



COUNCIL MINUTES

January 9, 2012

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 January 9, 2012 at 4:49 p.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Christopher Glover
Dina Higgins
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

1. Review items on the agenda for the January 9, 2012 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 removed from the consent agenda: None

Mayor Smith introduced Charles Gregory, Executive Vice President of Benedictine University, and William Bartlett, Benedictine University Trustee, who were present in the audience. He said that the announcement regarding Benedictine University opening a campus in Mesa has generated a lot of excitement in the community.

2-a. Hear a presentation and status report, discuss and provide direction to the iMesa Steering Committee.

Mark Schofield, Chairman of the iMesa Steering Committee, addressed the Council and said that the Committee has successfully collected many transformative ideas and visions from members of the community. He provided brief background information relative to the first iMesa Steering Committee meetings and said that members of the Committee were challenged to do the following:

- Leave their egos at the door
- Set aside their own ideas until after hearing from the community
- Listen to the ideas of the community and not pursue personal agendas

Mr. Schofield remarked that the members of the iMesa Steering Committee have exceeded all expectations. In addition, he said that serving on this Committee has been an enjoyable and productive experience.

Mr. Schofield explained that the low turn-out at some of the public hearings could have been due to the following:

- Residents could register their ideas online
- Citizens believe that the Council is doing an admirable job and were not compelled to attend the public meetings

Mr. Schofield stated that the Committee looks forward to assisting the City Council in “Building a Better Mesa.” He displayed a PowerPoint presentation (**See Attachment 1**) and explained that the iMesa Steering Committee is a grassroots, citizen-driven effort that develops transformative ideas and community projects for the City. He said that ideas are collected from citizens through the use of extensive marketing, social media and iMesa Village meetings. (See Page 3 of Attachment 1)

Responding to a question from Mayor Smith, Mr. Schofield explained that the Committee has received input from over 1,000 people both online and at the public meetings. He said the Committee reviews the ideas received and categorizes them into themes. He advised that the themes developed naturally as different ideas were presented.

Mr. Schofield briefly highlighted the different themes as follows:

- Higher Education
- Vibrant Downtown
- Transportation Networks
- Arts/Cultural Vibrancy
- Sustainable Economy
- Livability
- Recreational Access

Mr. Schofield briefly touched upon some of the ideas that were presented for each of the themes, which included but were not limited to: Benedictine University (Higher Education); a microbrewery and residential mixed use development (Vibrant Downtown); light rail and high-speed rail from Phoenix-Mesa Gateway Airport to Sky Harbor Airport (Transportation Networks); renovation of Buckhorn Baths (Arts/Cultural Vibrancy); Healthcare, Education, Aerospace, Tourism (HEAT) job creation and business-focused higher education (Sustainable Economy); improving quality of life (Livability); expanding the regional pool program, making an equestrian path and northeast trailhead (Recreational Access). (See Pages 7–13 of Attachment 1)

Mr. Schofield pointed out that some of the ideas presented are already being implemented, for example, St. Benedictine University will be opening a campus in Mesa. He reported that several requests for a microbrewery downtown were also received. He noted that microbreweries have been known to revitalize downtown areas in other parts of the country.

Mayor Smith commented that some of the examples presented seemed ambitious.

In response to Mayor Smith's comments, Mr. Schofield said that the Committee encourages ambitious, forward thinking ideas.

Mr. Schofield reported that the Committee received strong feedback from the community with regards to livability. He explained that quality of life is important to the community as this is where they will live and raise families.

Mr. Schofield stated that the Committee will continue with their research and will be back before the Council in the future to provide specific recommendations. (See Page 14 of Attachment 1) Mr. Schofield said that all of the ideas submitted will be provided to the Council in order for them to determine which projects could be used to move the City toward "Building a Better Mesa."

In response to a question from Mayor Smith, Mr. Schofield explained that this will be an ongoing process and that the Committee will review ideas as they are submitted. He added that the website is an excellent way for members of the community to present their ideas.

Councilmember Finter commented that he attended an iMesa Steering Committee meeting in downtown Mesa and was impressed with the ideas presented. He thanked the Committee for their efforts and said that he looked forward to their assistance in the future.

Mr. Schofield stated that the Committee would be able to provide the Council with information that will assist in moving some of the ideas forward. He introduced the iMesa Steering Committee members that were present in the audience as follows: Bill Puffer, John Kressaty, Steve Hale, Stephen Sparks, David Short, Karen Frias-Long, John Schroeder, Kate Ali'varius, Kay Henry, Elizabeth Danielson and Otto Wendal. He thanked the Council for the appointment of these Committee members and said that he has enjoyed working with them.

Mayor Smith stated that the Committee will narrow down the ideas presented and bring them back to the Council at a future date. He said that the ideas will be categorized using the organically evolved themes that were found to be most important to the citizens.

Mr. Schofield encouraged the Council to contact him with any questions or ideas they may have.

Mayor Smith thanked Mr. Schofield and the Committee for their efforts.

2-b. Appointment to the Housing Governing Board.

It was moved by Vice Mayor Somers, seconded by Councilmember Kavanaugh, that the appointments to boards and committees be approved. **(See Attachment 2)**

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

3-a. Audit, Finance & Enterprise Committee held on December 1, 2011

It was moved by Vice Mayor Somers, seconded by Councilwoman Higgins, that receipt of the above-listed minutes be acknowledged.

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

Councilmember Kavanaugh: National League of Cities Winter Board Meeting

Mayor Smith: Gila River Indian Community Inauguration
Commemoration of the Anniversary of Tucson Shootings

5. Scheduling of meetings and general information.

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

Thursday, January 12, 2012, at 7:30 a.m. – Governor’s Breakfast

Thursday, January 12, 2012 – Study Session (CANCELLED)

Monday, January 16, 2012, 11:00 a.m. – Martin Luther King Parade and Festival

Thursday, January 19, 2012, 7:30 a.m. – Study Session

6. Adjournment.

Without objection, the Study Session adjourned at 5:22 p.m.

SCOTT SMITH, MAYOR

ATTEST:

LINDA CROCKER, 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 9th day of January 2012. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw

Mesa

iMesa Steering Committee Status Report

January 9, 2012



mesa.az

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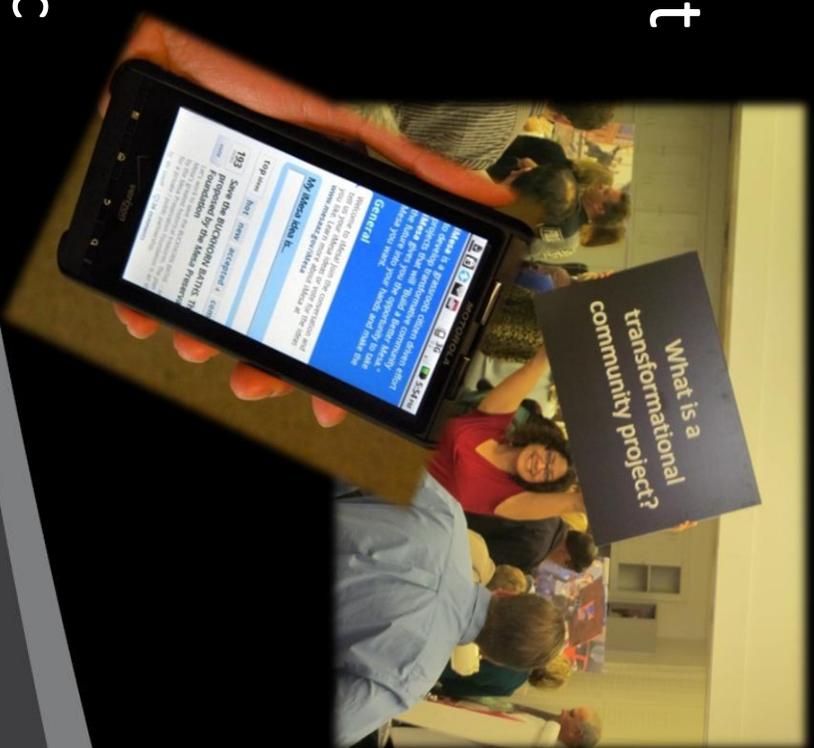
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Overview

- iMesa is a grassroots citizen-driven effort to develop transformative community projects that will “Build a Better Mesa.”
- iMesa gives residents the opportunity to take the future into their hands and create the Mesa they want.

Mesa

- iMesa initiative launched in January 2011
- iMesa Resident Steering Committee engaged to collect “transformative” ideas:
 - Extensive marketing
 - iMesa crowdsourcing site
 - Social media and mobile apps
 - iMesa Village meetings
 - Meetings with businesses, civic groups, neighborhoods



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WHAT WE LEARNED

- Overarching themes, based on community feedback
- Example ideas that fit into those themes



**Committee
Workshop on
12/17/11**



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COMMUNITY PRIORITIES

1. Higher education
2. Vibrant downtown
3. Transportation networks
4. Arts/Cultural vibrancy
5. Sustainable economy
6. Livability
7. Recreational access



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Examples



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Higher Education

- Higher ed downtown
- Private education
- Power Knowledge Corridor
- Student housing
- Expand current education opportunities



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Vibrant Downtown

- Encourage new investment
- Residential mixed use development
- Urban plaza
- Microbrewery
- Expanded retail hours
- iMesa LINCS



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Transportation Networks

- Light rail to Gateway
- Develop trails along canals
- High speed (express) rail
- Smartphone apps
- Link educational institutions



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Arts/Cultural Vibrancy

- Buckhorn Baths renovation
- Community gardens
- More libraries
- Expand arts opportunities
- Express permitting
- Village festivals



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Sustainable Economy

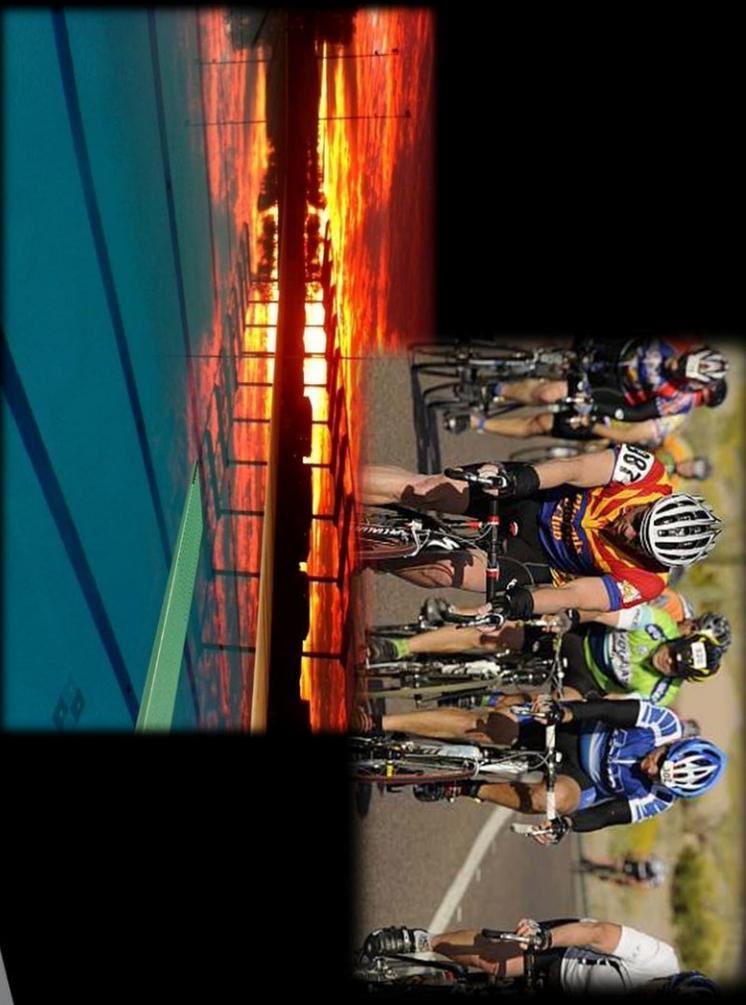
- HEAT job creation
- Business-focused education
- Business incubators
- Small business development
- Green technology



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Livability

- Mixed-use village cores
- City/school/non-profit partnerships
- Encourage in-fill
- More/improved parks
- Increase volunteerism
- Interconnected paths/trails



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Recreational Access

- Expand regional pool program
- Bicycle “gold” city
- Expand Monterey Park
- Splash pads
- More sports fields
- Equestrian paths & center
- N/E trailhead



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Next Steps

- Let's keep the momentum going
- Further research
- Continued interaction with Council
- Specific recommendations



Mesa

Questions



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mesaaz.gov

January 9, 2012

TO: CITY COUNCILMEMBERS

FROM: MAYOR SCOTT SMITH

A handwritten signature in black ink, appearing to be "SS", located to the right of the "FROM" line.

SUBJECT: Appointments to Boards and Committees

Attached is my recommendation for one reappointment to City of Mesa Advisory Boards and Committees.

Housing Governing Board – Eight-member board, including the Mayor, six Councilmembers and one resident board member.

Reappointment:

William Egan, District 2. Mr. Egan is a retired attorney with a bachelor's degree in Business Administration from Arizona State University and a juris doctor from the University of Arizona Law School. Mr. Egan also served on the Flagstaff City Council during the 1970's. This will be Mr. Egan's eighth one-year term on the Housing Governing Board. His term will expire December 31, 2012.