

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

MEETING MINUTES

Date: October 2, 2012 **Time:** 7:30 A.M.

MEMBERS PRESENT

Rich Adams
Terry Benelli
James Christensen
Mitzi Montoya
Jeff Pitcher
Tony Siebers
Jo Wilson
Steve Wood

EX-OFFICIO

Mayor Scott Smith (excused)
Chris Brady (excused)
Brian Campbell (excused)
Jeff Crockett
Steve Shope
Peter Sterling (excused)

STAFF PRESENT

Betsy Adams
Lisa Davis
Tom Ellsworth
Jaye O'Donnell
John Wesley

MEMBERS ABSENT

Laura Snow (excused)

GUESTS

None

1. Chair's Call To Order

Chair Jeff Crockett called the October 2, 2012 meeting of the Economic Development Advisory Board to order at 7:36 a.m. at 57 E. 1st Street, Lower Level Council Chambers, Mesa, AZ 85201.

2. Items from Citizens Present

None.

3. Approval of Minutes from September 4, 2012, Board Meeting

Chair Crockett called for a motion to approve the minutes from the meeting held on September 4, 2012.

MOTION: Richard Adams moved that the minutes from September 4, 2012 be approved.

SECOND: Steve Wood

DECISION: Passed unanimously.

4. Director's Report

Ms. Jaye O'Donnell, Deputy Economic Development Director, reviewed the activities of the Higher Education week observed the week of September 17, 2012. The Higher Education week began with a Higher Education Counts on College Summit on Tuesday

September 18, a VIP Reception hosted by Dr. Crow of ASU, and a VIP reception hosted by Benedictine University on Wednesday, September 19, September 20 ushered in the Blessing and Ribbon Cutting Ceremony of Benedictine University in the morning and culminated with Dr. Crow of ASU hosting a dinner that evening for the new university/college presidents.

The Higher Education Presidents' Roundtable took place Friday, September 21 in the morning with representatives and the presidents of the five new universities in attendance as well as other education institutions located in Mesa. During the meeting, a new brand was launched: Mesa Educates U. The new brand and brochures were developed through the Mesa Counts on College program. An event is anticipated to be held in the spring designed to enhance enrollment through a College Fair weekend including Spring Training and the Mesa Arts Center. Events are being considered on campuses or possibly at the convention or Mesa Arts Center to focus on potential students. Additionally, a cooperative marketing campaign was introduced to the university representatives to promote Mesa as a destination for higher education. In partnership with Republic Media, this includes printed material, interactive website and apps. The colleges may support the campaign at a various levels. An announcement was made that the four new schools committed two scholarships per year to Mesa Counts on College.

Concluding the Roundtable, a luncheon for the new university/colleges presidents, Mesa Mayor and City Council was held, immediately followed by the Higher Education Conference and Expo in the afternoon at the Mesa Arts Center that was open to the public.

Chair Jeff Crockett shared that Benedictine is offering tuition discounts for children of Mesa Chamber of Commerce members.

Jo Wilson added that the discount is 25 percent for Chamber of Commerce members and all dependent and family members as well as students who graduated from Catholic high schools or recommended members of Catholic churches.

Other Updates:

Ms. Jaye O'Donnell, in a healthcare update, stated that a strategy for healthcare is being conducted in cooperation with Judie Scaliese of the ESI Corporation located in Phoenix. Consultants are meeting with health care leaders throughout the region. There will be an opportunity in the near future for the Healthcare Subcommittee to meet with ESI Corporation for a status update. The project includes a market analysis plus comparisons between the City of Mesa and other cities in the country with similar assets.

The Mesa Chamber of Commerce recently moved and will have an Open House October 9, 2012, at 9:00 a.m.

The GPEC Annual Dinner is scheduled for October 18, 2012, at the Biltmore Hotel. The City has reserved a table of 10 (ten).

5. Update on AZLabs

This agenda item was moved to the November meeting.

6. GPEC Update

Mr. Steve Shope announced Mr. Don Smith as the new Chairman of the Board.

Chair Crockett emphasized an ongoing development of the Arizona brand with China. GPEC has a contact living in China, to further the development of relationships with Arizona and China. Mayor Scott Smith of Mesa traveled to China to assist in developing a better relationship. Arizona is recognized in China as a place to do business in the United States.

Mr. Shope explained the positive relationship in formation between Mesa and China. Shanghai is recognized as a more westernized region as opposed to Beijing.

Chair Crockett discussed efforts to land one of the 6 (six) areas of excellence for unmanned vehicles in the United States. The greatest competition lies with Seattle which has great innovation, Salt Lake City has the best economy, Texas has the greatest job creation and Denver has the most educated population. A trip to Washington, D.C. in April 2012 was focused on making Arizona one of the 6 (six) areas to be designated for a Center of Excellence.

7. Discussion and presentation on the General Plan Update

Mr. John Wesley and Mr. Tom Ellsworth, both with Mesa Planning and Zoning, shared the process and goals for the General Plan Update. Mr. Wesley shared that Vice-Chair Rich Adams is on the General Plan Advisory Committee (PAC).

Mr. Tom Ellsworth stated that the General Plan is revisited every 10 years. Policies and programs to run the city are reviewed, as well as land use and rezoning, with a goal to have the revision completed, approved and submitted for the November 2014 ballot. The focus is on updating the current General Plan rather than rewriting the whole General Plan. The General Plan Advisory Committee began in June 2012 and the community outreach began in September. By the end of the summer of 2013 the committee intends to reveal a rough draft in the process in order to submit a final for a 2014 deadline.

Citizens are able to post comments and suggestions on "This is My Mesa" website (thisismymesa.uservoice.com) with links to iMesa. Information on the General Plan along with the Transportation Plan will be available on an iPhone app in the near future.

The underlying goals and core values are based on ideas from the City Council and adopted Strategic Initiatives, ideas and concepts. A brief overview of goals is transitioning away from suburban sprawl and maintaining existing neighborhoods, improving the sustainability of the Plan and continuing to promote economic development. A focus on transportation opportunities and options is believed to be important to the livability of a city.

The Board discussed citizen suggestions and how they are transmitted to the appropriate entities.

Mr. Tony Siebers inquired whether the current goals of the 2025 Vision of the General Plan will be revisited and possibly revised.

Mr. Wesley responded that he believes the current plan in development would revisit and possibly replace the current goals with new/or revised goals.

Mr. Siebers suggested the goals should be refined with integration from citizen ideas submitted via iMesa.

Mr. Shope inquired what the timeline was considered for the integration.

Mr. Ellsworth stated that most goals are designed to be accomplished in a five to 10 year period. The last plan in 2002 is now being evaluated for implementation over the next 20 years.

Mr. Wesley stated that the long range General Plan is focused and more strategic.

Mr. Ellsworth stated that Section Four updates focus on demographic and employment data including types of jobs and painting an economic picture in comparison to the current data from 1999-2000.

The goals include fostering and sustaining long-term economic growth for the City of Mesa as well as identifying and preparing strategic locations of economic growth. Additionally, to utilize the competitive advantages of the city and region to promote Mesa as a community where people live, learn, work, shop and play is planned. The past 10 years are being reviewed to assess if the goals were met for land use as well as industrial use.

Further discussion ensued regarding finding ways to integrate goals in a more creative way. Additionally, a subcommittee from the Economic Development Advisory Board was suggested to provide further feedback for the purpose of assisting in the General Plan Updating. A Strategic Plan can be incorporated into the General Plan which leads to an evaluation and update of the components of the city's Economic Development Strategic Plan.

The Board further concluded that retail flourishes when jobs are abundant and an emphasis on employment opportunities is essential. The Board noted that Phoenix is spread out compared to such areas as San Francisco that offer transportation in close proximity to homes in the city.

Mr. Tom Ellsworth reiterated that a focus on higher quality jobs and how they are inter-related needs to be strengthened.

Chair Crockett emphasized that Mesa should redefine away from the retail market and focus on high-paying jobs that will allow retail to follow. He also suggested the new downtown universities/colleges be a part of the discussions and vision.

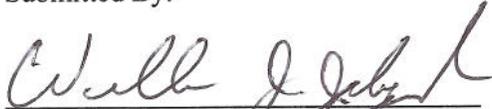
8. Other Business

Tuesday, November 6, 2012, will be the next board meeting.

9. Adjournment

Chair Crockett adjourned the Board meeting at 8:34 a.m.

Submitted By:



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