

# iMesa

imagine, invest, improve

**Steering Committee Meeting**

**Saturday, August 24, 2013**

**Visit Mesa**

**120 N. Center Street, Mesa, AZ**

**8 AM**

## iMesa Steering Committee Members

Mark Schofield (chair)	Kate Ali'Varius	Ted Wendell
Elizabeth Danielson (vice-chair)	Stephen Sparks	Shannon Acevedo
Karen Frias-Long	David Short	Michelle Streeter
Ronald Barnes	Stephen Viramontes	Kathy Macdonald (staff liaison)
Kay Henry	John Kressaty	
	Terri Bennelli	

1. Call to order
2. Approval of minutes from July 18, 2013 meeting
3. Items from citizens present
4. Presentation and group discussion: Developing the Vision for iMesa 2.0 facilitated by Doug Griffin of Advanced Strategy Center
  - Around the table introductions, identification of a 'key' takeaway for each participant
  - Assessment of iMesa Program today
    - \* What's working, where we have had the most success
    - \* What's not working, where have not been able to achieve what we wanted
  - Envisioning the next level of iMesa
    - \* Components of iMesa 2.0
    - \* Assessment of important and level of effort
    - \* Identification of dependencies/resources
  - The role and of the iMesa Steering Committee
  - The support and coordination needed from the City (staff, Council, Mayor)
  - Our Focus for the thru 12/2014

- \* Key priority areas (review and validate from prior workshop)

- \* Identification of potential projects (top line)

- The iMesa interactive platform for community access

- \* Functionality and access for 2.0 (interface, level of information, mobile support)

- \* Possible partners or approaches to build

- Reconnecting the community (Fall 2013)

- \* Media publicity for iMesa 2.0

- \* Neighborhood meetings/Forums

- \* Clear message on the importance

- iMesa Steering Committee Structure

- \* Review for changes on Committees and focus

- \* Communications, meetings times, etc.

- Critical Success Factors for iMesa 2.0

- \* Imagine 12/2014

- \* What we would have achieved

- \* Critical success factors to allow that achievement

- Around the Table Close

- \* The key learning/topic today that really mattered for each participant

5. Schedule next meeting

6. Adjourn