

# iMesa

imagine, invest, improve

Steering Committee Meeting

Wednesday, July 27, 2011

1 E. Main Street, South Studio Conference Room, 3<sup>rd</sup> Floor

6 PM

**Attendance:**

Mark Schofield (chair)

Stephen Sparks

Karen Frias-Long

Kay Henry

Ted Wendell

David Short

Dan Wohlslagel

Steve Hale

John Schroeder

John Kressaty

Bill Puffer

John Barry

Kate Ali'varius

Elizabeth Danielson

Kathy Macdonald (staff)

Bill Jabjiniak (staff)

Marquisha Griffin (staff)

Gary Nelson, Arizona Republic (media)

**Absent:**

None

**Minutes:**

- Mark Schofield gave a brief welcome and introduction. Kathy welcomed Bill and Marquisha from the City of Mesa Office of Economic Development.
- Kathy covered housekeeping items including:
  - a. There is a new iMesa display at the Main Library. This is a slightly scaled down version of the display used at the Arizona Celebration of Freedom on July 1, 2.
  - b. iMesa now has its own Facebook page. Previously the iMesa feedback forum on Facebook resided on the Mayor's Facebook page. However, since the program has picked up steam, an independent page has been created. Search IMesaAz on Facebook. This was submitted by a resident as an iMesa idea. The idea has since been updated as complete on the iMesa site.
  - c. A draft committee contact sheet was distributed and Kathy asked committee members to fill in their preferred contact phone number and email.

- d. Kathy brought iMesa “calling cards” that committee members can use to tell others about the iMesa program. These cards are the size of business cards and are much more convenient to carry around than the postcards.
- Bill Jabjiniak gave a presentation about the definition and purpose of economic development, Mesa’s HEAT initiative, economic development achievements, iMesa ideas related to economic development and the current and new economy. (Full presentation posted with minutes). Committee members asked questions related to these topics.
  - Kathy encouraged committee members to frequently review the ideas on the iMesa UserVoice site ([imesa.mesaaz.gov](http://imesa.mesaaz.gov)) as there are ongoing updates with staff input and status updates. Very few ideas have been rejected to date. Some ideas that are more operational than transformation in nature are relatively easy to complete by staff and do not necessarily need to go to the committee for action. Kate asked if there was a way that committee members could receive a notification when ideas were updated. Kathy said that she would see if the software could do this function. Otherwise, periodic status reports will be sent to the committee via other means.
  - Kathy updated the committee on some iMesa ideas staff are working on including city gateway entry signage and the downtown community garden. Dan commented that there are some “Together” letters left by the former POOL operation in the old Mervyn’s parking lot. He said that the letters were meant to have plants grow around the letters and this might be a good addition for the community garden.
  - Kathy updated the committee on the national attention that Mesa has received lately and committee members should follow the City’s social media to be in tune with what is happening. Mark mentioned that Mesa needs to do a better job in promoting itself in the media. He suggested that the Mayor do a “Mayor’s Corner” column in the newspaper. Gary Nelson suggested that Kathy contact the editor of the paper about this suggestion.
  - John Kressaty met with Banner and Blandford Homes with both organizations expressing an interest to participate in and promote iMesa. The CEO’s also said they will attend iMesa Village meetings.
  - Several committee members expressed concerns about how the Village meetings will be advertised to ensure good attendance. Kathy mentioned that an outside PR firm may be used to market iMesa and the Village meetings but nothing has been finalized.
  - Kathy distributed the proposed Village meeting schedule.
    - a. Wednesday, September 21
    - b. Wednesday, October 5
    - c. Wednesday, October 19
    - d. Wednesday, October 26

- e. Wednesday, November 2
- f. Wednesday, November 16
- The committee agreed the dates proposed would work for the first round of meetings in each Village. Several members of the committee expressed that Oct 19 and 26 would not be good dates for the Desert Uplands Village because members representing that area have other commitments. Mark said that the logistics of the Village meetings will be discussed at the next steering committee meeting. Kathy will take the proposed schedule back to the City Manager for approval to ensure that city staff will be able to attend to lend support to the committee at those meetings.
- The next steering committee meeting was tentatively scheduled for August 17 at 6 pm. The committee will hear a presentation from the Parks, Recreation and Commercial Facilities department as well as discuss logistics for the Village meetings. Kathy will confirm this date and send notification via email.
- Kathy briefly discussed the Open Meeting Law.
- Meeting adjourned