

MEETING MINUTES

Office of Economic Development
Economic Development Advisory Board
Visit Mesa
120 N. Center Street
Mesa, AZ 85201

Date: April 1, 2014 Time: 7:30 A.M.

MEMBERS PRESENT

Rich Adams
James Christensen
Tony Siebers
Laura Snow
Jo Wilson

EX-OFFICIO

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

STAFF PRESENT

Bill Jabjiniak
Karen McNulty

MEMBERS ABSENT

Terry Benelli (excused)
Tony Ham (excused)
Mitzi Montoya (excused)
Jeff Pitcher (excused)

GUESTS

Councilmember Dennis Kavanaugh
Roc Arnett, President & CEO, East Valley Partnership
Mike Hutchinson, Project Director, East Valley Partnership
Marc Garcia, President & CEO, Visit Mesa
Kimberly Freer, Vice President of Sales & Marketing, Visit Mesa
Sean B. Lake, Pew & Lake, PLC

1. Chair's Call to Order

Chair Rich Adams called the April 1, 2014, meeting of the Economic Development Advisory Board to order at 7:31 A.M. at Visit Mesa, 120 N. Center Street, Mesa, AZ 85201.

2. Items from Citizens Present

None.

3. Approval of Minutes from March 4, 2014 Board Meeting

Chair Rich Adams called for a motion to approve the minutes from the meeting held on March 4, 2014.

MOTION: James Christensen moved the minutes from March 4, 2014, be approved as presented.

SECOND: Jo Wilson

DECISION: Passed unanimously.

4. Discussion with Councilmember Kavanaugh

Chair Adams welcomed Councilmember Kavanaugh.

Councilmember Kavanaugh thanked the Board for the work they do, and for continuing to be an active voice to critically analyze proposals that come before the City for the preservation of jobs.

5. East Valley Partnership (EVP) Presentation

Mr. Roc Arnett and Mr. Mike Hutchinson provided a presentation, "Talent/Growth/Opportunity: Promoting the Assets of the Phoenix East Valley," to the Board. The East Valley Partnership (EVP) focuses on the advocacy and promoting of economic development and quality of life in the entire east valley.

Statistics were provided on the current and ten year projected population, median home prices and region workforce.

PHX East Valley Projections 2014 to 2024		
	2014	2024
Population	1.4 M	2.0 M (projected)
Median Home Price	\$205,000	\$265,000*
Regional Workforce	750,000	925,000**

*A return to 2006 levels

**Estimated using MAG Data

The key focus areas for the East Valley Partnership (EVP) are as an advocacy for economic development & quality of life including transportation/infrastructure, education/workforce development, aviation/aerospace, and Superstition Vista Region.

Mr. Arnett shared the 25 year planning horizon, a listing of the Phx East Valley assets and their implementation plan.

Phx East Valley Assets

- 157,000 college students @ 21 public and private institutions
- ASU – the nation’s largest university – pursuing a bold, transformative vision of higher education
- One of the fastest growing airports in the nation – Phoenix Mesa Gateway Airport
- Young, diverse & highly-educated workforce – 4% younger than the national average
- Approximately 750,000 jobs – 42% of the entire workforce in the metro-Phoenix area
- Modern and expanding infrastructure and transportation networks
- World’s largest and most sophisticated semiconductor manufacturing site - Intel
- Manufacturer of the world’s leading attack helicopter - Boeing
- Dynamic business and residential growth opportunities – projected to grow from 1.4 million to 1.9 million residents by 2024

Implementation Plan

The total budget that the final selected firm will manage is set at approximately \$150,000 for the first year. This budget is tentatively earmarked for activities such as:

- PHX East Valley Web Site Design
- Earned media of PHX East Valley Assets
- A "Profile" type collateral piece and support materials
- PHX East Valley Social media
- PHX East Valley E-newsletter
- Executive Tours: Media, Economic Development, Sports Events & Conventions (home & away)
- Any limited paid media such as advertising at airports, in-flight vehicles, etc.

****Note that the above are not in order of priority or importance. The EVP team is looking to engage a firm that will develop a cohesive, structured and smart way to manage the limited budget for optimal impact.***

Mayors and other parties of the East Valley cities asked the EVP to describe and define what and who the East Valley is and how well the East Valley is known. Local feedback was positive; however, site selectors from around the country did not know the East Valley. To accomplish this goal, over the past two years there have been several activities initiated including putting an advisory panel put into place, fundraising, economic drivers have been identified, a marketing committee formed and the creation of a new brand logo and tagline, which is pending approval. The draft of the final logo and tagline; Talent, Growth and Opportunity, were shared. The EVP will continue to work together with economic development offices, GPEC and ACA.

The Board, Mr. Arnett, and Mr. Hutchinson shared discussions in areas including synergy, how the East Valley healthcare facilities have shared in their plan, conducting more outreach to other parts of the country, funding and the emphasis of open communication and interaction.

6. Visit Mesa Marketing & Sales Results Update

Marc Garcia and Kimberly Freer shared year to date and projected performance sales numbers. Key measurements for success are based on three market segments – national sales, travel industry sales and sports sales.

The presentation displayed the new branding registered trademark promoting City Limitless. Digital campaigns have been redeveloped to accommodate the current marketplace. Websites, social media, digital banner ad placements, destination videos, and simplified mobile sites are more visual, more lifestyle driven, interactive and proactive to reach target demographics. New booth displays and banner stands for tradeshow and marketing events target the market segments. Travelzoo, media campaigns and new publications feature Mesa as “Timeless, Boundless and Limitless.”

7. General Plan Update

Chair Adams advised the committee has not met for the past 60 days, the next meeting is tomorrow. The plan is at or near the end of the discussion phase. Chair Adams feels with this board’s assistance the draft plan now has important and strong language about preservation of the employment areas.

8. Committee Updates

a. Accelerator Subcommittee Update - Steve Shope, Chair

- Next Monday the chairs of Accelerator and Healthcare Subcommittees will have a joint meeting.
- Focus will be targeted towards medical device industries; great opportunities for this community.

b. Healthcare Subcommittee Update – No updates.

c. Higher Education Subcommittee Update – Brian Campbell, Chair

The Education Committee has not met while coordinating with GPEC and AZLabs on the Velocity Project. Last week firm commitments have come from Brookings, SRI and GPEC to drive the initial Velocity Project in Mesa, an AZLabs education component.

Education landscape is unsettled because of what is going on with ASU and ASU Poly. It is a creative unsettlement. A lot of opportunities are being generated with GPEC and AZLabs regarding the Velocity Program.

d. Marketing/Outreach Subcommittee Update – James Christensen, Chair

No updates – the next meeting will be at the end of April.

e. Business Retention & Expansion Subcommittee Update – Jo Wilson, Chair

This committee and the Chamber Business and Education Subcommittee are working together to send out a survey to employers based upon workforce needs. The results should be complete to begin visits in summer.

9. Discuss and take possible action regarding housing subdivisions in employment areas

Chair Adams became aware of a case that went through the Planning and Zoning last week that potentially has impact on the employment sites in the Falcon Field area. Chair Adams thought it was important enough and needs attention to add this item to the agenda to take a look at the issues, how this may impact future employment sites with this case, or if this a precedent setting item.

Mr. Jabjiniak advised the Board that last Wednesday, at the Chamber Board meeting, a large discussion took place regarding noise in and around Falcon Field, and what is being done from an economic development perspective. This project has several Chamber Members concerned as major manufacturers have stated they do not want to be close to housing, it is a major issue. Mr. Jabjiniak was advised by the planning director, via email, that the general plan called for housing on the corner. One change was made to the hard corner to allow for housing. Mr. Jabjiniak advised they try to keep hard corners for employment sites. This particular project is a hybrid because it was partially general planned for residential. The second major concern is that this Board was not made aware or involved in any discussions regarding this project. Where employment areas could potentially be impacted or threatened, this Board should be involved in discussions and critical information shared.

Mr. Sean Lake was present to update the Board on the 80 acre - 431 housing unit development at the NW corner of Higley and Brown. The Board requested Mr. Lake to include this Board on any future projects due to the impact for employment sites and for his client's best interest.

The Board held discussions on how to improve and put into place a plan of action to execute communication and identify projects in the beginning stages that are in critical areas around the airport or set aside for employment sites. The communication and process is important and critical for all parties involved. Chair Adams recommended that a few members of this Board be placed on the Planning Department agenda to make a presentation and then invite them to attend this Boards meeting.

Councilman Kavanagh expressed the importance of the Planning Department and the Economic Development Department to be in constant communication and work together for the best interest of the City regarding housing and employment opportunities in specific areas of the city.

Mr. Jabjiniak will work on a plan of action and present recommendations to discuss at next month's meeting.

10. Director's Report

A. AZLabs Update

- The 35 day notification period has cleared with Congress with no comments.
- Right of way access issues - ASU has agreed to deed a sliver on the west side. The east side access is a bigger issue and must go back to the Department of Education. Air Force assistance has been requested.
- A new lease for an existing user for a larger space has been signed.

B. Baseball Update

- The Cubs have set attendance records. Great comments have been heard about the stadium and the park.
- The Oakland A's project is on schedule for next spring.
- Construction has begun on the Starwood Hotel with an expected completion date of January.

C. GPEC Update

The City of Mesa is continuing a new strategy with GPEC, which is a REIT strategy (real estate investment trust) targeting five sites for the City.

D. Marketing & Business Development Activities

Monday afternoon a meeting is scheduled with the French Delegation of five delegates followed by a reception hosted by the City of Mesa at Able Engineering. Helicopter tours partnered with Gateway are scheduled for Tuesday.

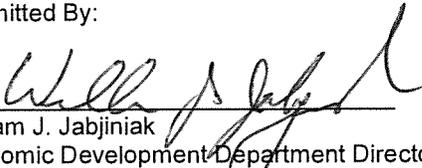
11. Other Business

- May 6 – next Board meeting.
- April 15 – State Route 24 Ribbon Cutting Ceremony
- April 25 – Annual Leadership Awards, Mesa Chamber of Commerce
- April 26 – Celebrate Mesa

12. Adjournment

Chair Adams thanked Councilmember Kavanaugh for his attendance and input and then adjourned the Board meeting at 9:22 A.M.

Submitted By:



William J. Jabjiniak
Economic Development Department Director
(Prepared by Beth Ann Moore)