

COUNCIL MINUTES

March 22, 1996

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 March 22, 1996 at 7:30 A.M.

COUNCIL PRESENT

Mayor Willie Wong
Jerry Boyd
Pat Gilbert
T. Farrell Jensen
Dale Johnson
Jim Stapley

STAFF PRESENT

Wayne Balmer
Neal Beets
Linda Crocker
Mike Hutchinson
Rich Lorig
Jeff Martin
Frank Mizner
Ruth Ann Norris
John Oliver
Ellen Pence
Bryan Raines
Kevin Snow
Harold Stewart
Doug Tessororf
Mindy White
Ralph Wisz
Others

OTHERS PRESENT

Carolyn Baecker
Dan Dever
Bill Ellars
Ioanna Morfessis
Others

COUNCIL ABSENT

Joan Payne

Mayor Wong excused Councilmember Payne from the meeting.

1. Hear a report from the Greater Phoenix Economic Council regarding corporate activities.

Bill Ellars, Mesa's representative to the Greater Phoenix Economic Council (GPEC) introduced fellow representative Carolyn Baecker and Ioanna Morfessis, President and Chief Executive Officer of GPEC to the members of the Council.

Mr. Ellars briefly discussed the importance of maintaining and increasing long-term commitments to new and existing companies and attracting businesses to the City to ensure the growth of employment opportunities throughout the City of Mesa.

Ms. Morfessis introduced Dan Dever, Vice President of Corporate Locations for GPEC, and briefly highlighted a slide presentation consisting of a brief overview of GPEC's current and future goals.

Discussion ensued relative to the record number of companies assisted by GPEC during 1994-95, the resulting creation of employment opportunities, decreasing unemployment rates, economic development trends, population projections, marketing plans and international prospects.

Ms. Morfessis provided the Council with statistics relative to relocation prospects and regions of origin of GPEC prospects in FY 1995.

In response to a question from Councilmember Gilbert, Ms. Morfessis explained the manner in which data is collected relative to various issues and indicated that a major source of information on Mesa's economic development efforts and results is provided by MEGACORP.

Ms. Baecker informed the Council that the GPEC organization is considered a success model throughout the country and noted that office space availability has decreased. Ms. Baecker pointed out that business property taxes are higher than residential taxes and stressed the importance of long-term planning and adhering to commitments made to both large and small businesses within the City. Ms. Baecker encouraged the Council to assume a high-visibility stance relative to economic development efforts and to assist in defining, meeting, and improving upon challenges which exist in Mesa.

Mayor Wong thanked Ms. Morfessis and GPEC staff and representatives for their input.

2. Hear a report from MEGACORP regarding program activities.

MEGACORP Director Harold Stewart referred to maps and overheads displayed in the chambers and discussed economic development focal points, land availability, international trade, and the importance of available infrastructure to support job growth.

In response to a question from Councilmember Boyd, Mr. Ellars advised that comments received from prospects and companies which have actually relocated to Mesa have been extremely positive. Councilmember Boyd recommended that the comments be utilized as testimonials in an effort to attract other businesses and enhance Mesa's standing as a 'business friendly' community.

Councilmember Gilbert suggested that 'exit interviews' also be conducted among companies which choose not to relocate in Mesa in order to gain valuable information and improve the City's image.

Mayor Wong thanked Mr. Stewart for his presentation.

3. Hear a report on meetings and/or conferences attended.

Mayor Wong advised that there were no reports on meetings and/or conferences attended to report on at this time.

4. Scheduling of meetings and general information.

Assistant City Manager Mike Hutchinson advised that the meeting schedule is as follows:

Thursday, March 28, 1996, 7:30 A.M. - Utility Committee Meeting

Friday, March 29, 1996, 7:30 A.M. - Council Study Session

5. Prescheduled public opinion appearances. (Maximum of three speakers for five minutes per speaker.)

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

6. Items from citizens present. (Maximum of three sneakers for five minutes per speaker.)

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

7. Tour of Northeast Mesa.

At 8:35 a.m. the Council adjourned the Study Session to participate in a tour of Northeast Mesa. The tour adjourned at 10:30 a.m.

Carried unanimously.

WILLIE WONG, MAYOR

ATTEST:

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 March, 1996. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 4th day of April 1996

BARBARA JONES, CITY CLERK