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To:	Project Team	From:	Ryan Givens – Planner Dave Laney – Project Manager <i>Ryan.Givens@stantec.com</i> <i>Dave.Laney@stantec.com</i>
File:	Apache County EPA Brownfield Grant	Date:	August 11, 2022

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**Reference: Holbrook – Chamber of Commerce Round Table Meeting – Meeting Notes**

The purpose of this memorandum is to summarize the participant feedback from the Holbrook Round Table Meeting; the meeting occurred on August 11, 2022, at 4pm (MST) at the Mesa Italiana Banquet Room (2318 Navajo Boulevard). The Holbrook Chamber of Commerce was the meeting organizer and Stantec served as a visioning/discussion facilitator. The purpose of this meeting was to invite community stakeholders to voice their ideas on revitalization, economic development, and brownfield redevelopment that would benefit the greater Holbrook community. The participant feedback can be used to identify potential future studies, work plans, and priorities for Holbrook. This work is being conducted as part of the Apache County U.S. Environmental Protection Agency (EPA) Brownfield Grant.

**MEETING PARTICIPANTS**

The following table lists the meeting participants.

<b>Meeting Participants – Holbrook Round Table Meeting – August 11, 2022</b>		
<b><i>Project Team / Project Facilitators</i></b>	<b><i>Participants</i></b>	
<ul style="list-style-type: none"> <li>▪ Ryan Givens, Stantec - Planner</li> <li>▪ Dave Laney, Stantec - Project Manager</li> <li>▪ Cindy Taloya, Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lance Baldwin</li> <li>▪ Lee Kitts</li> <li>▪ Bruce Lerum</li> <li>▪ Matt Fish</li> <li>▪ Mary Koury</li> <li>▪ Colleen Marsh</li> <li>▪ Paul Ortega</li> <li>▪ Adrian Padilla</li> </ul>	<ul style="list-style-type: none"> <li>▪ Yvonee Larson</li> <li>▪ Kathleen Smith</li> <li>▪ Linda Kar</li> <li>▪ Debbie Shumway</li> <li>▪ Mark &amp; Lori Romo</li> <li>▪ Justin Long</li> <li>▪ Carolyn Young</li> </ul>

**ENGAGEMENT QUESTIONS**

The Stantec facilitator posed the following open-ended questions with the goal to guide an in-depth discussion on Holbrook's needs, opportunities, and challenges. The ending questions were aimed to define potential priority sites/projects that would create economic benefits for the community and lead to reuse of prominent brownfields in the municipal limits. The following table lists the participant feedback.

<b>Engagement Questions / Discussion Topics</b>	
<b><i>Topic / Questions</i></b>	<b><i>Participant Responses</i></b>
Describe your favorite place in Holbrook.	<p>Various participants provided the following responses relating to favorite place:</p> <ul style="list-style-type: none"> <li>▪ Heward House B&amp;B</li> <li>▪ Roxy Theatre</li> <li>▪ Historical buildings relating to the Route 66 nostalgia</li> <li>▪ Route 66</li> <li>▪ Animal shelter</li> </ul>

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Engagement Questions / Discussion Topics	
Topic / Questions	Participant Responses
Describe what keeps you in the community.	<ul style="list-style-type: none"> <li>Northern Pioneer College</li> <li>Community parks</li> <li>Rock Art Ranch</li> </ul> <p>Various participants indicated the following as the reasons for staying in the community:</p> <ul style="list-style-type: none"> <li>Family and community connections</li> <li>Business</li> <li>The people</li> <li>The community's schools and athletic events.</li> <li>The history and the national park</li> <li>Schools</li> <li>The "small town" vibe.</li> </ul>
Describe where many community members regularly gather in Holbrook. Describe how people use / perceive Downtown Holbrooke.	<ul style="list-style-type: none"> <li>The downtown park.</li> <li>Old County Courthouse</li> <li>The Fairgrounds</li> <li>Many people feel the amenities/destinations are disbursed.</li> <li>People generally feel there is a lot of potential in Holbrook.</li> <li>The town layout feels problematic – City Hall is buried in a residential neighborhood and should be at a more prominent location (e.g., Main Street like in other towns).</li> </ul>
Describe what is missing in Holbrook. AND What businesses/ services/ amenities should be added to Downtown.	<ul style="list-style-type: none"> <li>Skilled labor.</li> <li>Healthcare, urgent care and medical services.</li> <li>Housing (i.e., the City needs all types including houses and rental units).</li> <li>Senior care</li> <li>Businesses that are open (i.e., anything open after 5).</li> <li>Outside dining.</li> <li>Amphitheater or other event space.</li> <li>Activities for children.</li> <li>Buildable lots (west end of town across the street from the dog park)</li> <li>Other daily services</li> </ul>
Describe the greatest near- and/or long-term opportunities for Holbrook (describe who should lead those endeavors) Describe the challenges to the community.	<p>Participants identified the following as near- and long-term opportunities for the City:</p> <ul style="list-style-type: none"> <li>Tourism amenities.</li> <li>A cultural center (e.g., we are the Four Corners)</li> <li>Manufacturing, storage, warehousing, shipping and logistics. (e.g., the town has four highways plus a railway).</li> </ul>

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Engagement Questions / Discussion Topics	
Topic / Questions	Participant Responses
	<ul style="list-style-type: none"> <li>▪ “Cheap natural gas”.</li> <li>▪ Employment to retain people (and the next generation) in Holbrook.</li> <li>▪ Industrial operations.</li> <li>▪ Business center / shared office space (e.g., shared office space with internet and conference rooms for business meetings).</li> </ul> <p>Participants identified the following challenges facing the City:</p> <ul style="list-style-type: none"> <li>▪ Lack of housing (and choices).</li> <li>▪ Lack of apartments.</li> <li>▪ Problems associated with motel conversions to rental housing.</li> <li>▪ Lack of job opportunities.</li> <li>▪ Lack of a business center to accommodate work from home folks.</li> <li>▪ Lack of food distribution sources (e.g., Holbrook food truck owner must obtain food from Phoenix – there are no other options).</li> <li>▪ Poor building maintenance / deteriorating structures.</li> <li>▪ Medical facilities.</li> <li>▪ An industrial park.</li> </ul>
Describe other communities that are good examples for Holbrooke revitalization/reuse planning. AND What elements make those other communities great?	<ul style="list-style-type: none"> <li>▪ Winslow has a zoning ordinance that is just for properties along Route 66. This allows them to require property owners in this part of town to do things that owners elsewhere don't have to do.</li> </ul>
Define which properties should be prioritized for redevelopment/adaptive reuse (focusing on economic opportunity).	<ul style="list-style-type: none"> <li>▪ The southside</li> <li>▪ There are several buildings that have been reoccupied by cannabis processing (- some people feel this is a good asset).</li> <li>▪ Building that was recently burnt down</li> <li>▪ The muffler shop/ old gas station across from Safeway (i.e., could be adaptively reused for a restaurant).</li> <li>▪ The Sahara building.</li> <li>▪ Some people felt that it really depends on the owners willingness to participate.</li> <li>▪ Former bus station building at the corner of Navajo Blvd &amp; Hopi Drive.</li> <li>▪ The old train employees building – it is currently for sale.</li> <li>▪ Sheldon School (the old headstart school building behind Bank of the West)</li> </ul>

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Engagement Questions / Discussion Topics	
<i>Topic / Questions</i>	<i>Participant Responses</i>
Describe one main project/initiative that would benefit Holbrook	<ul style="list-style-type: none"><li>▪ Development and implementation of a strategic plan for revitalization of downtown</li></ul>
Other discussion	<ul style="list-style-type: none"><li>▪ The City should consider modification and enforcement of its zoning code to financially penalize property owners who are not in compliance and/or maintaining and/or renovating buildings they may own. There are too many property owners - - some who don't even live in Holbrook who have bought property and are using it as a tax writeoff. They have no incentive to do anything proactive.</li></ul>