

**Office of Economic Development**  
Economic Development Advisory Board  
MEETING MINUTES

Date: June 6, 2006: 7:32 A.M.

MEMBERS PRESENT

Patricia Schroeder  
Mike Garcia  
Brian Campbell  
Jim LeCheminant  
Vern Mathern  
Steve Shope  
Ted Wendel

EX-OFFICIO

Mayor Keno Hawker (excused)  
Chris Brady  
Charlie Deaton  
Jack Sellers

STAFF PRESENT

Shelly Allen  
Wayne Balmer  
Sue Cason  
Harold Decker  
Debbi Dollar  
Cathy Ji  
Teri Killgore  
Tom Reyes  
Scot Rigby  
Claudia Whitehead

GUESTS

Roc Arnett  
Dr. Albert McHenry  
Dr. Bernie Ronan  
Lois Yates

MEMBERS ABSENT

Raul Cardenas (unexcused)

**1. Chair's Call To Order**

Chair Pat Schroeder called the June 6, 2006 meeting of the Economic Development Advisory Board to order at 7:32 A.M. in the Mesa City Plaza Building, Room 170.

**2. Approval of Minutes: EDAB Meeting – April 4, 2006**

Chair Schroeder called for a motion to approve the minutes from the meeting held April 4, 2006.

**MOTION:** Mike Garcia moved that minutes from April 4, 2006 be approved.

**SECOND:** Vern Mathern.

**DECISION:** Passed unanimously.

**3. Selection of Chair and Vice Chair**

Chair Schroeder called for the election of officers for the 2006/2007 fiscal year.

**MOTION:** Jim LeCheminant moved that Mike Garcia be elected Chair.

**SECOND:** Vern Mathern.

**DECISION:** Passed unanimously.

**MOTION:** Vern Mathern moved that Brian Campbell be elected Vice Chair.

**SECOND:** Jim LeCheminant.

**DECISION:** Passed unanimously.

#### **4. Mesa's Higher Education Partners**

##### Arizona State University Polytechnic – Dr. Albert McHenry

Dr. McHenry gave a powerpoint presentation outlining the educational structure of ASU Polytechnic. A Polytechnic University combines a legacy of leadership in applied science-based education, with an expanding emphasis on workforce education and use inspired development, to enable problem solving for our technology driven society.

The polytechnic educational approach is widely characterized by its use of hands-on project-based active learning processes. Classrooms and laboratories are configured for intellectual engagement and interaction between students working as team members, on real-world problems with guidance from the faculty. The focus is on preparing a job-ready graduate who contributes to the workplace productivity with technological competence and enables the long-term economic success of the society.

The polytechnic plan is for all bachelor's and graduate programs to integrate theory and practice, provide a quality general education base in the liberal arts and sciences, focus learning with project-based activities, state of the art experiences, stress the development of competence in solving real world problems and apply math and science throughout the entire program of study.

ASU Polytechnic plans to expand into 5 colleges or avenues of study, going from 4,865 students in 2005 to 8,850 students in 2010. During the recent 2006 legislative session the State legislature approved funding that will permit ASU Poly to build three new buildings.

The new facilities include:

The Science and Technology building that will have 76,000 sq. ft. at the cost of \$50 million with classrooms, labs and faculty offices.

The Classroom and Office Building #1 will have 43,000 sq. ft. at the cost of \$22 million with classrooms, faculty offices and auditorium.

The Classroom and Office Building #2 will have 61,000 sq. ft. at the cost of \$31 million with classroom and faculty offices.

Faculty members are selected for their expertise in the interpretation and delivery of state-of-art professional practice and their ability to adjust to the volatile needs of the modern technological workplace. Their research activities are formulated around seeking solutions to current problems that make immediate impact in the day-to-day life of the local community and the nation.

Current research examples are:

- Photo Voltac Panel Testing and Certification
- Fuel Cell Manufacturing Processes
- Development of Lead Free Solder
- Uses of Computer Graphics
- Techniques in Decision Making
- Impact of Large Dosages of Vitamin C
- Cognitive Methods in Managing Multiple UAV Flights
- Effective Uses of Simulation in Learning Difficult Tasks
- Disaster Response Processes
- Use of NANO Technology in Water Filtration

There are many positives associated with the Poly location:

1. In Arizona as part of ASU
2. The conveyance of the Williams facility in the City of Mesa
3. The association with the East Valley, its cities and the Williams Gateway Airport
4. The support of the East Valley legislators
5. The collaboration with our high schools and community colleges

Our Community College partners are:

Arizona Western Community College, Central Arizona Community College, Maricopa County Community College District that includes Chandler-Gilbert Community College, Gateway Community College, Glendale Community College, MATEC, Mesa Community College and Pima Community College.

Local Government partners are:

City of Apache Junction, City of Chandler, Town of Gilbert, City of Mesa, Town of Queen Creek, Gila River Community and Williams Gateway Airport.

Company partners are:

AmeriChem, Amkor, Arch Chemical, ASML, Boeing, Freescale Semiconductor, Intel Corporation, Mesa Air Group, Motorola, Medtronics, Inc., ON Semiconductor, ST Semiconductor, Semiconductor Industry Association, Texas Instrument.

Regions (cities, states and nations) around the world are associating their economic and social developments with universities. The university serves as a core component of the regional development processes and the relationship is symbiotic, each drawing strength from the other.

Universities are evolution drivers and lead change, but with long-term prospective. The university delivers its impact by:

- Increasing the intellectual base of the entire region
- Developing the workforce pool needed to attract and sustain highly desirable business and industry
- Providing a venue for community engagement
- Initiating and participating in activities and collaborations that increase the overall quality of life in the region.

Poly needs a partner that benefits from its presence, helps shape its agenda through involvement, assists in its infrastructure development and provides a high quality of life for its people. Mesa needs access to a graduate pool for development, effective

intellectual impact and quality of life leadership. They have a mutual inter-dependence to work together for common goals.

In concluding, Mesa's EDAB can help ASU Poly by:

1. Projected impact of Mesa's Future Bond election - \$33,000,000 for Poly
2. Adopt ASU Poly as a partner in the development of Mesa and the region
3. Supporting our development as we seek to convert the former Williams facility into a vibrant university campus
4. Supporting our efforts to build a brand identity as ASU and as Mesa

#### Mesa Community College Downtown Campus – Shelly Allen

Shelly Allen presented an update on the Mesa Community College Downtown Campus.

In August of 2004 the City and MCC signed a Memorandum of Understanding. This MOU was basically for the purposes of collaborating efforts to serve the educational and economic development needs of the community. The results of the MOU is a partnership driven program of a specific campus that will give educational access to thousands of students and contribute to the economic revitalization of the downtown. The City and MCC jointly retained Concord Eastridge, which specializes in developing educational campuses, to help us both develop a vision plan, develop the buildings and to test the economic feasibility. The vision map is ever evolving as more programs are introduced as part of the campus. The identified programs, at this point, are Advanced Technology, Community Learning, Emergency Operations, Fire Paramedic Training, and Health and Wellness.

Based on the most recent Council direction, the next step includes Master Planning the entire campus. This Master Plan will include considerations for parking, both vehicular access and pedestrian connections.

### **5. Other Business**

#### Incentives Task Force Update

Mike Garcia gave a brief update on the Task Force. We are actually working with the individual stakeholders within the various economic development centers. We have come to the conclusion that we need to have a vision as to where we are going, but we don't want to override anyone else's vision that may already be in place. We are surveying the people who are involved with the Downtown, Fiesta, Falcon Field and Williams Gateway areas to determine what their vision is for that particular economic center. All the information will be gathered and then we will create our own vision for the City. We are leaning toward a type of incentive program that San Antonio, Texas has in place and it is essentially a point-based system. This allows the developer or business to accumulate points towards redemption for incentives. The staff would determine the points based on the determination or vision from Council on how those points were to be awarded and then a redemption catalog could be used. It is a very unique and very well put together program.

### EDAB and Chamber of Commerce Outreach

Chair Schroeder reported that a proposal was received from the Chamber regarding the upcoming bond election. The idea presented is how can EDAB and the Chamber of Commerce work together to have discussions with the business community on what their priorities are under the circumstance we are now living in. What can we do? The idea is rough right now and will be brought back to EDAB at the next meeting. The entire EDAB Board is behind this effort and asked Charlie Deaton to set-up the initial meeting.

### Mesa Economic Development 3<sup>rd</sup> Quarter Report

Chair Schroeder encouraged the Board to look over the Quarterly Report that was provided in the packet.

Next EDAB Meeting: August 1, 2006

## **6. Director's Report**

Debra Dollar referenced a new organizational chart. Economic Development is now a full-fledged department and is no longer a stand-alone division. We also have designated Falcon Field and Williams Gateway Airports as true economic centers of Mesa and have consolidated them into the Economic Development structure. With a new Department, the person that is being recruited will be the Economic Development Manager. The recruitment has begun and a very good response has been received. There are around 45 individual applications from all across the country that met the minimum requirements. With the recent organizational change, we needed to make sure that we have individuals who can encompass all of the skills that would be associated with the airports, so we took time out to revisit and validate the salary. Working with Human Resources, I have done some telephone screening interviews to get it down to a manageable number. We are targeting the end of June to actually have a panel interview. I have asked out-going Chair Schroeder to serve on the panel, as well as Charlie Deaton to represent the Chamber of Commerce. There will be several other panelists as well.

There is also a new entity under the Assistant to the City Manager on the Organizational Chart. City Manager Chris Brady is looking to create an organization referred to as Strategic Initiatives and then Information Services is under that. It is a technology hub.

Teri Killgore and Claudia Whitehead updated and invited the Board to the Brokers Breakfast actually calling it Mesa Premiere – Commercial Developments on Monday, June 19<sup>th</sup> at 7:15 a.m. It is being co-hosted by Banner Desert Medical Center in their new Education Center at 1500 S. Dobson Road. The targeted audience is brokers and developers, but all interested in coming are welcome.

## **7. Comments from the Board and Public**

No comments.

**8. Adjournment**

It was noted that the next EDAB meeting would be held August 1, 2006.

There being no further business, Chair Schroeder adjourned the meeting at 9:05 A.M.

Submitted By:

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Debra Dollar, Deputy City Manager