

# Meeting Minutes

## Economic Development Advisory Board Marketing / Outreach Subcommittee

**Date/Time:** Tuesday, April 29, 2014, 7:30 AM

**Location:** City of Mesa Office of Economic Development  
Mesa City Plaza Building  
20 E. Main Street, Suite 200  
Mesa, AZ 85201

**Members Present:** James Christensen, Sally Harrison, Natascha Ovando Karadsheh, Tony Siebers

**Members Absent:** None

(Terry Benelli is no longer part of the subcommittee as she has been appointed to the open position on the City Council.)

**Staff Present:** Kim Lofgreen, Ken Chapa

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### 1. **Chair's Call to Order**

Chair James Christensen called the February 25, 2014 meeting of the EDAB Marketing / Outreach Subcommittee meeting to order at 7:30 AM at City of Mesa Office of Economic Development (OED), Mesa City Plaza Building, 20 East Main Street, Suite 200, Mesa, AZ 85201.

### 2. **Approval of Minutes**

Chair Christensen asked for a motion to approve the minutes from February 25, 2014.

Motion: Sally Harrison

Second: Tony Siebers

Decision: Passed 4-0

### 3. **Items from citizens present**

None

### 4. **Present and discuss the Business Attraction Fund Plan**

Mr. Ken Chapa presented the first draft of the plan to the committee. Committee members and staff discussed various aspect of the plan including the tiers and what sponsors would receive at each tier. The committee members discussed whether there should be additional tiers with one being for in-kind sponsorships.

Mr. Kim Lofgreen presented the categories of types of companies that Mesa OED would like to target for sponsorship. The committee members made recommendations about the types of companies to consider and also gave a few names of companies.

Members suggested that additional value should be added to the tiers such as the highest tier being allowed to spend more time with the clients that were brought in for the Executours. Members also discussed ways the fund could be marketed to prospective sponsors. The types of possible in-kind sponsorships were discussed.

Timelines were discussed and it was suggested that the discussed changes should be made and the plan could be ready for review at another meeting with the committee by next Monday, May 5 and then presented to the full EDAB committee on Tuesday, May 6. Mr. Lofgreen suggested that they run the new ideas by Director and Deputy Director of OED first. If OED management was comfortable with the discussed changes and the timeline, then another meeting would be scheduled for Monday, May 5, to review the revised plan. If not, we would let them know of a revised meeting date. A kick-off date of the week of June 9 was suggested.

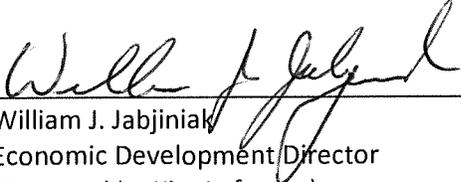
5. **Other Business**

**Next meeting date and schedule** – The next meeting date was set for Monday, May 5, unless there was a need to change. Mr. Lofgreen would notify the committee.

6. **Adjournment**

James Christensen adjourned the meeting at approximately 8:25 AM.

Submitted By:

  
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William J. Jabjiniak  
Economic Development Director  
(Prepared by Kim Lofgreen)