



**Meeting ACTION MINUTES**  
**Downtown Vision Ad-Hoc Committee**  
March 24, 2015  
Mesa Lower Council Chambers, 57 E. First Street  
3:00 p.m.

Jo Wilson, Chair  
Debby Elliott, Member  
Marco Meraz, Member  
Lorenzo Perez, Member

Steve Chucri, Member **(Absent)**  
Charles Huellmantel, Member  
Rich Marchant, Member

1. Chair's call to order **(Approximately 3:05 pm)**
2. Review and take action to approve Downtown Vision Committee minutes from the March 10, 2015 meeting. **(Approved)**
3. Committee review, sharing of ideas and dialogue regarding: What does the Committee want the end product of our work to be and include?

**RMarchant—My first thought is that we don't want to duplicate the Central Main Plan. Maybe our job is to come up some kind of review mechanism to ensure the plan is implemented. Identify guidelines that need to be priorities based on what we have heard and what our own experiences suggest, such as connections and gateways to and from downtown. Need some suggestion and guidance on what kind of branding (I see it as something applied more loosely) should be. I'd like to identify core things that must be part of a future downtown.**

**JWilson-- maybe need to look at some definitions. Branding can mean different things to different people.**

**CHuellmantel -- Branding isn't visioning and I don't see branding as our role. For Downtown Mesa, there are lots of right pieces yet to come forward. Some already in place. When I consider visioning and what would be most helpful to the city, I think where the City would have the most impact is in the public spaces. I'd like our deliverable to include a list of things that help us get where we want to go, particularly as it relates to public spaces. Central Main Plan has good guidelines and things. Best next step is a set of action plans.**

**DElliott-- Took the time to read the Central Main Plan. And while it is very comprehensive, it does tend to be government speak. When looking at what is our job... feels like we need to boil it down to a one page document that helps people like**

me know where we are heading as a community. I agree with the comments relating to need to somehow show progress. But I think we need focus and something simple. And one other thing, I want to make sure that whatever brand comes of downtown, that it in no way limits us. If I'm a motorcyclists who loves 2<sup>nd</sup> Friday, then that is DT Mesa. If I love arts, then that's DT Mesa. A brand needs to be inclusive.

LPerez -- I come from an experience that recognizes and celebrates history through adaptive reuse of buildings. Downtown Mesa has great bones for this. I also like the beauty and power in simplicity. We have a very broad audience. Also like the idea of action plans. So, I've been asking myself...what are we missing? To me, vision is visual. Visuals are worth many words. We need visual graphics that help us boil down into a few key actions and priorities that also provide simple and bold articulation. To me, vision is about the essence of a promise, about those catalysts that ignite people, emotion and development for downtown. For me, I really respond to pictures. Visuals. What's going to evoke an emotional response? What is going to get you to come downtown. What are tools and strategies to activate and bring people downtown.

MMeraz. Talked to people I know, trust and respect in downtown; those invested in the future of downtown. Read a statement.... Comes down to setting up an advisory committee of some kind to monitor ongoing implementation. Committee should include people who want to see downtown move forward and believe in its future. I think a combination of the Central Main Plan plus our vision is what we need. Put the two together. Add to Central Main, complement it, come up with something that helps all of us move forward. About definitions, we need to define urban. Define TOD. See that 20 or more would be on the committee, include City staff.

JWilson—I think we all agree that we don't need to reinvent Central Main Plan. The challenge that I recall hearing from Council, City Manager and others is that we have many groups in downtown with their own vision that is not comprehensive. But I also agree that while the Central Main Plan is good, we need something in layman terms, an elevator speech for the average person. Avg. citizen doesn't know the plan exists. Looking for a global statement like "activating people and space." Then an action plan. Here's what is needed to activate downtown. I also like Marco's concept of advisory committee for accountability. Global statement coupled with action goals that also provides specific guidelines to help involved groups know what their role is.

CHuellmantel-- Important to remember that what's going to happen for next two years is already underway. Visioning should be more focused on what we need to five years from now. We also need to consider long-term priorities that will make a big difference downtown and that will create a regional identity. I think we focus on public places and what we want. I think we need to consider a broader definition of downtown beyond square mile. Consider the market surrounding. People close enough to bike and walk and access downtown. Today, we have an unmatched will in Mesa that downtown is

**important. We have the political capital, which is critical. We are here to help the City know how to spend that political capital on.**

**Catalysts to Ignite Downtown Mesa.**

**GATEWAYS and CONNECTIONS. Needs to be comfortable and attractive things for people to get to and from downtown. Pedestrians and vehicles tools and solutions. Pedestrian ways. Green linear parks.**

**ALLEYS AS PASEOS. Linear paths. Activated alleys can become active paseos. Need shade in the alleys. Deliver the unexpected. Clean them up. Activate them with food service.**

**IDENTITY. Human scale, vintage, eclectic mix of uses. Concentrated return on investment. Culture. Color. Keep doing the little things that begin to ignite excitement.**

**SAFETY, ACCESSIBILITY AND PARKING. Need parking that is findable, safe, accessible. Today, it is hard to find. When you get there, feels unsafe. Change perceptions. Light rail will bring more homelessness. City needs to be prepared. Focus more on back alleys. Spruce them up.**

**GATHERING PLACES. Both programmed and informal.**

**ART. Build on what we have and the creative community downtown.**

4. Review and discuss Committee homework assignments to be completed before the next meeting. Provide direction to staff on any additional information needed for next meeting.
  - a. **Staff to provide notes to members as quickly as possible about today's discussion.**
  - b. **Committee to review notes and bring ideas for 'catalysts to ignite downtown' to next meeting.**
  - c. **Staff to bring visuals (used in City Center outreach efforts) as a visual tool for the Committee to use at next meeting.**
5. Confirm next meeting date: April 14, 2015, 3 p.m., Visit Mesa, 120 N. Center. **(Confirmed)**
6. Items from citizens present **(none)**
7. Adjourn meeting **(Approx. 4:37pm)**

*Committee members will attend either in person or by telephone conference call. City Council members may elect to attend the meeting for their own information, not for purposes of any legal action nor decision making by the Council. The City is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at 480-644-3333 at least two business days before the meeting.*