



COUNCIL MINUTES

August 27, 2015

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on August 27, 2015 at 7:33 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
John Giles Alex Finter Christopher Glover Dennis Kavanaugh David Luna Dave Richins Kevin Thompson	None	Christopher Brady Jim Smith Dee Ann Mickelsen

(Mayor Giles excused Councilmember Glover from the beginning of the meeting; he arrived at 7:36 a.m.)

1. Review items on the agenda for the August 31, 2015 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items deleted from the consent agenda: None

2-a. Hear a presentation and discuss the application Mesa CityLink.

Transportation Department Director Lenny Hulme displayed a PowerPoint presentation (**See Attachment 1**) and stated that the Transportation Department, in partnership with the Information Technology Department (ITD), has recently updated Mesa CityLink, a real time mobile civic engagement platform.

Mr. Hulme reported that the initial upgrade will enable citizens to report incidents of graffiti throughout the community in a more efficient and effective manner. He explained that in the next 30 days, more reporting features will be added so that a variety of City departments can respond to input from citizens. He stated that the system is owned by the City of Mesa, which allows staff to make adjustments, as well as add or delete reporting options when necessary.

Mr. Hulme further commented that Mesa CityLink connects directly with Cityworks, an asset management software program, which is used by Transportation staff to respond to work requests submitted by citizens. He briefly discussed the process by which the mobile app could be downloaded onto a person's phone via the Apple Store or Google Play Store. He added that as more reporting features are added to the system, software updates will occur automatically.

Mr. Hulme briefly reviewed the manner in which a citizen would generate a service request via Mesa CityLink. (See Page 4 of Attachment 1)

Responding to a series of questions from Councilmember Richins, Mr. Hulme clarified that the application is owned by the City of Mesa; that Transportation and ITD staff are working together on the project; and that with the additional reporting features, other City departments, such as Code Compliance, Solid Waste and Business Services, will also be able to respond to citizen requests and/or complaints.

Councilmember Richins stated that he distributes a newsletter, via email, to his constituents and noted that he would appreciate it if those individuals were able to download the Mesa CityLink app via the newsletter. He also remarked that the predecessor to this application was, in his opinion, one of the more successful things that the City has developed from a quality of life standpoint. He stressed the importance of the City publicizing this new application to members of the community and added that in the not too distant future, he would like to see the City Manager's Office issue a report to the Council outlining the manner in which outreach will occur with other City departments relative to the new application.

Mr. Hulme assured the Council that staff was working with other City departments to expand the reporting features of the application.

Mayor Giles commented that he would be interested in the City coordinating, for example, Mesa CityLink, the City of Mesa's Facebook page and MuniPal in an effort to create a more integrated approach with respect to its mobile civic engagement process.

Chief Information Officer Diane Gardner came forward and clarified that Mesa CityLink will replace Citizen Response, a web app, and connect all of the systems with MuniPal in order to establish a "one stop shop."

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on the Downtown Vision Committee recommendations.

Deputy City Manager Natalie Lewis introduced Jo Wilson, Chairwoman of the Downtown Vision Committee (DVC), who was prepared to address the Council.

Ms. Wilson acknowledged Debby Elliott and Charles Huellmantel, members of the DVC, who were present in the audience. She displayed a PowerPoint presentation (**See Attachment 2**) and highlighted the DVC's mission as follows: In conjunction with the opening of light rail in downtown Mesa, collaborate with key downtown partners and agencies; review and consider existing plans and strategies; consider downtown Mesa's future opportunities, untapped urban growth sectors, barriers to success and its existing and future market potential; and recommend a shared vision and broad goals in order to establish a clear intention and direction for the downtown.

Ms. Wilson reported that the DVC conducted 13 meetings, at which numerous stakeholders made presentations. She explained that subsequently, the Committee hosted additional meetings, at which time it solicited input and feedback from traditional audiences as well as non-traditional groups (i.e., students, Spanish-speaking parents). She stated that throughout this process, common themes emerged and everyone expressed enthusiasm and confidence that downtown Mesa has great potential to grow and thrive.

Ms. Wilson, in addition, commented that as a result of the extensive input from the community, the DVC created its shared vision as follows:

“Downtown Mesa is an innovative, art-centered, quality-focused, eclectic blend of old and new. Downtown Mesa is alive with options day and night, is connected to local and regional residents and visitors, and offers a variety of active and safe gathering spaces. Downtown Mesa is the location of choice to live, work and relax.”

Ms. Wilson provided an extensive overview of the DVC’s 12 key priorities for the next five-plus years in order to achieve the above-listed vision. Such priorities include the following:

- Light Rail Transit-Oriented Development – Ensure light rail is a catalyst to develop sustainable transit-oriented development and economics.
- Collaborative Partnerships – Keep stakeholders well informed, involved and partners in Downtown Mesa’s future; seek ways to work together and avoid duplication.
- Market-Rate Housing – Promote creative, unique, diverse housing (small, medium and large-scale opportunities) in and around the downtown core that attracts residents regionally to consider Mesa as their residence city of choice.
- Arts and Innovation – Build on the investment made in the Mesa Arts Center and museums to leverage and incubate a more established local downtown arts and maker-space scene and to develop a younger, hip, arts culture and vibe downtown.
- Restaurants and Nightlife – Continue to actively recruit and deliver a wide variety of indoor and outdoor dining and nightlife options, such as 24/7 diners for students, a wine bar and destination restaurants.
- Entertainment and Events – Create a variety of entertainment options and special events such as bowling, theaters, night clubs and signature special events.
- Safe Environment – Proactively prepare to address public safety and security issues that develop from the transient rider population in and around the light rail system. Consider a bicycle police presence.
- Form-Based Code to Ensure Quality Development – Look into the Form-Based Code as the standard for Downtown Mesa in order to attract creative, quality-oriented developers and entrepreneurs in Mesa.
- Strategic Public Infrastructure Improvements – Make strategic investments in public infrastructure in and around the downtown core in order to create safe and aesthetics-pleasing transit and pedestrian walkways and parks and new and refreshed streetscaping and shade along Main Street and creative use of alleys, such as pedestrian throughways, opening storefronts into the alley and alley cafes.
- Heritage Preservation – Ensure Mesa’s historical assets are celebrated and preserved, such as the removal of the stucco, and uncover Main Street’s historic character and architecture.

- Downtown Promotions – Be proactive and intentional in promoting Downtown Mesa as the hottest area for entrepreneurs, artists, students and businesses.
- Parking and Wayfinding – Ensure parking is available and easy to find, consider making service parking lots, on-street parking and parking structures as economic development tools to attract and stimulate creative development, such as developers could buy into the parking assets in exchange for reduced onsite parking requirements.

Ms. Wilson further remarked that with the creation of the 12 priorities, the DVC concluded that the downtown Mesa stakeholders realized a mission with which they could connect. She stated that it was also important to note that the priorities were not “a list of items” to be addressed exclusively by City government, but rather would require participation by the private sector and the community as a whole.

Ms. Wilson recognized City staff for their assistance and professionalism and in particular, Ms. Lewis for the hard work and support she provided to the DVC during this process.

Councilmember Glover thanked the DVC for their dedication.

In response to a question from Councilmember Glover, Planning Director John Wesley clarified that several years ago when the Council adopted the Form-Based Code, it was adopted as “a floating zone” over the downtown area. He explained that an individual who was interested in developing a property in the area would sign an opt-in form with the City, which would change the zoning to the Form-Based Code.

Councilmember Glover stated that pending the concurrence of his fellow Councilmembers, he would suggest that staff look into the option just outlined by Mr. Wesley. He indicated that such efforts would ensure the continuation of high-quality development efforts in the downtown area, such as Mr. Huellmantel’s Encore on First project.

Responding to a question from Councilmember Richins regarding a possible Prop 207 conflict, City Attorney Jim Smith advised that his office has begun to address the issue and was confident that there was a solution to the matter.

Vice Mayor Kavanaugh expressed appreciation to the DVC for the comprehensive and timely approach it has taken in analyzing downtown Mesa. He said that the Committeemembers identified key elements and demonstrated a positive and constructive manner in working together throughout this process. He added that it was “an excellent recipe for a great outcome.”

Ms. Wilson responded that the Committeemembers were aware of many significant projects and strategic initiatives that have been completed in the past and noted that they did not want to override such efforts.

Councilmember Luna acknowledged Ms. Wilson and the entire Committee for their dedication and hard work. He also commented that he looked forward to seeing what the outcome of such efforts would produce in downtown Mesa.

Responding to a question from Councilmember Richins, Ms. Wilson clarified that the DVC considered the 12 priorities as short term, many of which could possibly be accomplished within five years. She explained that two priorities the stakeholders addressed repeatedly

included Market-Rate Housing and Restaurants and Nightlife. She pointed out, however, that all of the priorities work together and added that one priority could act as a catalyst for other things to occur.

Mr. Huellmantel came forward and commented that adding the Form-Based Code in the downtown area, which is an issue that could be addressed by the City, would be a requirement for its future success. He explained that Market-Rate Housing and Restaurants and Nightlife are priorities that would be the responsibility of the private sector.

Mr. Huellmantel, in addition, commented that although downtown Mesa has excellent infrastructure, sidewalks, and museums, "people don't arrive downtown before they arrive downtown." He stressed the importance of beautifying the entrances to the downtown with inviting décor, landscaping and shade structures that would welcome visitors to the area and create a significant impact on the surroundings.

Ms. Wilson suggested that perhaps the recent updates in the Fiesta District, such as new signage and various beautification efforts, could be replicated in downtown Mesa.

Councilmember Richins commented that in his opinion, a next step in this process would be to determine the public and private priorities; capital improvement plan items; which City department would "own the vision" and interact with the other departments; and the manner in which the Council focuses on such efforts.

Ms. Wilson concurred with Councilmember Richins' comments and stated that the Committeemembers wanted to ensure that their report did not "end up on a shelf." She reiterated that the Committee was charged with developing a vision and creating priorities, but not necessarily coming up with the next step in the process.

Councilmember Thompson remarked that a recent study was conducted to determine how property owners in downtown Mesa could be encouraged to invest in their properties. He acknowledged that was not something that the City could enforce, but inquired how the DVC would address such an issue.

Ms. Wilson responded that in her opinion, as progress begins to take shape in the downtown area and property owners invest in their properties, others will either do the same or perhaps sell their businesses.

Mr. Huellmantel further commented that one of the main attributes of downtown Mesa is its building stock. He explained that it would be easier for a developer to retrofit an existing building for a restaurant as compared to demolishing the structure and beginning from the ground up. He also stated that the utilization of the Form-Based Code in the downtown area would prevent developers from building a "bare minimum" project as opposed to a quality product.

Councilmember Thompson recounted a recent visit to Boulder, Colorado and how impressed he was with the community's revitalized downtown area, which was vibrant and alive with merchants and visitors. He said that with the opening of the Central Main Light Rail Extension and Spring Training taking place in a few months, he looked forward to downtown Mesa becoming just as vibrant as Boulder.

Councilmember Finter thanked the DVC for their efforts and hard work. He spoke regarding the completion of reports from the DVC, the Falcon Strategic Visioning Committee and the recent upgrades in the Fiesta District. He questioned what the next steps in the process would be so that the City did not lose momentum with respect to any of these issues.

City Manager Christopher Brady clarified that a dedicated staff member in the Economic Development Department is working on the Falcon Field area project, has developed some strong leads and is engaged in ongoing discussions with potential companies. He stated that a staff member is also assigned to the Fiesta District.

Mr. Brady remarked that with nearly 30 years of experience in economic development, he would caution that the City not create “silos of economic development.” He explained that economic development, which touches a wide array of things, such as public infrastructure, promotions, and public safety, requires a collaborative effort. He stated that staff has been meeting on a regular basis with representatives of the Neighborhood Economic Development Corporation (NEDCO), the Downtown Mesa Association (DMA) and other entities in order to discuss future development in the downtown area. He added that it was important to remember that private sector development in downtown Mesa would not be successful without the City’s participation and contributions.

Mayor Giles thanked the DVC for their efforts and hard work. He stated that he was impressed by the genius of a one-page report, which reflects a five-year time period in which to address the key priorities in order to achieve the DVC’s vision.

Mayor Giles also provided a series of comments regarding this item including, but not limited to, the following: that there was a role for the City to play as it relates to various priorities created by the DVC, such as housing, the development of restaurants and nightlife, ensuring that the downtown area is safe, considering the Form-Based Code as the standard for downtown Mesa, and promoting various entertainment events; and that with respect to infrastructure, he looks forward to hearing from staff as it relates to the City partnering with downtown property owners to uncover Main Street’s historic character and architecture by removing the stucco from the colonnades. He added that the entire Council is committed to making downtown Mesa a great asset for the community, which will generate pride for years to come.

2-c. Appointment to the Mesa Housing Services Governing Board.

Kenneth Harold Dennis – Term Expires December 31, 2015

It was moved by Councilmember Luna, seconded by Councilmember Glover, that the Council concur with the Mayor’s recommendation and the appointment be confirmed.

Carried unanimously.

3. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by the Council.)

4. Acknowledge receipt of minutes of various boards and committees.

4-a. Human Relations Advisory Board meeting held on May 20, 2015.

It was moved by Vice Mayor Kavanaugh, seconded by Councilmember Luna, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

5. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Monday, August 31, 2015, 4:00 p.m. – Public Safety Committee Meeting

Monday, August 31, 2015, 5:15 p.m. – Study Session

Monday, August 31, 2015, 5:45 p.m. – Regular Council Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 8:34 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 27th day of August, 2015. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

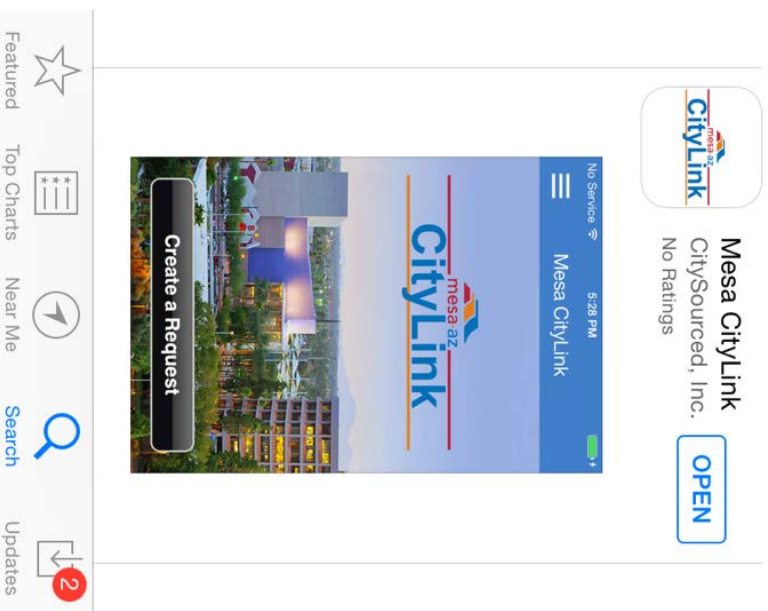
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Using the App

- Will geo locate or can manually enter an address
- Upload photo, video, or audio
- Select a report type (graffiti only option now)
- Select object vandalized
 - Fence, Streetlight, Traffic Sign, Traffic Signal, Utility Box, Wall, Other
- Offensive or explicit? Yes/No
- Gang related? Yes/No
- Description – optional
- Submit or Save for Later



Questions?



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Downtown Mesa Vision



Downtown Vision Ad-Hoc Task Force Recommendations
City Council Study Session Presentations

August 27, 2015

Task Force

- Chair Jo Wilson, Benedictine University
- Debby Elliott, Native Mesa resident, Arts and Culture advocate
- Charles Huellmantel, Encore on First Avenue residential developer
- Lorenzo Perez, Venue Projects
- Steve Chucri, Native Mesa resident, AZ Restaurant Association, Maricopa County Supervisor
- Marco Meraz, Native Mesa resident, Republica Empanada
- Rich Marchant, Crescent Crown Distributing

Mission



With light rail as a new driver:

- Collaborate with key downtown partners and agencies.
- Review and consider existing plans and strategies.
- Consider Downtown Mesa's future opportunities, untapped urban growth sectors, barriers to success, and its existing and future market potential.

Recommend a shared vision and broad goals to set a clear intention and direction for downtown.

Collaborative Process

October 2014-June 2015

- 13 Task Force meetings (stakeholder presentations)
- Community Outreach
 - Traditional and Non-traditional audiences
 - 12 small-group meetings; 1 general public meeting

Shared Vision

- Downtown Mesa is an innovative, art-centered, quality-focused, eclectic blend of old and new.
- Downtown Mesa is alive with options day and night, is connected to local and regional residents and visitors, and offers a variety of active and safe gathering spaces.
- Downtown Mesa is a location of choice to live, work and relax.



Key Priorities (Next 5 Years)

- Light Rail
- Partnerships
- Market-Rate Housing
- Arts
- Restaurants and Nightlife
- Entertainment and Events
- Safety and Security
- Form-Based Code
- Public Infrastructure
- Heritage
- Promotions
- Parking and Way Finding

Light Rail and Partnerships



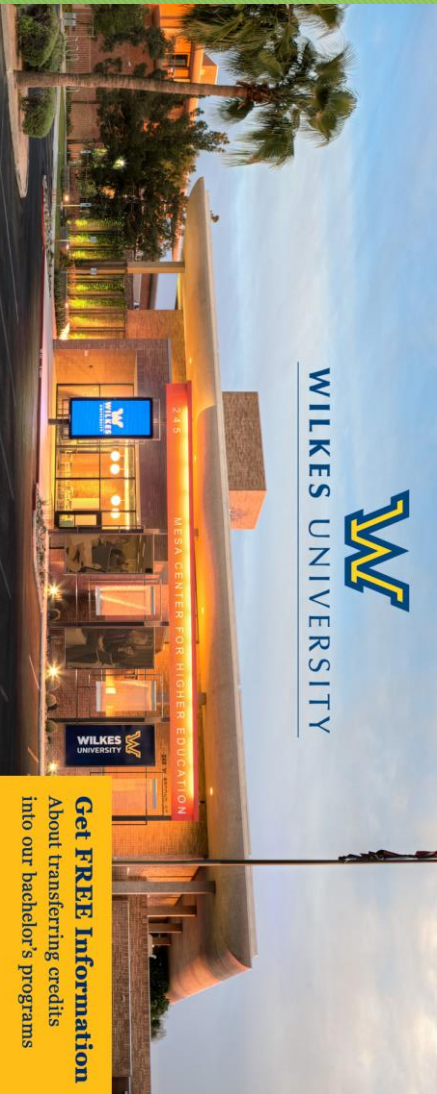






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Market-Rate Housing



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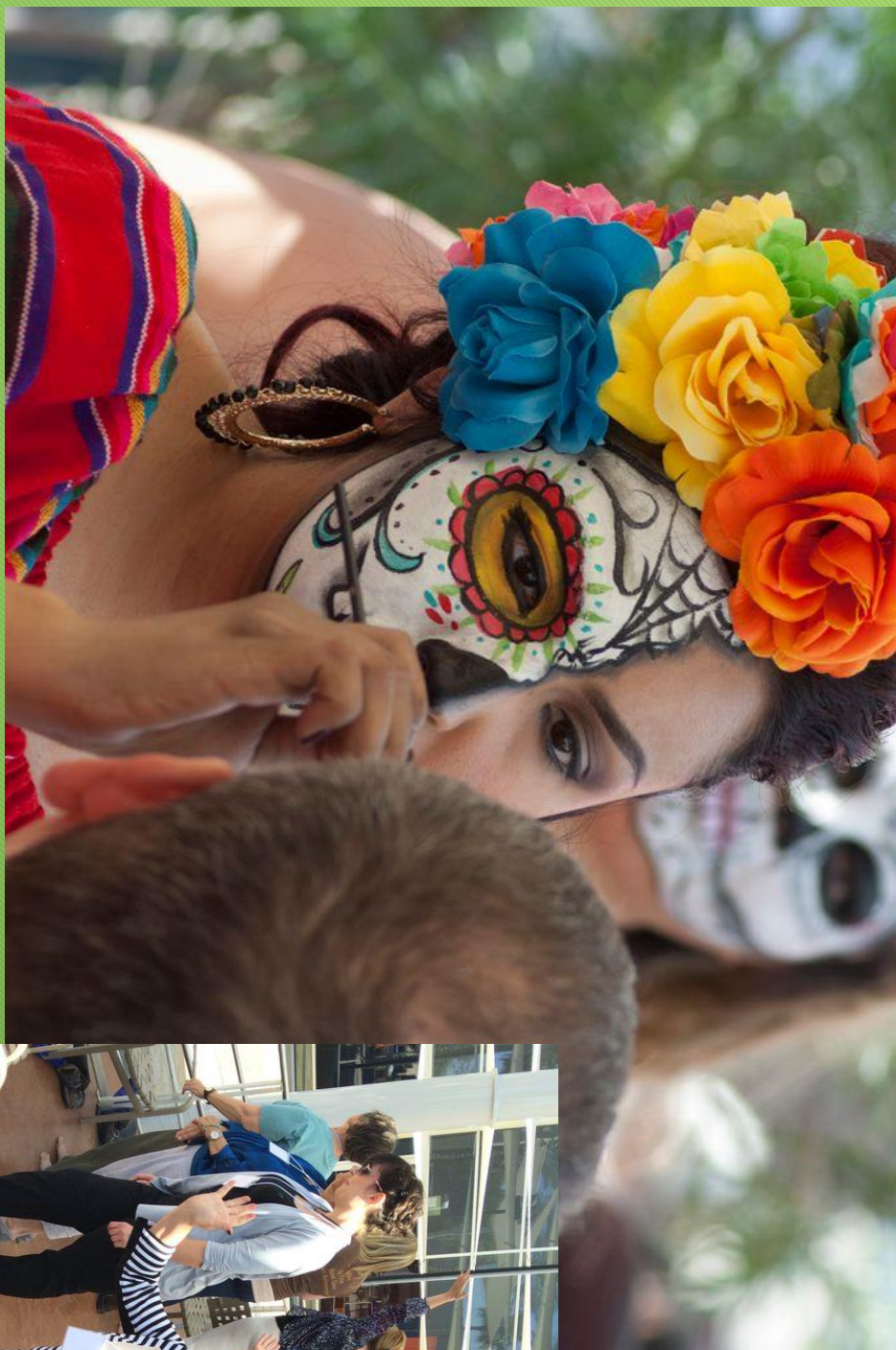


Arts

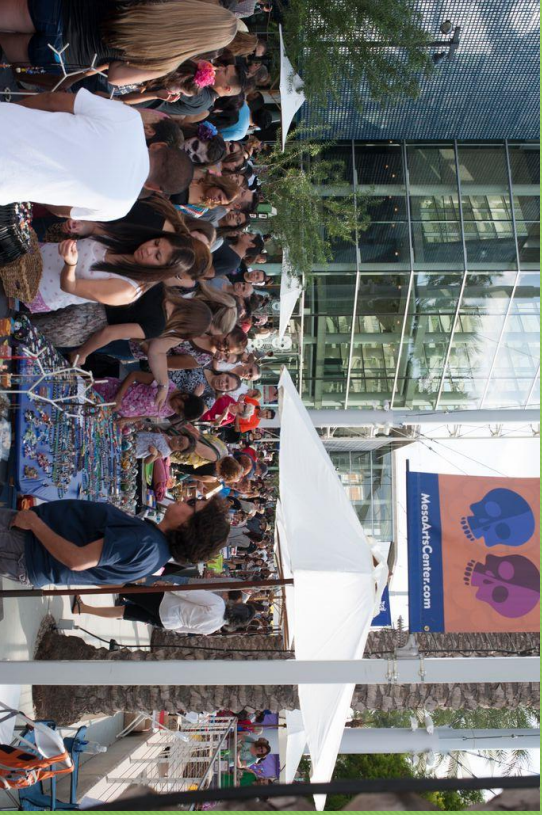


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Restaurants and Nightlife



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Entertainment and Events

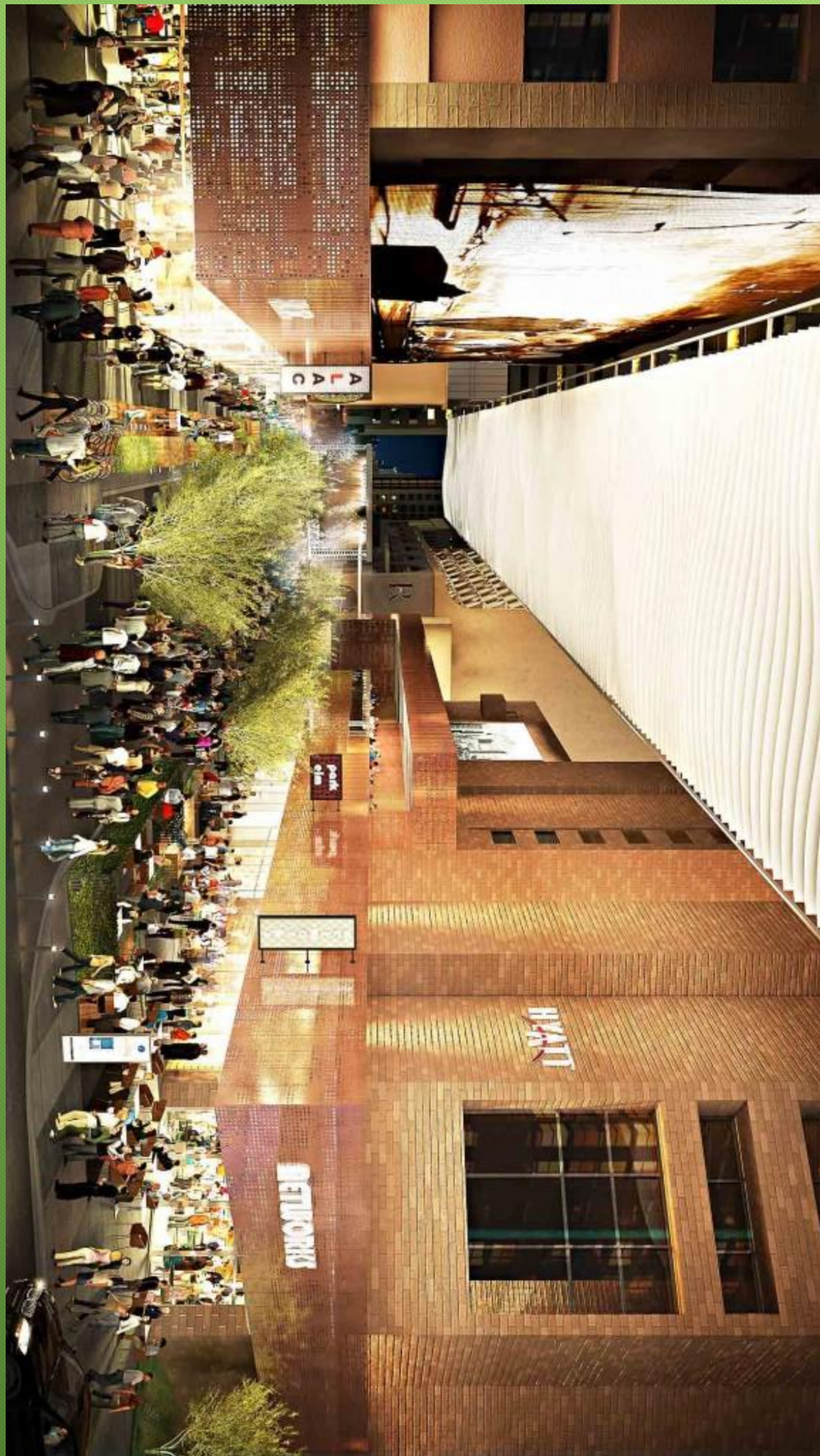


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Safety and Security



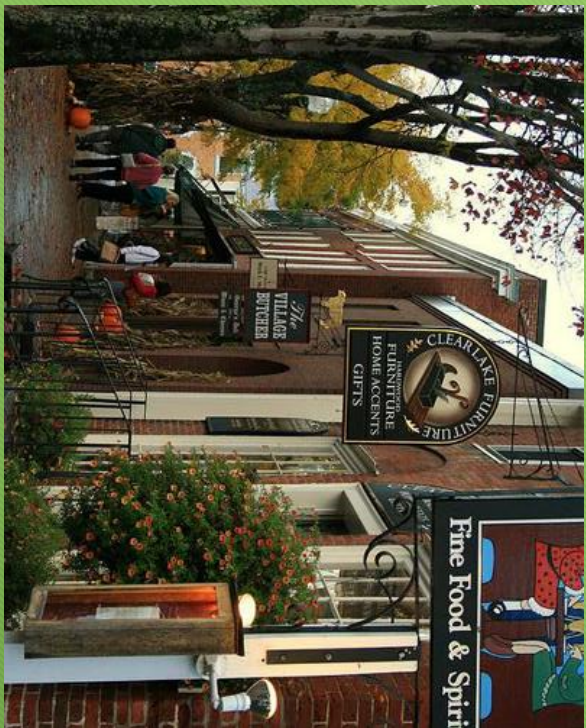


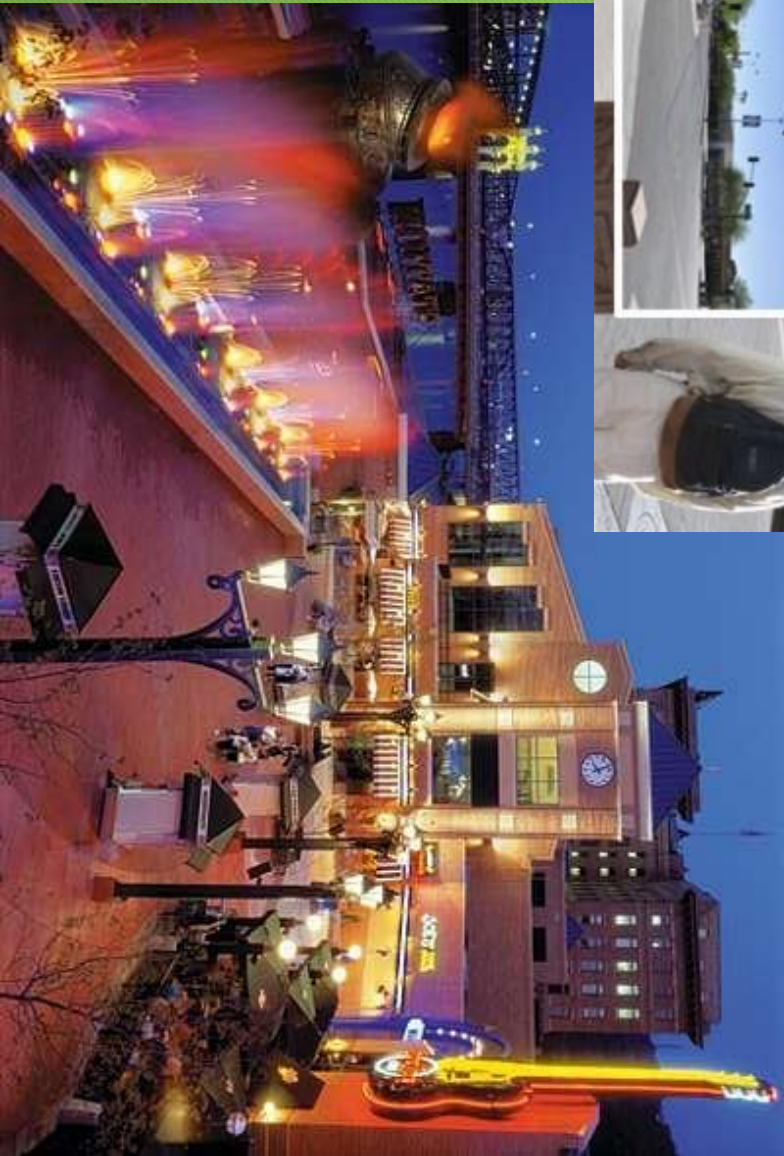


Form-Based Code



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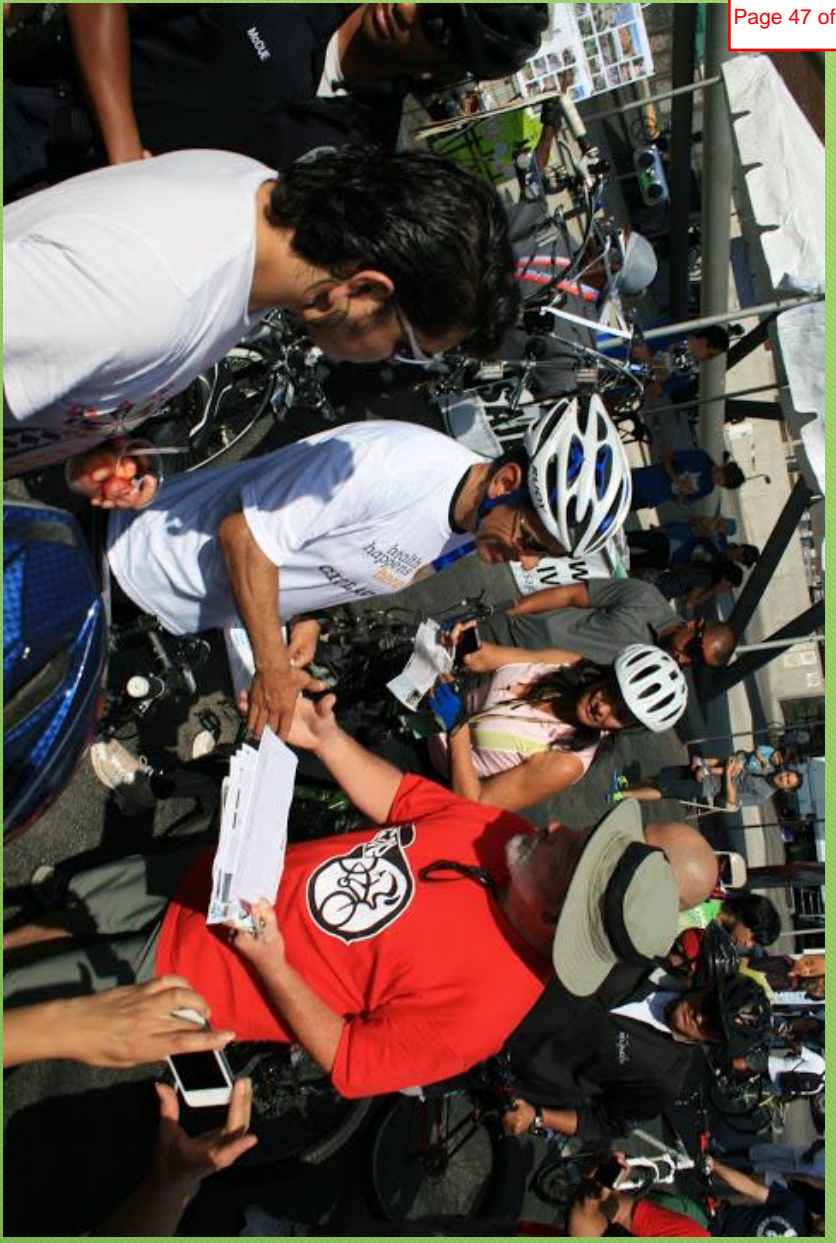


Public Infrastructure



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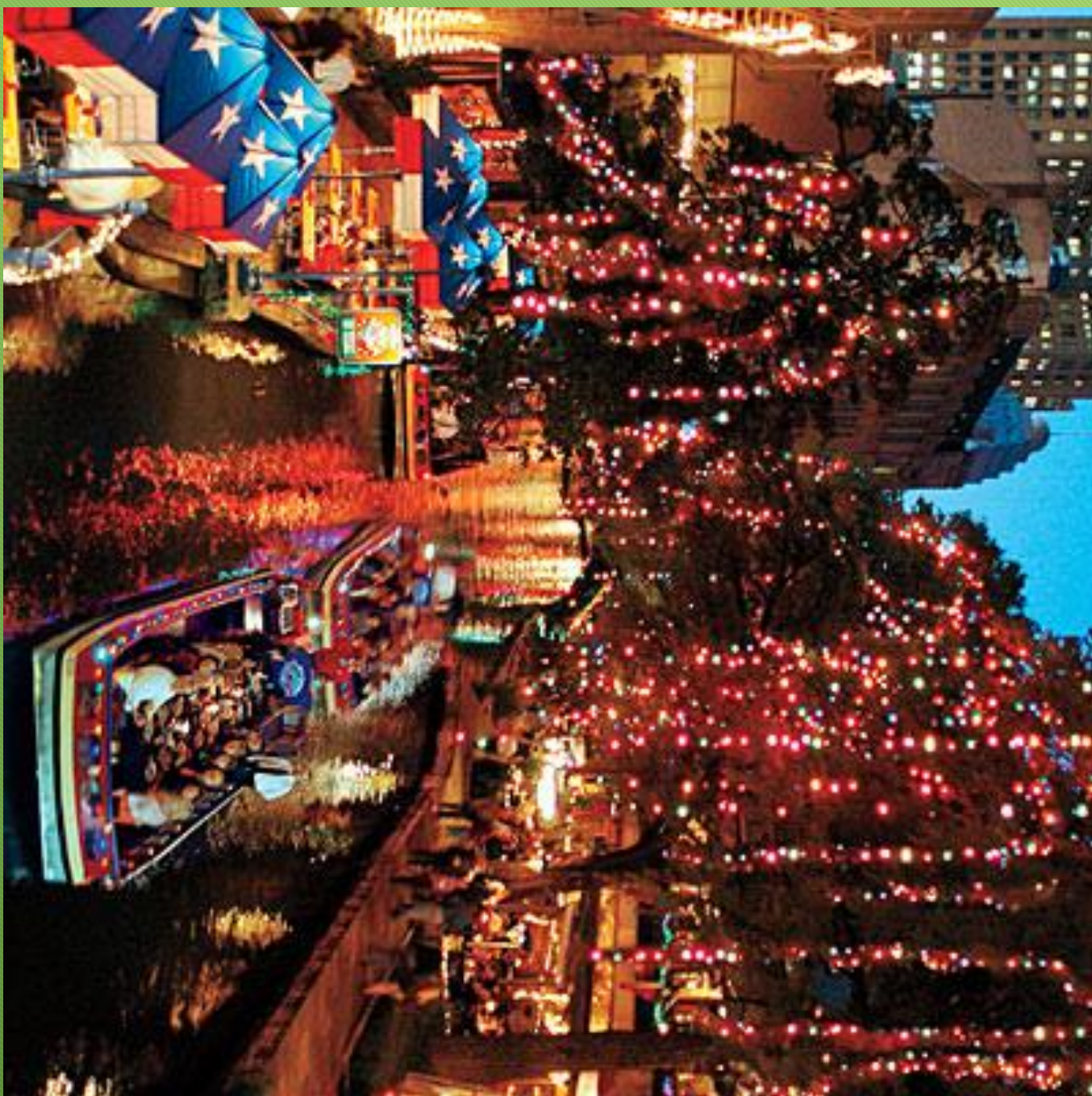












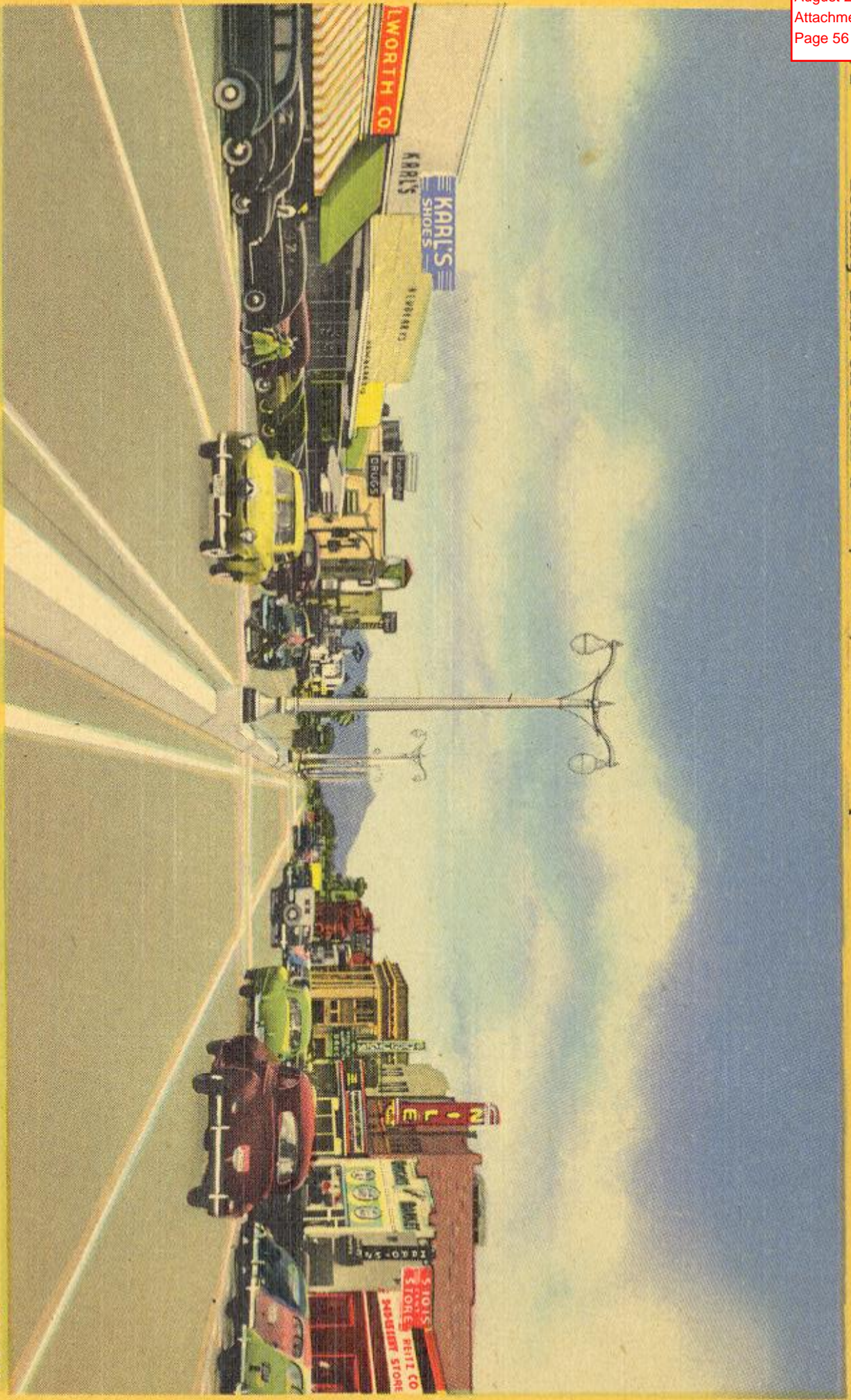


Heritage

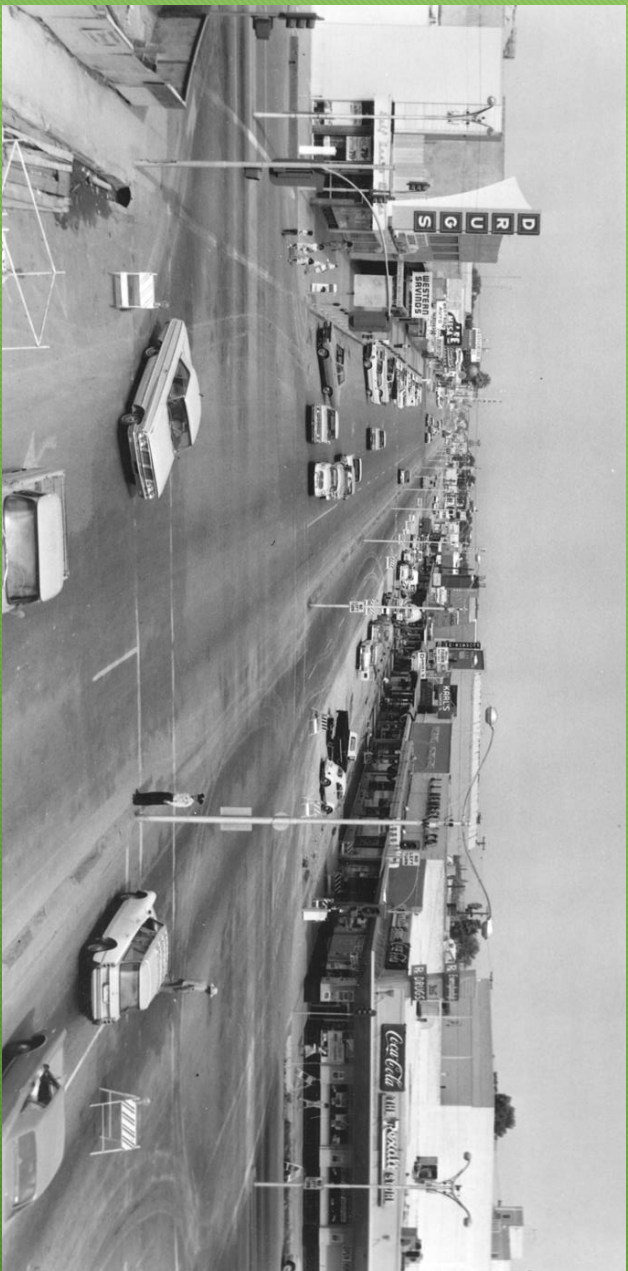


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1-2 Looking East on Main Street, Mesa, Arizona—Superstition Mountain in Distance

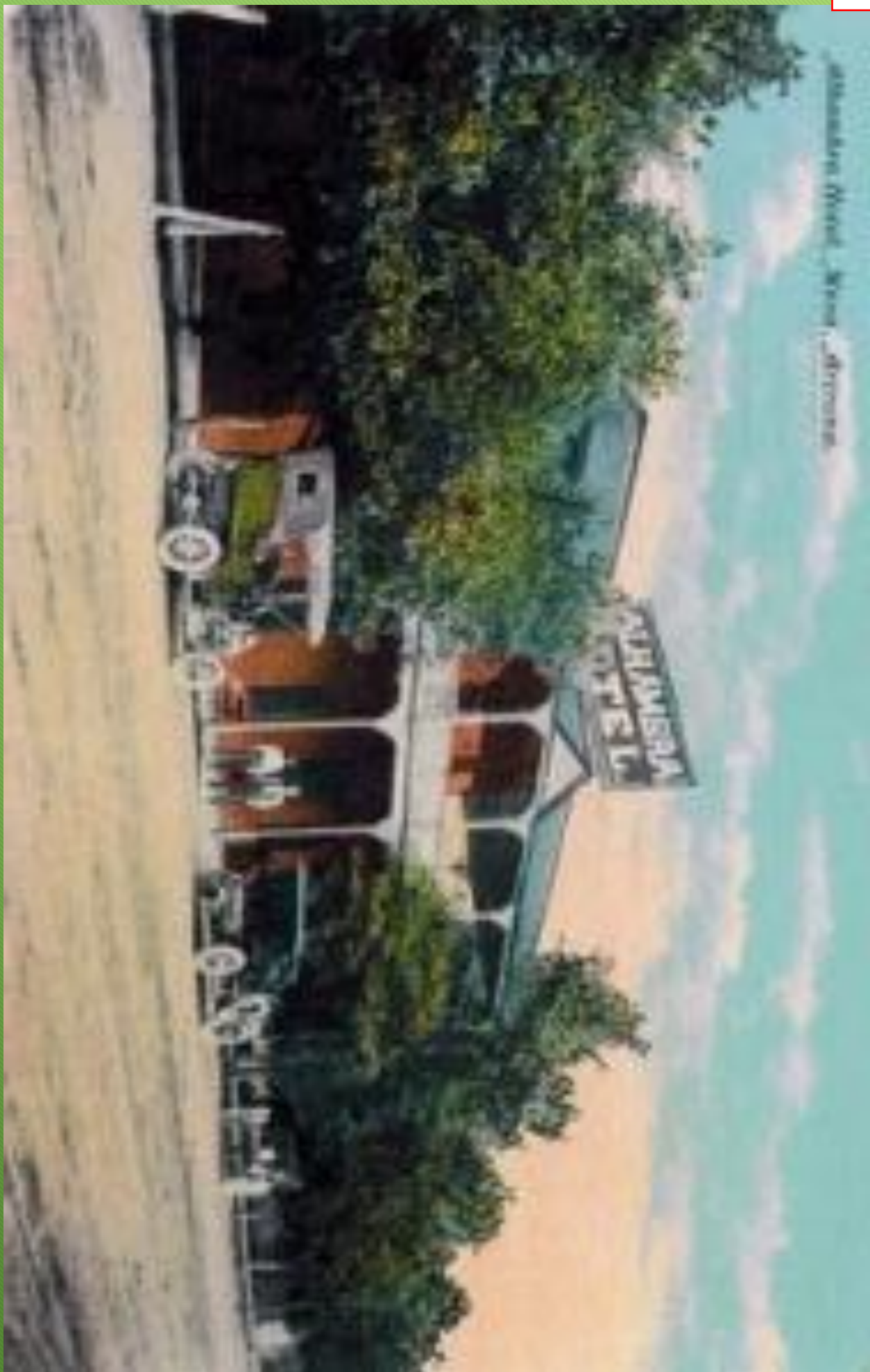


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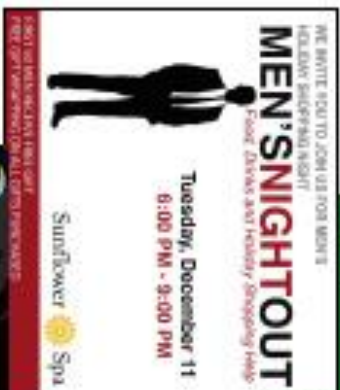
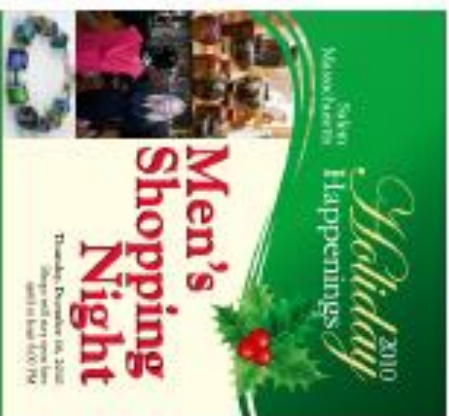
Promote Downtown



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DOWNTOWN MESA
MAKE YOUR MARK

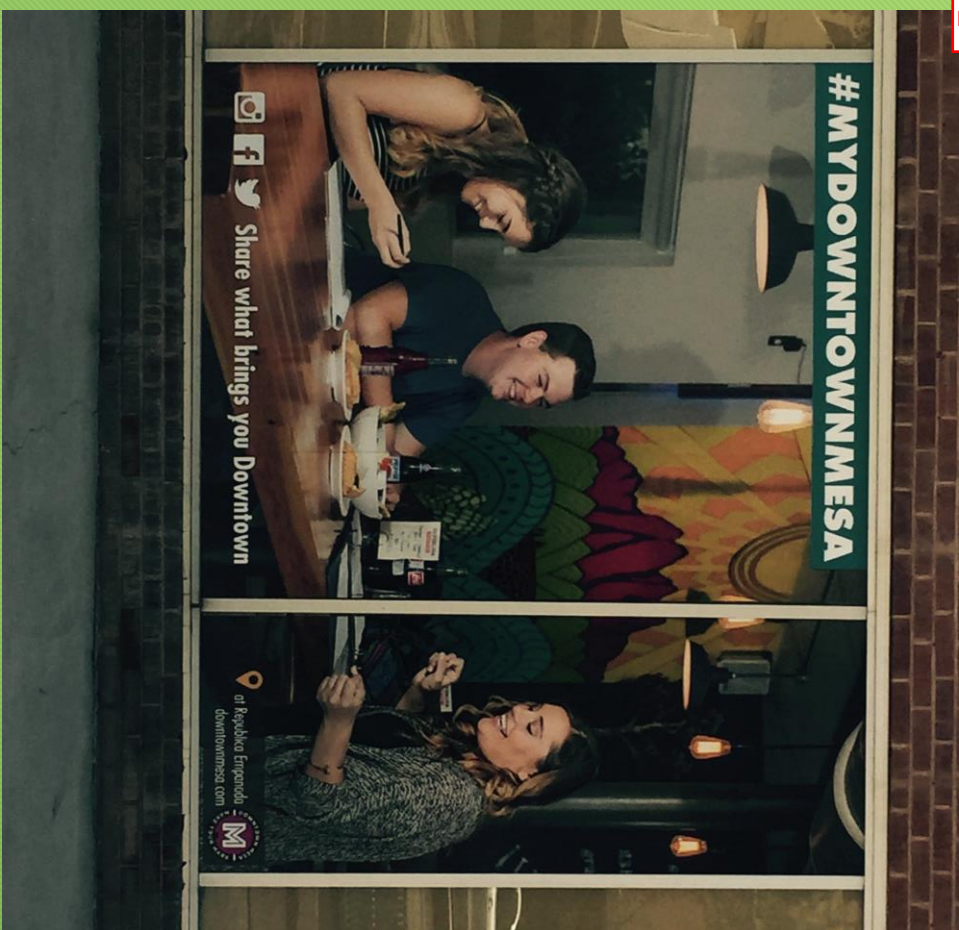
Easter Egg Hunt

THU. MAIN
Share what brings
you Downtown
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Historic Home District

Mesa Amphitheatre

Cyclomesa Festival



Parking and Way Finding



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Downtown Mesa Shared Vision

- Downtown Mesa is an innovative, art-centered, quality-focused, eclectic blend of old and new.
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