



Housing and Community Development Advisory Board

Meeting Minutes

Stephen Sparks – Chair
Christian Karas – Vice Chair

Kristina Ambri
Donna Bleyle
Haydee Dawson
Diana Yazzie Devine

Stan Hosac
Heather Kay
Siri Amrit Kaur Khalsa
Linda Starr

Thursday, October 3, 2013

6:00 p.m.

Lower-Level Council Chambers

57 E. First Street

Mesa, Arizona, 85201

I. Welcome and Introductions

- A. New board member Haydee Dawson, District 1. Ms. Dawson is a financial advisory for Strategic Wealth Advisors. She holds an MBA from Jones International College, and she serves on the National Association of Insurance and Financial Advisors for Legislative Districts 19 & 25. Ms. Dawson will fill the financial representative position on the board. Her term expires June 30, 2016.
- B. New board member Donna Bleyle, District 4. Ms. Bleyle is a State Homeless Coordinator for AZDES. She holds a Bachelor of Science degree from University of Arizona in political science and secondary education. She volunteers with her church locally and in Mexico. Her term expires June 30, 2016.

Board Members present at today's meeting included: Stephen Sparks, Stan Hosac, Linda Starr, Haydee Dawson, Donna Bleyle and Heather Kay.

Board members absent from today's meeting included: Kristina Ambri, Diana Yazzie Devine, Siri Amrit Kaur Khalsa, and Christian Karas.

Staff present at the meeting included: Tammy Albright, Mary Berumen, Ray Thimesch, Constance Bachman, Deanna Grogan, and John Wesley.

- II. Approval of Minutes** – Motion to approve the minutes was made by Stephen Sparks and seconded by Linda Starr. The motion carried by a vote of 5-0, passed for all meeting minutes

Motion to approve the HCDAB minutes from the January 9, 2013 meeting.

Motion to approve the HCDAB minutes from the January 10, 2013 meeting.

Motion to approve the HCDAB minutes from the March 21, 2013 meeting.

Motion to approve the HCDAB minutes from the April 29, 2013 meeting.

- III. Items from Citizens Present** – No items at this time.

IV. Discussion Items

A. City of Mesa 2025 General Plan Update, Presentation by the City of Mesa Planning Director, John Wesley

John Wesley, Planning Director for the City of Mesa provided the Board with a presentation regarding the 2025 General Plan Update.

The first draft of the actual Plan is nearly complete. The Board was provided with a complete copy of Chapter 5. The entire document should be available on the website by the end of next week. Mesa has grown rapidly over the last 30 years, and we anticipate adding about 170,000 residents and 130,000 jobs over the next 30 years. State statutes require that we update our Plan for growth and development every 10 years, so it's time to do that. Focus has been on answering the following question: What do we need to do to create a more recognizable, self-sufficient city that attracts employment and provides a high quality living environment? How do we go about developing into a more distinct and recognizable city with a sense of place? To do this, we need to focus on these three guiding principles: 1) Create and maintain a variety of great neighborhoods; 2) Grow and maintain stable and diverse jobs; and, 3) Provide rich public spaces and cultural amenities (parks, trails, plazas, shops, museums, and streets). The main emphasis of this Plan is the transformation from a bedroom community to a more complete, recognizable city.

Key elements to transforming stable, diverse jobs over the next 30 years include:

- Business Climate - Council's H.E.A.T.T. initiative that includes: Health Care, Education, Aerospace Aviation, Tourism and Technology.
- Skilled and Knowledgeable Human Capital
- Sense of Place/Quality Employment Centers
- Regional Collaboration
- Infrastructure
- Retail Development and Revitalization

Quality amenities are needed to attract/retain jobs and residents.

Key features of quality public spaces include:

- Accessible and Connected
- Active
- Appropriately Scaled and Integrated
- Inviting and Comfortable Safety
- Unique Character

Key features of cultural resources

- Variety
- Accessibility
- Active Participation and a Sense of Ownership
- Nurturing and Stimulating Curiosity
- Regional Scale and Local Scale
- Preserve the Past and Creating a Future Identity
- Supporting and Encouraging Artists

To house an additional 170,000 people, we're estimating about an additional 70,000 dwelling units in the City, and where they're going to go, what kind of dwelling units we need, and how we use those to help create and sustain the neighborhoods over time. Looking at some of the older parts of the city, we see some of those neighborhoods are challenged in maintaining their value of quality over time. So we're trying to determine what we can do better in the future, both in creating those and maintaining their value over time.

Description of key elements needed for strong neighborhoods:

- Safe, clean, healthy living environments
- Foster Social Interaction
- Connectivity and Walkability
- Provide for Diversity
- Neighborhood Character and Personality
- Quality Design and Development

Housing Background - Needs and Opportunities

- Executive
- Manufactured
- Multi-residence
- Missing middle
- Workforce
- Transitional/Supportive

The City needs to encourage a range of housing options in all areas of the city in order to allow people to stay in their neighborhood as their housing needs change.

Question: In terms of the missing middle housing, has the City thought about our growing senior population and what we can do to accommodate that? We currently provide for accessible dwellings units in Mesa fairly well. There are some changes that are happening with that. There have been a lot of things in literature lately about that multi-generational housing and meeting the economic needs and the aging-parents type situation. While we do have provisions for that, it is something that we need to look at. In general, we have that missing middle for the ones that aren't looking for the multi-generational housing. That is one of the needs that we'll see as the number of single person households increases due to the aging baby-boom generation and the millennial generation that's also coming up behind them.

Question: You said 70,000 new units. It seems like the areas that are available for those units are on the outskirts of town rather than inside which doesn't really lend themselves to the older population. What's the plan to attract builders to come in, to be able to build that kind of housing? That's not typically the kind of housing that builders will sign up for because it's such a unique niche. How do all of those things work together? You've got 70,000 units, we've got builders that would probably like to build, but how do you attract them to the right places with the right kind of units that you're looking to put into Mesa? There are quite a few pockets of land around the community that can be filled in such as right up here at Center and Brown with the cornfield. There are tracts like that all around the community. Currently today the major thing that we're seeing come in is this missing middle kind of housing. It's at least half of what we're seeing, people trying to do smaller type products with cluster developments. One of the things that we've struggled with, at least in the past, is the City has not been really in the business of going out and trying to attract a portion of a particular type of development. It's mostly struggling with what comes in the door. Mr. Wesley continued to provide in-depth discussion regarding housing development within the City, transforming character areas such as mixed use activity districts, mixed use community, and employment districts.

The City is ready to release the first draft of the plan document. It has 16 chapters. We're releasing that and going out with a series of high visibility meetings. We're using the same village concept. We'll be doing those starting October 22nd and going through November 13th. It will give people the opportunity to come to board meetings and we'll kind of talk about the plan and get feedback. We'll take that and make any adjustments that we need to. We have to have that done, actually a final draft done by the 1st of February. State statutes require that we go through a 60 day review period, and it's a period where we put the document out to as many people as we can to look at it and give us comments. We'll have 60 days to do that, get those comments back and make any final tweaks that we think that we need to and take the final document to the Planning Zoning Board for their review and recommendation. Council needs to approve it before their summer break in July and so that it's on the ballots. The document should be posted on the website by next week.

Question: How do you advertise or notify builders, small or big, that parcels are available? Or is there a process that they can find you? How does that work? They seem to find them pretty well in terms of the general availability. We have had some discussion, years ago, about some ways we might do a better job of promoting the availability of our parcels.

Question: Would you say that builders are looking at city plans and trying to find these open tracts of land? Is that usually the process? Or, is it more likely that it comes from inside, where they inside people say to the outside, hey, we've got something here. Generally they've been pretty easy to find. But again, in Southeast Mesa, there are quite a few square miles out there that aren't developed yet.

Question: Have we reached the outside borders of potential Mesa or can it be expanded even further? There is a potential for expansion in this area out here. There is that potential of going across the county line to Pinal County; but, Apache Junction thinks it ought to be theirs. They think they own the site; but, that is the only potential area we have for growth.

Question: We have so much convenient property through the transportation corridors and everything that kind of needs to be reclaimed that's not too far from the downtown area? Are there plans on how we do that? How we interact and remodel the houses that are empty? About a year and half ago, the Mayor had a downtown summit and we took some of these properties that the City has on a map and sent it out to folks and invited them to come to Mesa to see the potential of opportunities and development in that area. And I've heard them talk about doing some of those kinds of things again. Some discussion ensued regarding the aging in place village concept. The City of Tempe is looking into it and has been holding focus groups from a federal grant. They're having a presentation on where they are on this. The presentation is taking place October 31st, early in the morning and it's being hosted by The Fellowship Square in East Mesa, and it looks like the next step in this village model that they're investigating. MAG is also doing a study on aging in place village models and I would recommend talking to them.

Question: What percentage of new housing is retirement or age restricted? This 70,000 that you're expecting to come in, it's just really hard to have a vibrant community with retirement housing. How do these work together? Is this something that we should really focus on if it's only 5% of new housing rather than 60 %? I don't have that particular percentage. In terms of what we're seeing today, we haven't actually zoned anything for the age restricted, and we haven't really intended to.

- B. Housing Master Plan** – Tammy Albright, Director of the Housing and Community Development Department gave a brief summary of the status of the Housing Master Plan that was adopted in 2004. Staff is currently assessing the goals vs. the accomplishments of the Plan and will report back to the Board to show what's been done, what hasn't been done, and what can reside in other Plans

such as the General Plan or Consolidated Plan. One of the primary challenge's we're facing when trying to determine if this Plan should be updated is the lack of resources and funding. There simply is not either to update the Plan at this time. If, however, the Board felt it was absolutely necessary to have a Housing Master Plan, then it would become a timing and budgetary issue. Staff would have to see contingency funds from Council to fund an update, and it could take several years to accomplish once funds were approved. We could be talking about a significant amount of money for a document that's not traditionally been used to drive decisions. Funds would be better spent putting those same elements into documents that are used to drive decisions within the City such as the Consolidated Plan, Neighborhood Area Plans, etc.

Question: What was the purpose of the Plan if it wasn't to drive decisions?

We're not sure; but, a key element of the Plan was the focus on the development of executive housing in an attempt to add more balance to the housing landscape in Mesa.

Question: Do we need citizen approval to get rid of such a document? At this point, let us finish our analysis, let us bring it forward, let's see what all has been accomplished out of this, because I think that a lot more that has been completed out of this than people realize. So although it hasn't driven decisions, it has been accomplished because they were the right ideas and they were in line with where Mesa was going anyways.

Question: Was there anything in this that wasn't in another document? At this point, we haven't finished the analysis. We should be able to report back to you sometime in the future, hopefully next month. We're not trying to necessarily get rid of this document; but, we're saying this document doesn't live anymore and maybe the items in it could reside in other places (Area Plans, Consolidated Plans, etc.) that are the decision making documents.

Question: What would you say are the top 3 decision making documents?

Definitely the General Plan, the Zoning Ordinance and the Consolidated Plan, that's where we put our federal dollars. From a Planning standpoint, the General Plan, the Zoning Ordinance and the Subsidiary plans. So those would be the 3 driving documents from a Planning standpoint. The Consolidated Plan and the Annual Plan are the documents from our federal funding standpoint. It's possible, however, that either or both would be a better place to put those elements. But, let us finish our analysis and report back to you. I think you'll be surprised at how many of things in here actually have been accomplished, once we've finished our analysis.

Question: When was this Housing Advisory Board created? It was created in 2003 to support the Housing Master Plan. Is the Board supporting this enough? As mentioned earlier, it's our belief that the elements of the Housing Master Plan live in the General Plan, the Zoning Ordinance, and the Sub-Area Plans. That's not to say that this Board won't have an impact on Housing in Mesa. You'll still have an active role; but, there's just different mechanisms to do that in. **FY**

12/13 Consolidated Annual Performance and Evaluation Report (CAPER)

process - Tammy Albright, Housing and Community Development Director, reported on the most recent CAPER filed with HUD. The City made its submission to HUD on time. The CAPER includes the results of last year's funding and what the outcomes were. The copy presented tonight is a draft and should be approved by HUD in 45 days. The government shutdown should not affect the approval process.

Question: How much of our funding for the fiscal year is left over and what's been spent? We are still working out the details on that because we did have a couple of contracts that are still deciding whether they want to cancel or not, and decided not to move forward. At this point we believe that we will probably have around \$400,000, maybe more, of leftover CDBG funds that will roll into this upcoming year. This may help if HUD reduces our funding. Council has also been very committed in trying to get Code Compliance Officers off CDBG funding. This reduction has contributed to the leftover CDBG funds mentioned earlier.

Question: You said that there are a couple of entities that are considering not accepting the funding. What kinds of things happen that you decide not to move forward? In some cases, a subrecipient determines the amount of administrative paperwork is not worth the effort for a small project. Also, if a construction project has not requested at least 50% of the total cost from CDBG, it's generally not beneficial to them. Therefore, there have been a couple of instances where subrecipients are having to reassess their budgets and whether or not the money is going to be worth it. Furthermore, as HUD's rules become more complicated, it's a heavier burden on us to administer. We're not getting any additional admin funds. There may be a time we have to step back and say this is all we can afford to do with this money. We need to concentrate on things that are simple, straight-forward, low-risk to the City, easy to administer and cost effective. There may come a time when we have to step back and say we can't do those kinds of projects anymore because we don't have the resources or the administrative funds to do it

- C. FY 14/15 CDBG/HOME/ESG and Human Services funding schedule.** Tammy Albright, Housing and Community Development Director, provided an update on the FY 14/15 funding schedule. As the Board should be aware, they have 3 nights in January when they'll be conducting application presentation reviews (January 2nd, 8th, and 9th). Applications are due November 12, 2013, and staff will work very hard to get them to the Board a month in advance of each applicant's presentation.

At next month's meeting we can also review the rating methodology and point system. As you may remember, the Board was working on establishing a new methodology last year for our HOME projects; but, it wasn't completed. Chairman Sparks indicated that they had a good methodology idea for HOME which created an objective way of rating things so that certain elements were rated higher. Discussion regarding last year's rating methodology and rating tools occurred. Staff agreed to bring the tools and discuss the methodology.

The Board also wanted to see the minutes at our next meeting from Public Hearing #1 that was originally scheduled for October 17th and rescheduled to October 30th.

D. FY 14/15 Annual Action Plan (Covered in Agenda item G)

E. FY 2015-2019 Consolidated Plan process and schedule (Covered in Agenda Item G)

The Consolidated Plan contains the city's long-term goals and strategies, including those activities funded as part of the Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), and Emergency Solutions Grant (ESG) programs, that the city plans to undertake to address its priority needs.

F. ABC Program Status Update – Receipts, Marketing, and Fund Raising/Sponsorship Efforts

Stephen Sparks, Chair of the HCDAB provided this update. Mr. Sparks thanked HCDAB members Heather Kay, Christian Karas and Kris Ambri for their dedication to the effort to seek matching funds from local area businesses. This idea started on I-Mesa, and Mr. Sparks felt this Board could really champion it. Furthermore, he felt it was better if community members who are invested in this community were the ones making the argument for why it would be so beneficial to leverage funds and provide the opportunities a dollar for dollar match could bring. Mr. Sparks intends to work closely with the City's Marketing Department and/or the Public Relations Department and create a package that is really attractive to local businesses. Imagine, instead of having \$153,000 in donations as we did in 2013 that our own citizens donated as part of the water bill, we could have \$300,000 at our disposal. Then we could highlight that your dollar is being matched by these business leaders, these Mesa businesses. Mr. Sparks is convinced there's a way to generate this kind of a synergy around getting more people to give. The HCDAB could now have the opportunity to say we have more money to give to non-profits doing the social good because we're able to leverage the City's ability to advertise on the water bill and make the most of business leaders wanting to have a good image by being able to support the residents. Mr. Sparks wants to target businesses' marketing budgets for this purpose. His goal is to have six business leaders, one from each district, donate \$20,000 toward this fund.

Members of the Board felt the City could do a better job indicating what the funds were used for. The natural inclination is to assume that it helps people pay their water bill; but, it does so much more in the community (and it's a great model for getting new dollars in). Mr. Sparks is inclined to believe that he has a compelling argument to make a proposal and an opportunity to leverage our marketing approach.

Mesa Leadership raised funds for the ABC program in 2010 and 2011. It worked out well; but, they discontinued those efforts. The City is currently working on developing two campaign ideas for this program. One is to allow anyone to donate any amount that they want and not just \$5. The second, proposed by Councilmember Richens, is to do a round-up campaign. If your bill was \$19.20,

you could elect to round up to the nearest dollar, and 80 cents goes to ABC in this instance. The City is actively working on a couple of different ideas to increase participation because it declined significantly when the donation amount increased from \$1 to \$5. There's also been some distrust of the program related to the billing methodology being employed. There's been some talk about whether the program should be renamed so it reflects a new fresh approach. Now may be the opportunity to revamp and reenergize the fund. Mr. Sparks is grateful the City has taken that on as a priority. Certainly, the economy is improving and providing an opportunity to rebrand and remarket the program and re-leverage business partners to get that advertising and good will of supporting their community. Mr. Sparks will be providing ongoing updates as he meets with the City's Public Information Officer and hopefully anybody else who's pushing this forward.

Items E and F were skipped over and will now be covered at this time. The Annual Action Plan was submitted to HUD and we have received the official letter that they had accepted it and that it was good to go. I believe we've even received the funding now.

The Consolidated Plan – The City has an RFP out for someone to do our next Consolidated Plan. It will also include an update to our Analysis Impediments and the first year's annual Action Plan because that's all part of it.

V. Action Items

A. Election of Officers

1. Discuss and take action on a motion recommending a chair of the Housing and Community Development Advisory Board (HCDAB). A motion was made to nominate Stephen Sparks for a 2nd term as chair of the Board. The motion was seconded and approved by a vote of 5-0.
2. Discuss and take action on a motion recommending a vice chair of the Housing and Community Development Advisory Board (HCDAB). A motion was made to nominate Stan Hosac as Vice-Chair of the HCDAB. The motion was seconded and carried by a vote of 5-0.

VI. Staff Reports and Announcements

A. Department Update – Status Report: Tammy Albright, Housing and Community Development Department Director indicated she did not have any additional information to report at this time. One of the Board members requested they receive an email copy of the Agenda and Attachments instead of printed copies.

B. Housing projects – No additional information to report.

1. CDBG
2. HOME
3. NSP

VII. Adjourn the meeting - Motion to Adjourn

***Members of the audience may address the Board on any item. State statute prohibits the Housing Advisory Board from discussing an item that is not on the agenda; however, the Board does listen to your concerns and has staff follow up on any questions you raise.**

Submitted by

Scott Clapp, Community Revitalization Specialist