

Office of Economic Development
Economic Development Advisory Board
57 E. 1st Street
Lower Level Council Chambers
Mesa, AZ 85201

MEETING MINUTES

Date: June 4, 2013 **Time:** 7:30 A.M.

MEMBERS PRESENT

Rich Adams
Terry Benelli
James Christensen
Mitzi Montoya
Tony Siebers
Laura Snow
Jo Wilson
Steve Wood

EX-OFFICIO

Mayor Scott Smith (excused)
Chris Brady (excused)
Brian Campbell
Jeff Crockett
Sally Harrison
Steve Shope

STAFF PRESENT

William Jabjiniak
Sue Cason
Jennifer Graves
Bill Jabjiniak
Shea Joachim
Kelley Keffer
Kim Lofgreen
Karen McNulty
Gail Vangen

MEMBERS ABSENT

Jeff Pitcher (excused – currently in Japan)

GUESTS

John Wesley
Tom Ellsworth

1. Chair's Call To Order

Chair Jeff Crockett called the June 4, 2013 meeting of the Economic Development Advisory Board to order at 7:34 a.m. at the City Council Chambers, Lower Level, 57 E. 1st Street, Mesa, AZ 85201.

2. Items from Citizens Present

None.

3. Approval of Minutes from May 7, 2013, Board Meeting

Chair Crockett called for a motion to approve the minutes from the meeting held on May 7, 2013.

MOTION: Rich Adams moved that the minutes from May 7, 2013, be approved.

SECOND: Laura Snow

DECISION: Passed unanimously.

Introductions

First vote of the fiscal year 2013/2014 budget occurred last evening with Economic Development being allocated position number 14 as a new position. Gail Vangen was introduced as a new administrative support assistant replacing Sue Cason. Karen McNulty was introduced as the administrative support assistant replacement for Betsy Adams. Kim Lofgreen fills the marketing & business development manager position vacated by Jaye O'Donnell's promotion.

4. Election of Officers for 2013/2014

MOTION: James Christensen made a motion to nominate Rich Adams as the new chair for the Board and Laura Snow as the vice-chair.

SECOND: Mitzi Montoya seconded the motion.

DECISION: Passed unanimously.

5. Recognition of Outgoing Board Members

Mr. Bill Jabjiniak announced that Steve Wood is stepping down from the Board after six years of service.

6. General Plan Update

Mr. Rich Adams is the liaison to the PAC committee from the Board. He sees the General Plan as a living document that will still be in use 10 years in the future.

Mr. Adams asked the board to use this opportunity to give feedback on how important economic development is to the general plan.

Mr. John Wesley, planning director, shared that the general plan's primary goals are important in community development. The team desires feedback regarding the plan for the city council. Mr. Wesley handed the presentation over to Mr. Tom Ellsworth, senior planner and Jennifer Graves, project manager with the Office of Economic Development.

The goal is to develop a 21st American City with 1) vibrant, stable, safe neighborhoods, 2) great public spaces and high quality cultural amenities and 3) a stable and diverse economy.

Mr. Ellsworth reviewed with the board the land use map which is parcel-specific. Mesa is primarily suburban neighborhood (delineated as yellow on the existing land use map). He then introduced the Enhancing the City, Land Use Character map. This map focuses on desired character rather than particular land use. Proposed character area types are:

- **Neighborhoods** – Primarily residential areas with supporting parks, schools, and small commercial areas
- **Neighborhood Village Centers** – Commercial and mixed-use nodes of activity, generally between 15 and 25 acres in size, that serve the surrounding neighborhoods
- **Downtown** – The traditional downtown of Mesa; includes a wide range of land uses in a traditional neighborhood and urban form. Focus is the heart of the city.

- **Mixed Use Community Activity Districts** – Areas of activity, generally larger than 25 acres that serve the larger community; primarily retail commercial areas and entertainment centers, but may include offices, multi-residential, and other supporting uses (Fiesta district / Superstition Springs)
- **Employment Districts** – Large areas devoted to primarily employment uses such as manufacturing and warehousing
- **Specialty Districts** – Areas for large, single uses such as college campuses and hospital campuses
- **Transit Corridor** – Light rail and other high capacity transit corridors designated for intense, urban development
- **Parks/Open Space** – Community and regional scale open space areas

Some key issues include maintaining the unique charters of these areas as pedestrian friendly with neighborhood sprawl. Creation of neighborhood centers is needed, focusing on different people, ages and cultures. High quality public places providing rich public space is the goal including parks and trails as well as recreational and cultural amenities.

Focus is being made on quality job creation as a high priority. The need to place priority on creating an environment where commerce and industry can thrive as well as economic activity areas should focus on creating an identity. Creating a place industries are attracted to. Cities grow up around commerce.

Strategies for a strong economy include a business climate, workforce and industries of opportunity as well as leadership and partnership. Using the Fiesta district as a model, the focus on what is missing in other areas of the city such as the pedestrian experience and open spaces with the aim of a growing, diverse and stable community. Economic activity areas identified include the downtown area, corridors (such as the Superstition area, Broadway, Country Club and Power Road) as well as retail centers and business industrial parks.

Drafting plans through the summer will culminate with a plan to present to the board in October. The goal is to have this initiative on the ballot for November 2014. Suggestions and input can be made through the website at www.thisismymesa.org. Updated drafts and plans will be posted to the website as they become available. Use your voice website is another place to view what people are saying about Mesa.

Ms. Laura Snow suggested that a focus on health and wellness appears to be overlooked in the current plans. Mr. Wesley responded that promoting healthy living is important and stated they are open to ideas. Ms. Snow further stated that making inroads focusing more on health management and connecting the community into awareness should be a priority in these plans.

Ms. Terry Benelli of the healthcare subcommittee opined that Mesa should become a lead in healthy living and this needs to be a part of the general plan. She further inquired about the part that HOA's are taking in maintaining neighborhoods in order to generate support from the communities and encouraging citizens to invest in their own neighborhoods. Mr. Ellsworth stated they have worked with Neighborhood Outreach

and they have gone to neighborhood community meetings. They are currently working on generating interest from people within their own neighborhoods.

Ms. Jo Wilson interjected that the city's responsibility to educate the community should be emphasized as well in order to provide citizens with better jobs and cut down on crime. Mr. Wesley replied that the city is not integrally involved in education; however, he agrees that schools play a vital role in changing the community as a whole.

Mr. Steve Shope asked how much of the plan is tied to population growth and what areas will have the highest population growth. Mr. Ellsworth stated population will grow where new development is currently happening; Eastmark east of the airport and Mountain Bridge in the north east. State we are also seeing population growth along the Light Rail corridor. In 20-30 years, population in Mesa will increase by 250,000 more people.

Mr. Brian Campbell agreed wholeheartedly with inclusion of healthcare and education but also pointed out that the city could run the risk of residential encroachment on key employment areas. He suggested reaching out to GPEC to protect core areas in order to avoid flexibility eroding Mesa's objectives. Need to find a way to maintain emphasis on job creation and how important that is to a livable and healthy community.

Chair Crockett concurred that too much flexibility could put pressure on residential development. Mesa is no longer a bedroom community as it was in the past and the Board would not want to see the general plan backslide in this regard but rather emphasizes creation.

Ms. Mitzi Montoya pointed out that larger institutions and employers have master plans for their organizations. She suggests different levels of planning to focus on priorities such as including corporate planning and integration. She further recommended reaching out to business development and corporate planning departments. Mr. Jabjiniak stated Jennifer Graves, as the liaison, can identify the top 10 employers and who to contact at each of these companies.

Mr. Rich Adams suggested reaching out to the Chamber of Commerce and small businesses to provide input and keep encroachment out of the planning stages.

7. Light Rail Update

Mr. Shea Joachim provided a construction update. There was a moratorium which shielded Downtown Mesa from construction until summer months which are notoriously slower for downtown businesses. The moratorium was lifted on May 1st. An influx of construction activity is currently seen on the Main Street area. The north side is completely closed while the median is removed, roadway widened and utility relocation work is completed. This work will continue through mid-July, then work will commence on the south side of the street.

Business feedback in the area has been positive. Business assistance activities have included Valley Metro's business access signage program. The program offers businesses free signs to let the community to know they are open for business during construction. The Metro Max program works to provide business to those that participate. Valley Metro is kicking off a Shop on Main Street campaign with the

purpose of driving foot traffic to businesses. Shop on Main Street billboards and wraps on trains can be seen in the Main Street area as well as posters, stickers on hard hats, bumper stickers and buttons. Partnership with NEDCO for businesses along the light rail for assistance has helped over 120 businesses since October. Consultants, marketing, business planning approach have all assisted businesses affected by the construction. Feedback from businesses is that the assistance they received has been invaluable. The electric voucher program instituted last summer will be offered again this year. Participating businesses are eligible for a minimum of \$250 or up to 20 percent off their total electric bill from July through August. Eligibility ties back to the program offered by NEDCO. Last year's program was extremely successful with 85 businesses were eligible last year and anticipate even greater participation this year. This program appears to be the only program executed across the country focusing on Light Rail assistance.

Mr. Wood asked if the light rail continues to Gilbert Road would the rebate continue. Mr. Joachim stated that Mesa's electrical ends at Stapley; therefore, this is something to be negotiated with SRP. SRP's initial response is to focus on energy efficiency investments.

Mr. Joachim further indicated that temporary street lighting will be seen in the near future. He further indicated that the construction crews are well aware of the Celebration of Freedom event in the near future and will make every effort to provide a safe environment for the festivities.

Chair Crockett asked if any advertising had been sought on the Mesa cable channel. Currently the channel has not been involved but Mr. Joachim will follow-up with getting the message out on cable access. Vehicle billboards on city solid waste trucks are currently being utilized for the Shop on Main Street campaign.

8. Healthcare Subcommittee Update

Ms. Benelli advised that the final report from the consultant has been returned and the committee is developing a vision statement but have not formally met in a couple of months.

The goal is to become a center of excellence and a national model. Strategic planning, cultivating environment, and a growing superior workforce and education offering are being utilized to foster a first-class business climate. Larger opportunities in different arenas in Mesa include such institutions as the Simulation Center, the medical corridor in Gilbert, and the Cancer Treatment Center as well as Banner Hospital. A meeting in the fall will involve further details of a five-year plan.

Mr. Bill Jabjiniak stated that pressure is now being realized to put this initiative into place sooner than later. Need to start delivering in phases over the he next three to five years.

9. Director's Report

Mr. Jabjiniak announced the retirement of Sue Cason after 12 plus years of service to the department and expressed his appreciation to her. Currently one position is left to fill, and then the department will be fully staffed once again.

Chair Crockett interjected that presentations might be easier to understand if electronic or possibly hard copies were provided to Board members. After some discussion the Board agreed that electronic copies provided a few days before each meeting would be a tremendous help in seeing the details that are not easily visible from a distance.

Mr. Jabjiniak stated that a July meeting is not traditionally held, however, a retreat is being planned for August 6 at 7:30 a.m. at the Mesa Arts Center.

Chair Crockett put forward that this Board is making more of a difference today to the Mayor and City Council and can make additional progress.

Mr. Jabjiniak expressed appreciation to Steve Wood for his years on the Board. He also thanked Chair Crockett for his leadership of the Board.

Chair Crockett indicated that it has been a privilege to serve and that he has learned much by being a part of this Board.

Mr. Shope advocated as an output of the retreat the possibility of a formal document for the Board over the next two to three years that could be revised as needed. Mr. Jabjiniak responded that a draft agenda is in process.

10. Update on AZLabs

Mr. Campbell stated that activity is realized at this time. An event held earlier this year was successful and gaining momentum. The conveyance negotiations have been challenging as the deadline for the interim lease is coming up soon. General Regni continues work on the test site designation but shared that no decisions will be forthcoming prior to the end of the year.

11. GPEC Update

Some staffing changes are occurring currently including the departure of Kathleen Lee whose husband accepted a position in Canada recently. Rudy Vetter is also leaving as he has received great opportunities and a chance to move on. A refocus on China efforts, particularly in Shanghai, which has one of the most polluted rivers in China, are currently being realized.

12. Other Business

Tuesday, August 6, 2013, will be the next board meeting.

Mr. Adams, who serves on the Visit Mesa Board, stated a tag line being considered is "Mesa: city limitless" (in its possibilities).

Mr. James Christensen is sure that some developers would be thrilled with the General Plan Update since, until recently, much of the population went to Scottsdale for services.

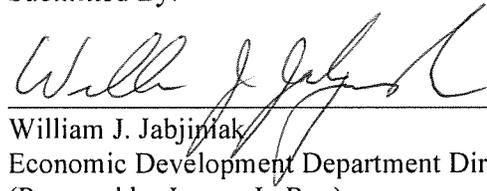
Mr. Adams advised that the PAC committee meets tomorrow publicly and anyone is welcome to attend. He believes now is a critical time since now is when they are starting writing, and echoes concerns about being too general in communication.

Ms. Benelli stated to use the www.thisismymesa.com as a tool. Mr. Adams assured the Board that the comments are reviewed.

13. Adjournment

Chair Crockett adjourned the Board meeting at 9:04 a.m.

Submitted By:

A handwritten signature in black ink, appearing to read "William J. Jabjiniak", is written over a horizontal line.

William J. Jabjiniak
Economic Development Department Director
(Prepared by Jeanne LaRue)