



iMesa

imagine, invest, improve

Steering Committee Meeting

Thursday, September 19, 2013 6 pm
Visit Mesa, 120 N. Center Street

Attendance:

Mark Schofield (Chair)
Elizabeth Danielson (Vice Chair)
Ronald Barnes
Stephen Sparks
Kay Henry
Stephen Viramontes
Terry Benelli
Shannon Acevedo
John Kressaty

Kate Ali'Varius
Michelle Streeter
Kathy Macdonald (Staff Liaison)

Absent: Ted Wendell
David Short
Karen Frias-Long

Minutes:

- Mark called the meeting to order.
- A motion to approve the minutes from the August 24 meeting was made by Kate and seconded by John.
- There were no items from citizens present.
- The Committee reviewed outcomes from the August 24 workshop report.
- The Committee proposed to create a mission statement. Elizabeth will draft the statement.
- The Committee discussed possible new areas of focus including higher education, bikable and livable communities, healthy communities, linking north/south neighborhoods, and farmers markets. John discussed the development of Parcel 51 on McDowell and Ridgecrest and the possibility of hotel/retail that would help the area. Steven stated that livability needs to be defined as it has a wide scope. Mark said that each area is going to be a little different. Elizabeth said that when we created the livability rubric it was making the community a place where people want to live.

- The seven focus areas defined from the 2011 workshop were reviewed.
- Kay suggested that the Committee partner with councilmembers to find out what they need in their respective districts.
- Michelle talked about iMesa 2.0. What is new about this version vs. the last one? Are there ideas that haven't been addressed? Ron said that if the Committee fails to act on the input and energy that came from the workshop that the Committee will lose a lot of knowledge. The Committee needs to take the work accomplished and develop the 18 month plan. Put some meat around the five ideas, create a structure, build a committee to last, and make Mesa a better place. Focus on the outcomes of the workshop and ask the questions. Kay said that the key is still soliciting ideas - give residents the opportunity to say what will make Mesa a better place to live.
- It was decided that specific projects will not be decided till after the task forces meet regarding technology, marketing, community outreach, 18 month operating plan, and ideas to action process.
- Kathy explained the process for iMesa. Also discussed options for a new platform. Mark suggested that we use a platform like Instagram for residents to submit their great ideas. Ron suggested that we use something like This is My Mesa. Stephen discussed options for using technology and marketing.
- Mark facilitated the assignment of Committee members to task forces as follows:
 - Technology: Stephen V. , Ron
 - Marketing/PR: Steven V., John, Mark, Michelle
 - Community Outreach: Stephen S., Kay, Kate
 - 18 Month Operating Plan: Elizabeth, Ron
 - Ideas to Action Process: Shannon, Terry
- Kathy will contact task force members to schedule their meetings and post the agendas. The task forces will report on their work at the next meeting.
- The mission statement will be approved at the next meeting.
- Kathy announced upcoming events on October 1 for Thinkspot (an iMesa project). Members are invited to attend and participate in the ribbon cutting. There is a town hall meeting for the Dobson area on October 8. Kathy will email details. Participation in 2nd Fridays, the Veterans Day Parade and Councilmember Luna's event were also suggested. Kathy will follow up.
- The Committee scheduled the next meeting for October 17. A meeting notice will be sent out confirming the date/time/location of the next meeting.
- John made motion to adjourn. Elizabeth seconded the motion.