



# City of Apache Junction, Arizona

## Meeting Minutes Special Meeting of the Apache Junction City Council and the SouthEast Valley Regional Association of Realtors

Meeting Location:

Multigenerational Center  
Room B-117  
1035 N. Idaho Road  
Apache Junction AZ 85119

[www.ajcity.net](http://www.ajcity.net)  
Ph: (480) 982-8002

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Thursday, October 5, 2017

11:30 AM

Multigenerational Center, B-117

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### INTRODUCTIONS AND OPENING REMARKS BY MAYOR SERDY

Call to Order – The special meeting of the City Council of the City of Apache Junction, Arizona, was held on October 5, 2017, at the Multigenerational Center pursuant to the notice required by law.

Mayor Serdy called the meeting to order at 11:35am.

Present: Mayor Serdy  
Vice Mayor Wilson  
Councilmember Barker  
Councilmember Evans  
Councilmember Rizzi  
Councilmember Struble  
Councilmember Waldron

Staff Present: City Manager Bryant Powell  
Assistant City Manager Matt Busby  
City Attorney Joel Stern  
Public Works Director Mike Weaver  
Development Services Director Larry Kirch  
Economic Development Director Janine Solley  
Public Information Officer Al Bravo

Others: Apache Junction Unified School District Board President Jodi Ehrlich  
SEVRAR Government Affairs Committee Members  
SEVRAR Association Members

Mayor Serdy welcomed the group and began with opening remarks about the city's desire to share information about the community and new developments to potential residents, future growth opportunities related to the North South interconnect and his endorsement Prop 416 & 417, his desire to annex some of the surrounding areas, the importance of unique businesses in the area that are attractive to visitors, beautification and curb appeal including the addition of a 20' Kachina art sculpture being donated to the community.

Mayor Serdy then invited all attendees to introduce themselves.

### AGENDA ITEMS

1. [17-408](#) Presentation and discussion by the SouthEast Valley Regional Association of Realtors' Government Affairs Committee on their policy statement and brief residential housing market update.

Several members of SEVRAR took part in reciting the 2017 SEVRAR Government Affairs Committee Policy Platform and each of the associated principals. (Attached)

Tiffany Jones of SEVRAR then reviewed the Apache Junction Neighborhood Report (attached) noting that Estimated Home Value 12-Month Change was +9.7%. As comparison, Mesa (+8.3%), Gilbert (+6.7%), Queen Creek (+23.7%) and San Tan Valley (+10.2%). She reported the Median Estimated Home Value for Apache Junction was \$189K. As comparison, Mesa (\$232K), Gilbert (\$302K), Queen Creek (\$326K) and San Tan Valley (\$196K). The Median Home Age in Apache Junction is 26 years. As comparison, Mesa (30 years), Gilbert (17 years), Queen Creek (12 years) and San Tan Valley (11 years).

Discussion ensued about how to help improve Apache Junction's home values with comments including improving schools, differentiating yourself as a "lower cost" location (i.e. embrace it), code compliance enhancements, campaign to share info about changes, address blight, hold people accountable, have higher standards, political backup, consider eminent domain. It will require balancing a number of solutions and addressing commercial and residential uniquely.

SEVRAR shared program options they offer that is available to municipalities including Community Outreach Group, Leadership Training (project selected annually), Good Neighbors Day and Smart Growth Grants.

2. [17-409](#) Presentation and discussion by city representatives on community infrastructure investments, community developments, park and open space amenities, educational assets in the community, future city growth areas of opportunity, town hall and strategic visioning, and ongoing downtown redevelopment activities.

City representatives highlighted several of the great amenities in Apache Junction for future residents. Realtors discussed some of the desirability factors for moving to Apache Junction including that it is affordable and there are "no HOAs" allowing boat/RV parking, etc. Also discussed were some constraints in the city that includes higher Pinal County property tax rates (despite the city having no property tax), the amount of state and federal land unavailable for development, and the sales tax being higher than Maricopa County creates a scenario of "no relief" from higher taxes. Growing the base over time will help reduce overall tax rates.

Suggestions made from the realtors perspective for the city included continuing with beautification of the area, getting codes, general plan and infrastructure in place, aligning transportation with future infrastructure, and improving the appeal of the area.

Realtors expressed buyer concerns over the Apache Junction Unified School District's 4-day school week noting they know of residents who have left because of it, and some who won't look here because of it. There is no quantifiable data, but an update was provided by Jodi Ehrlich that the district has a new superintendent whose top priority is to create a vision and set goals to set a new stage for the district. This is including focus groups and a community plan for buy-in, will focus on performance goals and performance measures, and will be a cooperative effort with the city. There is also a Calendaring Committee that will be looking at the 4-day week. SEVRAR members noted how they directly encounter residents who have difficulty finding daycare for one day, expensive to pay for care, and a small percentage who may use city parks & recreational

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options on Fridays (possibly due to transportation) but only 70 of 3500 students partake.

3. [17-410](#) Presentation and discussion on the opportunities between the City of Apache Junction and the SouthEast Valley Regional Association of Realtors' Governmental Affairs Committee.

Matt Ortega announced the City would be presenting and Economic Development update and General Plan overview at SEVRAR's upcoming October 17th meeting.

There was a desire to continue the dialog between the groups, future dates to be determined.

## **ADJOURNMENT**

Mayor Serdy adjourned the meeting at 12:54pm.