fria Ranch Homeowners Association, CEO Doug Bruhnke and Partner Cricket Bo of Growth Nation.

3. Business

- A. Presentation and Discussion Re: Branding the Town of Youngtown for future economic development
by Doug Bruhnke and Cricket Bo of Growth Nation.

Mayor LeVault

- On May 10th we had the kickoff for the Youngtown Chamber #1 Sub-chapter.
- The Gain event is scheduled Oct. 8th, 9a.m. with a planned 10k run and 5k walk/run event. The Sun City Fire Dept. has hired a company to organize the race and the proceeds will go to the Maricopa County Burn Center in the name of Joey Fernandez.
- The Sun City Fire Dept.'s new budget will move their plans to get the new fire station built as soon as financially possible in Youngtown.
- This activity tonight is an effort to raise up the Town going forward.

Council Mello

- I am aware of someone who may buy a building on Nevada and open a coffee/restaurant.

Doug Bruhnke, of Growth Nation

- The goal is to get everyone on the same page.
- There are four areas: targets (who are we trying to reach or want to live/work in Youngtown); what do we offer; what makes Youngtown different from other communities; and what is our message or tagline to draw interest.
- We have to be able to backup what we promote.

Discussion ensued to identify a "target" or "targets" and results identified:

- Retired people/50+ seniors
- 2 income families
- Businesses

Suggestions for offering:

- Safe, quiet community, affordable housing, parks, museum, near recreation/sporting events and committed council/staff

Identified differences:

- Own police force
- History
- Friendly neighbors
- Safe, peaceful
- Crossroads to other entities and activities

Discussion re a tagline or message:

- Newlywed to nearly dead
- America's first retirement community
- Mayberry, USA
- Somewhere with access to everywhere
- Must be what is being promoted!

Brainstorming session ensued with active participation by all councilmembers, directed by Mr. Bruhnke and Ms. Bo.

Final comments:

- Youngtown needs a grocery store, daycare for 2 income families, and a restaurant.
- Seniors and families will maintain their properties
- Opportunities are tied to economic development
- There is loyalty with branding.

Mayor LeVault

- Youngtown is a true micro chasm of the Valley, but we have to build on what makes us unique and embrace our reality.

Mr. Bruhnke:

- Growth Nation will review the Council's input, schedule another meeting to report and make recommendations for the next phase of the Town's branding.

Next Council Meeting: Thursday, May 19, 2011, 6:00 p.m.

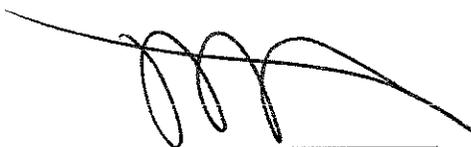
Adjournment.

Motion to adjourn – Councilmember MacKay

Second – Councilmember Mello

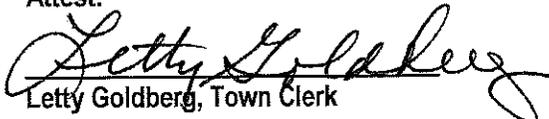
Voice vote-Unanimous

Meeting adjourned at 8:15 p.m.



Michael LeVault, Mayor

Attest:



Letty Goldberg, Town Clerk

Minutes approved at the June 23, 2011 Special Meeting.