



# COUNCIL MINUTES

July 22, 1999

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on July 22, 1999 at 7:30 a.m.

## COUNCIL PRESENT

Mayor Wayne Brown  
Jim Davidson  
John Giles  
Keno Hawker  
Bill Jaffa  
Pat Pomeroy

## COUNCIL ABSENT

Dennis Kavanaugh

## STAFF PRESENT

C.K. Luster  
Kevin Adam  
Neal Beets  
Denise Bleyle  
Jamie Brennen  
Fred Conway  
Linda Crocker  
Luigi Digirolamo  
Jack Friedline  
John Gendron  
Mike Hutchinson  
Richard Kasper  
Frank Mizner  
Ruth Ann Norris  
Joe Padilla  
Bill Petrie  
Bryan Raines  
Andrea Rasizer  
Tom Remes  
Becky Richardson

## STAFF PRESENT (CONT.)

Jenny Sheppard  
Kim West  
Mindy White  
Others

## OTHERS PRESENT

Carolyn Baecker  
Steve Barrick  
Barrett Marson  
Rob Melnick  
Carol Owens  
Robbie Sherwood  
Mary Jo Waits  
Rick Weddle  
Others

(Items were discussed out of order but for purposes of clarity will remain as listed on the agenda.)

Mayor Brown excused Councilmember Kavanaugh from the meeting and Councilmember Jaffa from the beginning of the meeting. Councilmember Jaffa joined the meeting at 7:42 a.m.

1. Hear and consider a presentation and proposal by Rick Weddle of the Greater Phoenix Economic Council (GPEC) for a professional services contract for 1999-00.

Community Development Manager Wayne Balmer advised that the annual contract between the City of Mesa and the Greater Phoenix Economic Council (GPEC) is up for renewal and said that Rich Weddle, Executive Director of the organization, and Mesa's representative to GPEC, Carolyn Baecker, who serves on the GPEC Executive Committee, were present and would provide input on this issue. Mr. Balmer noted that should the Council approve an additional one-year contract extension, this item would be placed on the agenda of the August 2, 1999 Regular Council Meeting.

Mr. Weddle addressed the Council and stated that GPEC, which has been working with the City of Mesa since 1989, is requesting that the City of Mesa enter into a new professional services contract in the amount of \$163,987 for Fiscal Year 1999-00. Mr. Weddle noted that GPEC performs national business recruitment, image promotion and regional economic development services on behalf of the City of Mesa.

Mr. Weddle highlighted data relative to the results of the services provided by GPEC and noted that during 1997-98, the organization was responsible for the scheduling of over 12 prospect visit/tours and two company relocations. Mr. Weddle added that in 1998-99, GPEC arranged for a number of visit/tours but reported that no relocations occurred during that period of time. Mr. Weddle stated the opinion that based on current development, GPEC will attract relocates to the area during the next year.

Discussion ensued relative to GPEC's mission statement and goals, marketing programs, the fact that prospect activity has decreased in industrial areas during the past year and GPEC's budget.

Mr. Weddle commented on the fact that Planning and Zoning staff and the members of the City's Economic Development Advisory Board/MEGACORP has indicated support for the one-year contract expansion and stated that GPEC is looking forward to working with the City of Mesa.

(Councilmember Jaffa joined the meeting at 7:44 a.m.)

(Mayor Brown advised that in order for the Council to attend funeral services for Dilworth Brinton, agenda items 4 and 6 will not be discussed at this time and will be placed on the agenda of a future Council Study Session.)

Vice Mayor Giles stated that he will support the request to extend the City's contract with GPEC for an additional one-year period of time, but expressed disappointment in the lack of success surrounding Mesa's economic development efforts. Vice Mayor Giles commented that prior to Mr. Weddle's appointment to GPEC, he was considering voting in opposition to the approval of an additional contract based on the fact that goals and objectives outlined by GPEC and City staff, were never met.

Councilmember Jaffa proposed that GPEC consider renaming their organization "Valley of the Sun" Economic Council and stated that in view of the fact that multiple agencies/organizations are involved in economic development planning/efforts on behalf of Mesa, he is not convinced that the services of GPEC are warranted.

Councilmember Davidson expressed the opinion that GPEC's efforts are valuable and would be extremely difficult and costly to duplicate. Councilmember Davidson also commented on the organization's broad contact base and marketing benefits.

In response to questions from members of the Council relative to steps that should be initiated by the City of Mesa to enhance economic development efforts, Mr. Weddle advised that the would welcome an opportunity to meet with the members of the Council and City staff in an effort to respond to questions, solicit and provide input, and discuss Mesa's goals and planning strategies to meet those goals in the future.

Discussion ensued relative to labor "draw" and assessments, the possibility of scheduling a workshop during which GPEC representatives would brief the City of their efforts/successes/future plans, and the fact that GPEC is a regional organization.

Ms. Baecker addressed the Council relative to this agenda item and stated the opinion that the Council should approve the one-year contract extension. Ms. Baecker stated that with the hiring of a new Economic Development Director for the City, discussions should occur between the various City departments, the Economic Development Advisory Board (EDAB), and GPEC to identify goals and establish future parameters.

Ms. Baecker commented that GPEC performs one-half of the economic development work that must be done and said that the other half involves maintaining the businesses that have already located to Mesa. Ms. Baecker added that the completion of the freeways will also enhance efforts to attract businesses and labor forces to the City of Mesa.

Mr. Balmer noted that this issue is on the agenda of an upcoming EDAB meeting and on the August 2, 1999 agenda of the Regular Council Meeting for discussion and consideration.

Mayor Brown stated the opinion that the workshop should occur prior to considering the contract extension and added that a half-day session should be scheduled to address the various concerns expressed by Council.

Mayor Brown thanked Mr. Weddle, Ms. Baecker and staff for their comments.

2. Discuss and consider a request from the Morrison Institute regarding a study on how local, state and federal policies affect growth and development patterns.

Rob Melnick, Director of the Morrison Institute and Mary Jo Waits, Associate Director, addressed the Council relative to this agenda item. Mr. Melnick stated that the Morrison Institute has been invited to partner with the Washington-based Brookings institute to conduct a study on the effects of local, state and federal policies affect the growth and development patterns of major metropolitan areas. Mr. Melnick noted that the Phoenix metropolitan area will be included in the major national study. Mr. Melnick stated the opinion that participation in the study will provide an excellent opportunity to compare Greater Phoenix's growth patterns and issues against those in other regions. Mr. Melnick added that the Greater Phoenix case study will also yield valuable insights into how and why the region is growing as it is.

Mr. Melnick informed the Council that the Morrison Institute will coordinate and conduct research for the Greater Phoenix study and said that an Advisory Board, composed of key local business, government and community leaders, will play an active role in shaping and overseeing the project. Mr. Melnick added that the Institute is also requesting funding assistance from businesses, cities and foundations to assist them in this important undertaking.

Mr. Morrison advised that the City of Phoenix has agreed to donate \$50,000 towards the project and the cities of Glendale, Scottsdale and Tempe have each committed \$25,000 in funding. Mr. Melnick requested that the Council approve funding assistance to the Morrison Institute in the amount of \$25,000 to assist them in conducting this valuable study and also asked that the Council consider participating in an Advisory Board capacity.

Mayor Brown thanked Mr. Melnick for his presentation and stated that this project will greatly assist the City of Mesa in the development of future policies that affect growth and development patterns.

Councilmembers Jaffa, Davidson and Pomeroy indicated their support to approve the requested funding allocation.

Vice Mayor Giles encouraged Mr. Melnick to focus attention on the southeast areas and noted that the location represents the last available growth area. Vice Mayor Giles spoke in support of the funding request and added the opinion that the Mesa City Council should participate in an Advisory Board capacity.

Councilmember Hawker also indicated support for the funding request.

It was moved by Councilmember Jaffa, seconded by Councilmember Pomeroy, that funding assistance in the amount of \$25,000 be approved to assist the Morrison Institute in their efforts to conduct a research project in partnership with the Brookings Institution, the purpose of which will be to identify the effects of local, state and federal policies on growth and development patterns in major metropolitan areas, including the Greater Phoenix metropolitan area.

Mayor Brown declared the motion carried by majority vote of the Council present.

Mr. Melnick thanked the members of the Council for their support.

3. Discuss and consider an amendment to Section 11-17-6 of the City Code regarding the parking of RVs and an amendment to Section 8-6-3 pertaining to storage on residential lots.

Community Development Manager Wayne Balmer, Code Compliance Director Bill Petrie, and Zoning Administrator John Gendron addressed the Council relative to this agenda item. Mr. Balmer stated that in response to Council direction, staff has developed to draft ordinances (Option A and Option B) regarding the regulation of recreational vehicles (RV's), watercraft, camper shells and utility trailers on residential properties throughout the City of Mesa.

Mr. Petrie referred to overhead slides and noted that Option A represents a slightly modified version of the draft ordinance recommended for approval by the Planning and Zoning Board. Mr. Petrie added that Option B varies slightly and addresses a number of concerns previously expressed by Councilmembers Pomeroy and Hawker. Mr. Petrie commented that although both options are viable, staff prefers approval of Option A.

Councilmember Pomeroy stated that he prefers Option B and expressed the opinion that Option A would be a hardship, particularly for boat owners.

Councilmember Jaffa expressed concerns regarding citizens who currently own vehicles and/or properties that would not conform to the revised regulations and questioned whether staff has considered "grandfathering" existing property/vehicle owners to avoid negatively impacting that segment of the community.

Vice Mayor Giles stated the opinion that although a majority of newer neighborhoods have existing CC&R's, the regulations are ignored or unenforced. Vice Mayor Giles commented that the proposed revisions should apply regardless of existing CC&R's and indicated that he supports Councilmember Jaffa's suggestion relative to "grandfathering" existing owners.

Mr. Petrie indicated that staff could develop an Option C, which would allow units (under 6' tall) to park in the side yard as long as the units are screened by a 6' high wall.

Vice Mayor Giles said that he supports the development of an additional option and added that although he does not consider pop-up-trailers a problem, busses would require additional screening.

Councilmembers Davidson and Pomeroy also spoke in support of Option C.

Councilmember Hawker stated a preference for the development of a modified Option C and suggested that variances be granted, based on the owners' ability to obtain his/her neighbors' consent to store the vehicles in the side yard.

Vice Mayor Giles concurred with Councilmember Hawker's comments.

It was moved by Councilmember Pomeroy, seconded by Vice Mayor Giles, that staff be directed to explore the development of an Option C, as previously discussed.

Councilmember Jaffa requested that staff also provide additional input to the Council relative to "grandfathering" existing owners.

Mayor Brown declared the motion carried unanimously by the Council present.

4. Discuss and consider amendments to the development plans for the Macdonald Garage located at the southeast corner of Pepper Place and Macdonald.

Mayor Brown stated that due to time constraints, this item will not be discussed at this time.

5. Further discussion and consideration concerning the regulation of motorized skateboards.

Councilmember Pomeroy, who serves as Chairman of the Police Committee, advised that the consensus of the Committee was to direct staff to prepare proposed regulations for motorized skateboards for consideration by the members of the Council. Councilmember Pomeroy said that staff has completed this task and will present their recommendations to the Council.

Assistant Police Chief Fred Conway and Police Lieutenant Luigi Digirolamo addressed the Council relative to this agenda item.

City Manager Charles Luster clarified that staff has proposed a number of alternative ordinances for consideration and advised that Police Chief Jan Strauss has indicated her preference on the top of page one of one of the proposed ordinances.

Police Legal Advisory Richard Kasper noted that he also supports the draft ordinance that was selected by Chief Strauss.

Discussion ensued relative to the proposed ordinance preferred by Chief Strauss and Mr. Kasper regarding the possibility of banning the use of motorized skateboards at night, training, a provision requiring youths to carry notarized notes from their parents authorizing their use of the vehicles, and age restrictions.

Vice Mayor Giles spoke in opposition to requiring notarized permission slips from parents and stated the opinion that the requirement will be ignored and ineffectual. Vice Mayor Giles stated the opinion that this issue should be considered at a public hearing and added that he prefers that the operation of motorized skateboards be limited to between "dawn and dusk." Vice Mayor Giles added that although in his opinion parents should determine whether to allow their child to ride the motorized skateboards, he would prefer that youths 13 years of age and older be allowed to utilize the vehicles.

Councilmember Pomeroy recommended that this item be referred back to the Police Committee for additional discussion and final recommendations to the Council.

Councilmember Davidson spoke in support of approving a total ban on motorized skateboards in the City of Mesa but added that this action must be initiated by the State rather than the City.

Councilmember Jaffa stated that this issue should be revisited by the Police Committee and commented that adults who have been convicted of DUI's utilize the vehicles as their mode of transportation since they are prohibited from driving their vehicles. Councilmember Jaffa expressed concern regarding the removal of citizens' single mode of transportation and added that he supports requiring notarized parental permission for youths to operate the vehicles.

Mayor Brown stated that it is the consensus of the Council that this item be referred to the Police Committee for additional discussion and recommendations.

6. Discuss and consider the Residential Design Guidelines, possible amendments to the Guidelines and the protection of native plants.

Mayor Brown advised that due to time constraints, this item will not be discussed at this time.

7. Hear reports on meeting and/or conferences attended.

Mayor Brown advised that there were no reports on meetings and/or conferences attended.

8. Scheduling of meetings and general information.

City Manager Charles Luster advised that the meeting schedule is as follows:

Monday, August 2, 1999 - Police Committee Meeting (preceeding the Study Session)

Monday, August 2, 1999 - Study Session (immediately following Police Committee Meeting)

Monday, August 2, 1999, 5:45 p.m. - Regular Council Meeting

9. Prescheduled public opinion appearances (there will be a maximum of three speakers for three minutes per speaker).

Mayor Brown advised that there were no prescheduled public opinion appearances.

10. Items from citizens present. (Maximum of three speakers for three minutes per speaker).

Mayor Brown advised that there were no items from citizens present.

11. Adjournment.

Without objection, the Study Session adjourned at 9:16 a.m.

Carried unanimously.

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WAYNE BROWN, MAYOR

ATTEST:

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BARBARA JONES, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 22nd day of July, 1999. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this \_\_\_\_ day of \_\_\_\_\_ 1999

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BARBARA JONES, CITY CLERK