

Office of Economic Development
Economic Development Advisory Board Retreat
MEETING MINUTES

Date: September 7, 2006: 10:04 A.M.

MEMBERS PRESENT

Dale Easter
Mike Garcia
Brian Campbell
Raul Cardenas
Jim LeCheminant
Vern Mathern
Patricia Schroeder
Steve Shope

EX-OFFICIO

Mayor Keno Hawker
Chris Brady
Charlie Deaton
Jack Sellers

STAFF PRESENT

Betsy Adams
Shelly Allen
Wayne Balmer
Sue Cason
Debbi Dollar
Teri Killgore
Tom Reyes
Scot Rigby
Debbie Spinner

GUESTS

Patrick Gibson
Danette Harris

MEMBERS ABSENT

Ted Wendel (excused)

1. Welcome and Chair's Call To Order

Chair Mike Garcia called the September 7, 2006 meeting of the Economic Development Advisory Board Retreat to order at 10:04 A.M. in the Community Room of the Mesa Arts Center. Mike welcomed and thanked the facilitators Danette Harris and Patrick Gibson from Boeing, staff and Board members.

2. Opening Remarks

Keno Hawker, Mayor

Mayor Hawker thanked the Board members for serving, representing the community and then gave a briefing on:

- Superstition Freeway widening to be done in 2008
- ULI Study/WGA presentation on September 22, 2006
- MCC/Banner expansion
- Country Club Drive improvements
- Light Rail to be done in 2008
- Most exciting is the WGA area potential

- Mayor is not in favor of incentives generally, but willing to consider them on a case by case basis and evaluation if there is a benefit to the City.

Chris Brady

City Manager Chris Brady commented that Economic Development activities make the community a better place to live and work. It helps balance the living and working conditions. We should focus on Mesa's advantages and then go after them.

- The state share revenue is based on the population
- Exciting improvements at Falcon Field and WGA Airports
- ULI report and briefing on September 22 at ASU Polytech Campus lead by Roc Arnett of East Valley Partnership
- Healthcare expanding with the new hospitals
- Mesa has highly educated and skilled labor pool with quality and quantity

Chair Mike Garcia suggested that the Board members identify issues, delve into them and then make recommendations to the City Council.

Debbie Spinner, City Attorney

Debbie Spinner briefed the Board on their parameters.

- All meetings are under the Open Meeting Law
- Must be open to public, an agenda posted and if it is not on the agenda it can not be talked about
- All meetings are open to the public even sub-committees, e-mails, and memo's and any discussions of a quorum
- If you think you may have a conflict of interest, please call Debbie to discuss. She is available for any of your questions. Please call her at 644-2343

3. Focus Areas Roundtable

Danette Harris and Patrick Gibson of Boeing lead the group with an exercise called the Affinity Diagram. The group was asked to write issues and areas of opportunities on individual pieces of paper. After everyone was done the facilitators grouped the notes into eight common categories:

- Healthcare
- WGA
- Falcon Field
- Business Retention
- Redevelopment/Revitalization
- Transportation

- Education
- City Processes

The group then discussed the categories and pressing concerns in each area.

4. Board Meeting Structure

Chair Mike Garcia and Vice Chair Brian Campbell, would like to see the Board's participation in the community and the City's economic issues increase. This retreat is for the Board and Economic Development Staff to discuss some of the pressing economic issues to be able to bring forth recommendations to the City Council. Chair Garcia and Vice Chair Campbell expressed the need for the Board to get involved on these initiatives.

Vice Chair Campbell commented that he would like to see the Board have a greater impact. There are several specific areas of need such as; Williams Gateway, Healthcare Industry, Education, Downtown Development with regard to the MCC Campus and Falcon Field. Mr. Campbell would like the Board to focus on these areas to create measurable and achievable goals and bring them forward to create an impact on our community.

Discussion ensued and consensus was that the meetings were very informative, however the Board would like them to be a bit longer and have more Staff Project Reports included in the packets/meetings and not just information or presentations. Format was acceptable and the every other month meeting was agreed upon. They also would like to meet at different locations and would like to see results.

5. Sub-Committees & Strategies

It was decided that the sub-committees would meet on the months the Board did not meet (every other month). Sub-committees will meet every other first Tuesday of the month at 7:30 a.m. with the place to be determined and the sub-committee responsible for doing the agenda and minutes. The duration of the sub-committees is finite and timeline for decisions will be defined.

Four focus groups were decided upon as follows:

WGA Committee

- Infrastructure – Bond Election – Integration of allies
- Dr. Steve Shope – Leader
Vern Mathern
Jack Sellers
Jim LeCheminant
Brian Campbell

Healthcare Committee

- Downtown Development – Education/Healthcare partnerships
Dr. Raul Cardenas – Leader
Pat Schroeder

Shelly Allen
Vern Mathern
Brian Campbell

City Processes Committee

- Image – Incentives Policy
Mike Garcia – Leader
Charlie Deaton
Pat Schroeder
Dale Easter
Jack Sellers
Steve Shope

Hotel/Conference Center Committee

- Locations and Partnerships
Mike Garcia - Leader

6. Conversation Re: Stakeholders

Stakeholders are very important to include and involve in the sub-committees. The duration of the sub-committees is finite and must produce results.

7. Other Business

It was noted that the next EDAB meeting would be held October 3, 2006.

There being no further business, Chair Garcia adjourned the meeting at 2:05 P.M.

Submitted By:

Teri Killgore, Interim Economic Development Director
(Prepared by Betsy Adams)