



COUNCIL MINUTES

May 2, 2019

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 May 2, 2019 at 7:33 a.m.

COUNCIL PRESENT

John Giles
Mark Freeman
Jennifer Duff
Francisco Heredia
David Luna
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

1. Review items on the agenda for the May 6, 2019 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.

City Engineer Beth Huning introduced Real Estate Services Administrator Kim Fallbeck who displayed a PowerPoint presentation (**See Attachment 5**) and discussed item 5e (**Approving and authorizing the City Manager to enter into the First Amendment to the Amended and Restated Lease Agreement with Mesa Golf, Inc., for the property located at 1415 South Westwood. The First Amendment allows for additional uses of the property to include soccer and other athletic-type uses and extends the term of the Amended and Restated Lease for an additional 25 years (District 3)**) on the Regular Council Meeting agenda.

Ms. Huning explained there is an extensive drainage system along the US 60; that the City acquired the land in 1975 for the purposes of storm water retention basins; that in the late 1970's the City and the Arizona Department of Transportation entered into an Intergovernmental Agreement (IGA); and that the City purchased, owns and operates about eight basins from Greenfield Road to the Price Road drain.

Ms. Huning stated the lease was originally entered in 1977 as a 25-year lease and was extended through December 2026. She said that Mesa Golf approached staff and proposed changes to amend the lease to get more interest in the site. She added that Mesa proposed terms to extend the lease 25 years to 2051 and allow additional sports and ancillary sport uses on the site, install

sports fields and lights, and that all capital improvements would be paid for by the lessee. (Page 5 of Attachment 5)

Ms. Huning explained the lessee has a financial obligation to maintain the site and if the City were to maintain the site, it would cost an estimated \$275,000 per year. She commented if the lessee does not properly maintain the site, the lease rate will increase by \$27,500 per month. She remarked Mesa Golf has completed extensive outreach for this project and has had individual conversations with the surrounding hotels and received positive feedback.

In response to questions from Councilmember Whittaker, Ms. Huning stated an RFP is not an option since this lease has not yet expired. She added this agreement would extend the lease another twenty-five years and if the lessee expends money on capital improvements, the lessee would want a longer-term lease.

City Manager Christopher Brady explained that the lessee approached the City about bringing in the soccer fields, that it is a cost avoidance method for the City, and that there is very little they can do to expand the property.

Mayor Giles expressed his support since this is a cost savings to the City, shifts maintenance responsibility to another party, and offers resources to the community.

In response to a question from Councilmember Heredia, Ms. Huning explained that engineers will monitor the area to ensure grading is maintained to the capacity required.

Mayor Giles thanked staff for the presentation.

2-a. Hear a presentation, discuss, and provide direction on the following Downtown Innovation District projects:

1. ASU @ Mesa City Center

Manager of Downtown Transformation Jeff McVay provided an update on the progress of the Mesa City Center Project and displayed a PowerPoint presentation. **(See Attachment 1)** He explained Council approved the ASU project in June 2018 and that the design development is complete. He stated the schematic design will be completed by June 2019, the final design by February 2020, and that construction will begin immediately following. He added there is a 19-month construction schedule to be completed in October 2021 and classes are scheduled to begin in January 2022.

Mr. McVay remarked that classes were originally anticipated to begin starting in Fall 2021, however, the construction schedule required overtime and that money would come from the project budget and take away from programming and design. He clarified that the additional \$3 million could be spent expediting the construction schedule, and it still could fall behind schedule if there is one bad monsoon storm. He added that the project budget is \$63.5 million and includes collaboration between City and Arizona State University (ASU) staff, and the design and construction team.

Mr. McVay stated that the programming will consist of high-tech programs, digital and sensory technology, experiential design, audio visual arts and film, gaming, and entrepreneur development. (See Page 3 of Attachment 1)

In response to a question from Councilmember Thompson, City Manager Christopher Brady explained that an Excise Tax would be issued and that would be pledged to pay for the bonds, but the payment would come from the Economic Investment Fund. He said that over the next couple of years, Mesa is anticipating significant sale of City assets that can be used to pay for the first two or three years of the debt service for the ASU building. He added that some of these assets include the Mervyn's building, the Union at Riverview, Thomas and Recker land, and Pinal County lands. He reported that no funds identified from the Enterprise Fund will be transferred to the Economic Investment Fund for the ASU building.

Councilmember Thompson recalled that Mesa bought the Mervyn's building with county land sale money and was originally going to use those funds to pay for the spring training facility, but instead used the funds to buy the Mervyn's store. He expressed concern related to using City assets for this project instead of using them to build public safety facilities or libraries. He added that he thinks there are better uses for those funds than adding more debt service.

Mr. Brady explained that Mesa is paying debt with city assets and the fact that spring training facilities will be paid off within six years of opening is remarkable. He said that the additional capacity from the sale of City assets will be greater than the payoff of the spring training facilities, which can be used to make the debt payment without having to tap into the Enterprise Fund.

Mayor Giles remarked that the City purchased the Mervyn's building four years ago at a distressed price and that it is located directly in front of a light rail station, with new infrastructure and a lot of real estate. He added that Valley Metro has been using and paying for the space and that income has more than covered the debt service of buying that building.

In response to questions from Councilmember Whittaker, Mr. Brady explained that other leases and revenues from operations also contribute to the Economic Investment Fund. He said there is not a utility fund, however, the Enterprise Fund does include utility funds. He added that he would put the integrity of Mesa utilities next to any other system, that Mesa would not be able to expand Eastmark and Cadence if it did not have a great utility system, and that it is one of our major economic drivers. He further explained that the point of the presentation last week regarding water pipe infrastructure was to show that Mesa has a lot of old pipes. He stated that staff is not short-changing the utility and are not experiencing significant breakages and will maintain and invest in our system.

City Attorney Jim Smith requested that the discussion return to items on the agenda.

2. The Studios @ Mesa City Center

Mr. McVay reviewed The Studios at Mesa City Center (See page 5 of Attachment 1) and explained the project has been included in the IGA with ASU. He stated that Mesa has a responsibility to design and construct 6,000-12,000 square feet (sf) in the former IT building, which was Mesa's first library. He added that in total, the building is approximately 26,500 sf; will be the front door to the downtown innovation district; will collaborate the design to be space flexible; and will create corporate sponsorships and grow businesses to help the pipeline in the downtown innovation district.

Mr. McVay commented that according to the IGA, once this building is complete, ASU has an obligation to host events. He provided Skysong as an example where ASU holds events and conferences, provides maker spaces, incubators, and accelerator programs to promote innovation and entrepreneurship.

Mr. McVay explained that the IT building is older and as such, there will be many unseen improvements needed, such as mechanical, electrical, and plumbing systems, just to comply with building codes. He stated that \$3-3.5 million will be needed just to bring the elevators, bathrooms, water, and HVAC systems up to code. He said the building also has a historic landmark designation that the design team is going to have to work around.

In response to a question from Councilmember Whittaker, Mr. McVay remarked that this is in addition to and separate from ASU and is a City asset that we would maintain.

Mr. Brady said this is intended to be a community space that can accommodate a variety of activities and can complement the ASU building, but is not just for ASU students.

In response to a question from Councilmember Luna, Mr. McVay explained that Mesa Community College (MCC) still has a strong interest in launching an IT Institute program in downtown Mesa and they continue to have those conversations. He stated the City will work with MCC regarding the vision for the space and if it is compatible with an open and collaborative concept.

Mr. Brady added that the goal is to avoid dedicated classroom space and create a space that is more dynamic and adaptable for a variety of purposes and uses.

In response to a series of questions from Vice Mayor Freeman, Mr. Brady said staff would work with the private sector to assist with equipment and expertise. He explained that the City would be using the association with ASU to attract corporate sponsors.

Councilmember Duff commented that this building would serve the community and by having an ASU presence and cutting-edge technology, it would also bring entrepreneurship. She said that providing a space for students and employers will encourage them to remain in Mesa, rather than having well-educated people with great ideas leave the City and the valley. She added that by investing in this area will give our residents opportunities and better jobs. She expressed her support for this project and said that in order to pay bond debt, we need to look for opportunities to generate revenue.

Councilmember Luna suggested that this project partner with the Mesa Public Library. He remarked that Think Spot is entrepreneurial in nature and would be beneficial in helping to develop a program that can use media and collaborate with the library to provide this type of space.

Councilmember Heredia expressed his support for this initiative and stated that it would add value in developing downtown, as well as for our residents, business community and non-profits.

In response to a question from Councilmember Heredia, Mr. McVay stated that Scottsdale has SkySong, and Chandler and Peoria have also developed partnerships with ASU as those cities are also very interested in growing entrepreneurship and an innovation pipeline.

3. CO+HOOTS @ Benedictine University

Mr. McVay explained that while Council is aware of this project, it has not yet been presented publicly. He stated that this would be a partnership with Benedictine University (BenU), and a Memorandum of Understanding (MOU) has recently been signed for a coworking space. He added that along with the partnership, the normal tenant-based private development space for CO+HOOTS would still exist, and each organization would contribute to the project by paying for

furnishings, create a weekly event, and commit to a 10-year term to remain in the space. (See Page 9 of Attachment 1)

In response to a question from Councilmember Thompson regarding BenU classroom space and programming, Mr. McVay stated there is approximately 25,000 sf in Gillette Hall and with the present project, there would still be 15,000 sf to build. He explained the last time BenU and the City negotiated lease terms, the City reduced the lease terms to allow BenU to build up cash reserves they would need to build out the space. He added that BenU has been utilizing all the free space in the Center for Higher Education and believes there is space to grow degree programs.

Mayor Giles said BenU is very much in support of this project and that it is a huge step forward for the campus and the university.

Mayor Giles expressed his support for the project and stressed the need to be extremely transparent with the funding. He requested that there be a future agenda item to talk about what the Economic Investment Fund is, why we need it, where it came from, and where it's going.

Councilmember Thompson clarified that he is not anti-ASU and believes ASU can change the dynamics of our downtown. He explained that he is against the way the process was handled, but that he supports the project. He stressed the need to take care of the essential functions of the City.

Mayor Giles indicated that there is a consensus to move forward with the plans.

2-b. Hear a presentation, discuss, and provide direction on the following department budgets:

1. Community Services

Community Services Director Ruth Giese introduced Animal Control Supervisor Shannon Gross, and Neighborhood Services Coordinator Lindsey Balinkie who displayed a PowerPoint presentation. **(Attachment 2)**

Ms. Giese provided an overview of the Mesa Hispanic Network (MHN), an employee resource group that provides professional development and networking opportunities for City employees. She explained MHN supports Mesa's own internal workforce by leveraging community and regional partnerships to help bring the best and brightest to the City. She reported the network has held numerous events and just recently launched an apprenticeship program working with some field staff to develop their skills and talents.

Ms. Giese highlighted the Community Services Department Strategic Priorities and stated one measure is Animal Control calls for service, which have increased over the past three years, partly due to a public awareness campaign, and partly due to social media postings. She added the increase in service requests is also due in part to online reporting capabilities such as email, the City Link app and a web form, all of which makes it easier for the public to send in service requests. She commented that Mesa has utilized the Maricopa County Animal Care and Control shelter and over the last three years, there has been a decrease in the number of animals impounded at the County due to the County's changing business model, the reduction in drop-off hours, and the types of animals accepted from outside agencies. She indicated staff is working to identify optional shelters. (Page 3 and 4 of Attachment 2)

In response to a question from Councilmember Luna, Ms. Giese referred to the Mesa Animal Control Shelter Options map and explained the East Valley location near Riverview will be moving to a new facility on Baseline and Mesa Drive in order to have a more updated facility.

In response to a question from Councilmember Thompson, Ms. Gross stated when wildlife is reported, such as coyotes or javelina, officers will contact the Game and Fish Department to assist.

Ms. Giese reviewed sheltering options and explained Mesa has an agreement with First Pet and injured animals are taken to one of two locations, either in Mesa or Chandler. She pointed out that Mesa also has an agreement with Apache Junction to use their shelter in an emergency, as well as with the Arizona Humane Society to utilize one of those two campuses.

Ms. Giese pointed out that staff is currently working on a partnership with A New Leaf at the East Valley Men's Shelter, where a small parcel of land is available for a temporary animal kennel to hold animals until the county shelters are open. She identified an additional shelter, Heidi's Village, and said it is a 40,000sf facility that may provide additional sheltering opportunities.

Ms. Giese provided an update on the animal cruelty investigation process and stated that since November 2018 an interdepartmental team has created a process to address animal cruelty and triage animals to adhere to new federal laws. She stated that the team has provided training for the Police Department, updated forms and policies, posted bulletins for public awareness, and have rescued 106 animals.

Ms. Giese highlighted the newly formed Community Engagement Division which includes Neighborhood Services, the Diversity Office, and the Volunteer Office, and created a strategic plan organizing a menu of programs to meet growing internal and external needs. She stated the new Diversity Administrator position will serve as a conduit between the community and the City on human relation issues and expand diversity initiatives both internally and throughout the City to ensure compliance with federal mandates.

Councilmember Luna expressed his appreciation for the Diversity Administrator position and explained that when he served on the Human Relations Advisory Board, they worked with the Diversity Administrator back then which was a great resource. He asked what the vision is for this position in the community and for City staff?

Ms. Giese explained there are a lot of federal mandates now coming to fruition with the Title 6 Americans with Disabilities Act transition plan and that Mesa now has liaisons in every department to make sure all information is making its way through departments.

Ms. Giese reviewed the financial summary for the department and stated the Diversity and Neighborhood outreach line item includes the new position; that the Housing and Community Development amounts include a significant portion of federal funding; and that the carryover amount each year is moved over for any ongoing projects that were allocated in the previous year.

Mayor Giles thanked staff for the presentation.

(A brief recess occurred at 8:50 a.m. The Study Session resumed at 9:01 a.m.)

2. Library Services

Library Director Heather Wolf introduced Management Assistant II Tony Garvey who displayed a PowerPoint presentation. **(Attachment 3)**

Ms. Wolf provided an overview of the Library's Strategic Plan, vision statement and key performance measures. She stated that this fiscal year, library visits are up by 90,000 and by the end of the FY she anticipates total visits to exceed 1.1 million.

In response to question from Councilmember Luna, Ms. Wolf explained that this number represents actual people that come through the doors of one of the libraries. She reported that Mesa does track visits to the website, but this number is specific to the people who enter the buildings.

Ms. Wolf remarked that library visits trended down in FY16-17 and staff tried to think of ways to bring people into the buildings. She stated that customers were surveyed, and feedback enabled them to develop programs that were more relative and useful, and scheduled on days and times that are more convenient to patrons. (See page 4 of Attachment 3)

Ms. Wolf explained that since August 2013, over 11,000 children have participated in Library coding programs. She stated that Mesa is looking to offer more coding programs for parents and families, so parents can learn to code and participate with their children.

In response to a question from Councilmember Whittaker, Ms. Wolf reported that HeatSync Labs have provided some classes with adults and would like to do more but are currently focusing on children's programs. She added that staff is hopeful that in the future, ASU students will assist with more programs for adults and young adults.

In response to a question from Councilmember Heredia, Ms. Wolf said that coding classes are offered at Main, Dobson and Red Mountain branches for all three age groups. She stated that the curriculum is developed in-house and the program for ages 4-6 are less coding and more problem solving and critical thinking skills.

Ms. Wolf expressed her appreciation to the Police Department for providing security for the libraries out of the Police Department budget, which covers security officers and a navigator. She added those positions are now being rolled over to the Library budget to manage.

In response to a question from Vice Mayor Freeman, Ms. Wolf stated that the library does get feedback from some of the patrons who have indicated having visible security makes them feel safer and more welcome. She said that code of conduct violations can be addressed as they happen, rather than having to be reactive after a report is made.

Ms. Wolf explained that due to significant changes at the mall where the Express Library is located, and since the location is no longer working well for library patrons, staff is looking to move out of that location before the end of the calendar year.

Ms. Wolf highlighted placemaking strategies and stated staff is working with an architect to design improvements at the Dobson branch, to create a THINKspot, and to make façade improvements to match the park and make the library more interesting. She said the Main Library is also expanding the children's area to make the first floor as family friendly as possible and moving adult services upstairs.

Ms. Wolf commented that the new library will incorporate elements the community wants, such as a destination library, community centered, technology hub, separate teen and children spaces,

plenty of space for popular materials, collaborative space for meetings, event space, food and beverage, and space that is light, bright, and connected to the community.

In response to questions from Councilmember Thompson related to possible locations for the Mesa Express Library, Mr. Brady stated staff has a short list of spaces and will be setting up site visits very soon.

3. Arts & Culture

Director of Arts and Culture Cindy Ornstein presented a PowerPoint presentation (**Attachment 4**) and stated the department mission is to reach out in broad and diverse ways to the community and to employ innovation to address Council priorities and encourage the community to discover and develop themselves to build a safer, healthier and more vibrant city with successful people and support a strong economy.

Ms. Ornstein addressed community safety and explained that it is exemplified by the thriving arts and service program that brings free studio programs to veterans and military members. She stated that neighborhoods are being transformed through engagement, and another prototyping festival will be held at the Mesa Arts Center.

Ms. Ornstein highlighted the 2015 Arts & Economic Prosperity Study that showed \$29 million in economic impact from all arts and culture programs in the City of Mesa. She stated that she is confident when the next study is done in a couple of years, Mesa will see continued growth as its brand and reputation is built as a place of creativity and innovation.

Ms. Ornstein provided an update on arts and services for veterans and reported a \$126,000 grant from Boeing and the Arizona Department of Veterans Services.

Ms. Ornstein explained the Arizona Museum of Natural History (AZMNH) had tremendous growth this year, 19% over last year. She added that galleries will continue to be upgraded and offer new experiences for visitors. She noted that staff continues the work through the AGILE program, funded by the Piper Charitable Trust, that has helped the rejuvenation project in the galleries.

Ms. Ornstein reported participation this year was very good, and she is projecting close to 700,000 visits for the year and the customer satisfaction for all three venues exceeded the goal of 85%. (See page 8 and 9 of Attachment 4)

Ms. Ornstein outlined several major community engagement projects and highlighted a major community collaborative around water, involving multiple City departments with funding from the Arizona Community Foundation.

In response to a question from Vice Mayor Freeman related to Artspace integrating into the Art Center, Ms. Ornstein explained that one of the most visible ways is through the collaboration of the Mesa Urban Garden and Mesa Art Space. She added that the artist residents came for a tour of the Mesa Art Center studios to meet instructors and learn what opportunities are available for classes or to be instructors.

Mayor Giles thanked staff for the presentations.

Mr. Brady announced this was the final departmental budget presentation and the next step is a wrap up of the tentative budget so adjustments can be made.

Councilmember Thompson requested a breakdown of what the City pays to outside organizations, such as GPEC, Visit Mesa, and the East Valley Partnership.

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

- 3-a. Judicial Advisory Board meeting held on March 20, 2019.
- 3-b. Community and Cultural Development Committee meeting held on April 4, 2019.
- 3-c. Joint meeting with the Salt River Pima Maricopa Indian Community held on April 15, 2019.

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

Upon tabulation of votes, it showed:

AYES – Giles-Freeman-Duff-Heredia-Luna-Thompson-Whittaker
NAYS – None

Carried unanimously.

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

Councilmember Luna:	Hispanic Leadership Graduation
Mayor Giles:	Police Memorial
Councilmember Duff:	Arbor Day at Holmes Elementary MPS Young at Art Zen Nights in Downtown Mesa Earth Day

5. Scheduling of meeting and general information:

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

Saturday, May 4, 2019, 11:00 a.m. – Rhodes Junior High Spring Blast

Monday, May 6, 2019, 5:15 p.m. – Study Session

Monday, May 6, 2019, 5:45 p.m. – Regular Council Meeting

Thursday, May 9, 2019, 6:00 p.m. – Mesa Historical Museum BBQ

6. Adjournment.

Without objection, the Study Session adjourned at 9:56 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 2nd day of May 2019. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

dm
(Attachments – 5)

INNOVATION DISTRICT PROJECTS

- ASU @ MESA CITY CENTER
- THE STUDIOS @ MESA CITY CENTER
- CO+HOOTS @ BENEDICTINE UNIVERSITY

City Council
Study Session

May 2, 2019

Jeff McVay
Manager of Downtown
Transformation

ASU @ MESA CITY CENTER

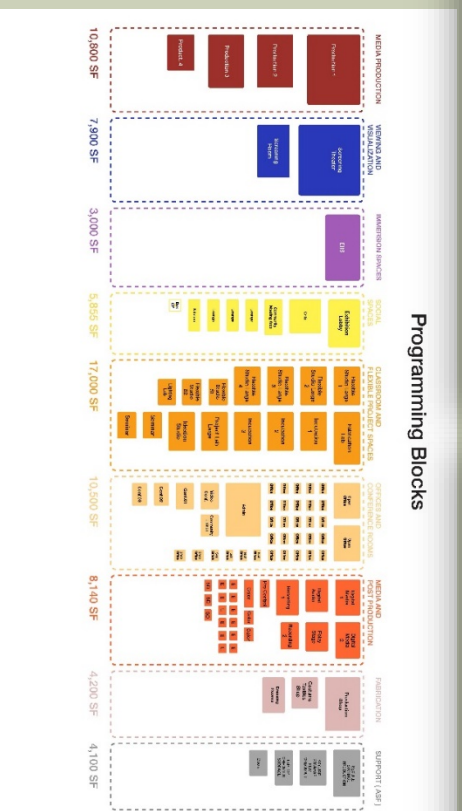
Project Update

Program – Creative Futures Laboratory

- Digital and sensory technology
- Experiential design
- Media arts and film production
- Gaming
- Entrepreneurial development and support



Programming Blocks



ASU @ MESA CITY CENTER

Project Update

Overall Project Budget: \$63.5M

Funding Sources:

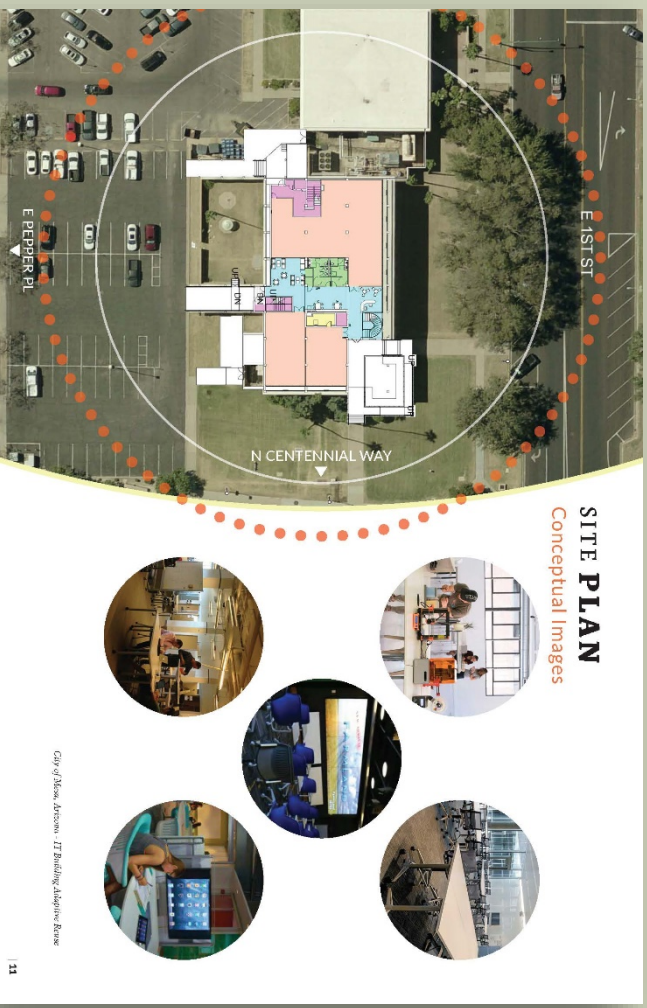
- Proceeds from sale of City assets
- Construction sales tax
- Excise tax revenue bonds
- Economic Investment Fund



THE STUDIOS @ MESA CITY CENTER

Program

- Former IT Building - Mesa's first public library (26,500SF)
- Innovation District front door
 - Open/Flexible community collaboration spaces
 - Corporate partnerships
- City/ASU Inter-governmental agreement
 - City design and construction: 6,000-12,500 SF
 - ASU annual public events: 25 film and 20 entrepreneur and innovation



THE STUDIOS @ MESA CITY CENTER

Program (cont.)

- Partner with ASU Entrepreneurship and Innovation (E+I) for programming
 - E+I workshops and events
 - Entrepreneurship training and mentoring
 - Place-based programs (e.g. maker spaces)
 - Incubator and accelerator programs

SITE PLAN
Conceptual Images

City of Mesa, Arizona | IT Building, Adaptive Reuse

11

THE STUDIOS @ MESA CITY CENTER

Program (cont.)

- MEP systems upgrade
- Local Historic Landmark designation
- Design consultant selected
- Prepare concept design: 6-8 months



THE STUDIOS @ MESA CITY CENTER

Budget Estimate

- Phase I: \$5.0M
- Phase II: \$3.0M
- Proposed Funding Sources:
Economic Investment Fund



CO+HOOTS @ BENEDICTINE UNIVERSITY

Program

- Design and construction of approx. 10,000 SF within Gillette Hall at Benedictine
 - CO+HOOTS and Benedictine University partnership
 - Entrepreneurship curriculum
 - 80-100 students in program/year
 - Co-working space
 - 300 new Mesa jobs/businesses created
 - CO+HOOTS responsible for FF+E
 - Regular public entrepreneurship events
 - 10 year commitment (CO+HOOTS and Benedictine)
- ## Budget Estimate
- \$1.5-2.0M (design and construction)
 - Proposed Funding Source: Economic Investment Fund



ARTS AND INNOVATION DISTRICT PROJECTS

DISCUSSION AND DIRECTION

Community Services Proposed Fiscal Year 19/20 Budget

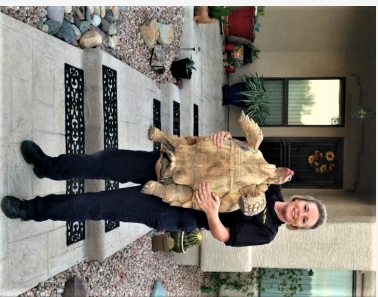
City Council Meeting
May 2, 2019

Ruth Giese
Community Services Director



City Council Strategic Priorities

**COMMUNITY
SAFETY**



**SKILLED AND TALENTED
WORKFORCE**



**TRANSFORMING
NEIGHBORHOODS**



Animal Control

Calls for Service

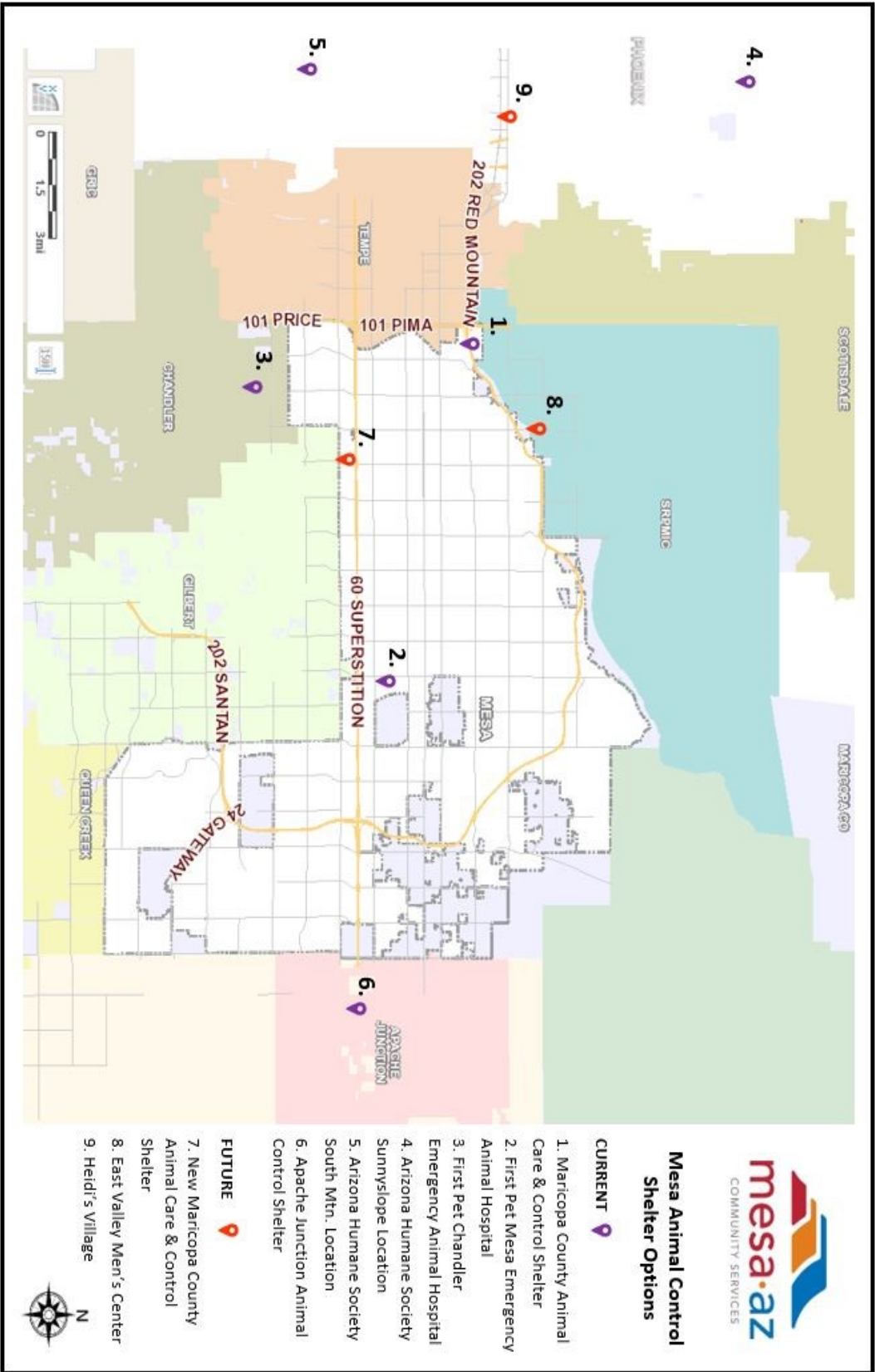


■ FY 16/17 ■ FY 17/18 ■ FY 18/19

County Service by Animal Impounds



■ FY 16/17 ■ FY 17/18 ■ FY 18/19



Animal Cruelty Investigations

Interdepartmental Team

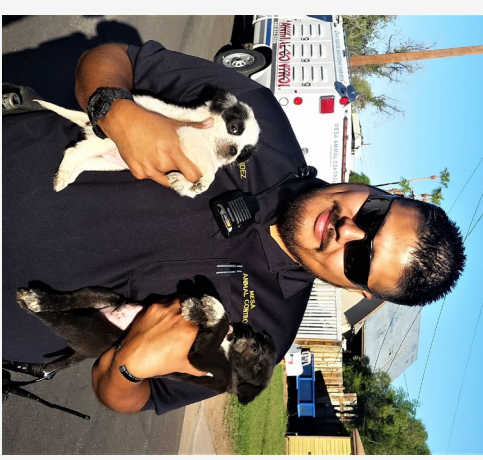
- Process for animal call triage and response

5 month program with Arizona Humane Society

- 106 Animals serviced
- 61 animals for Cruelty
- 45 Animals seized due to police action

FY19/20 Contract with Arizona Humane Society

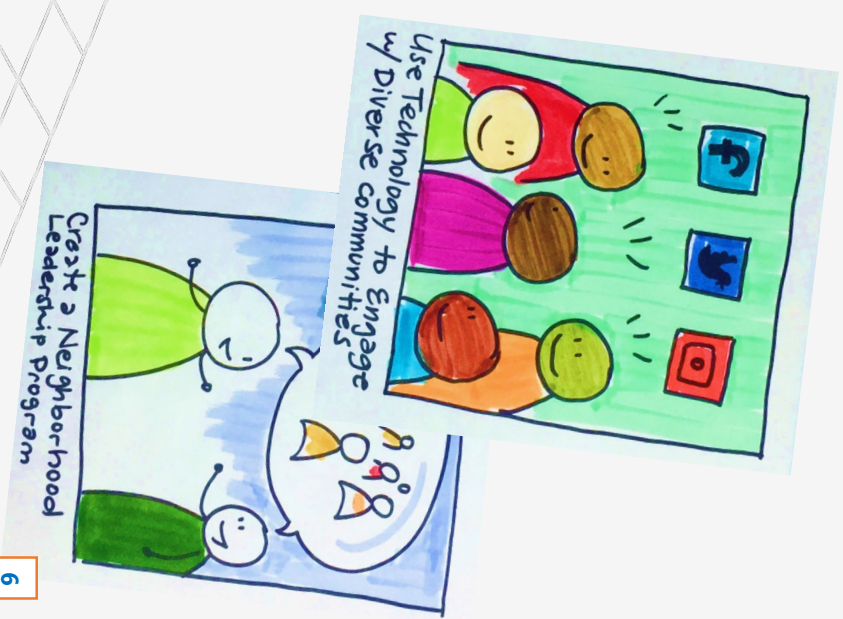
- \$150,000 in proposed budget



Innovative Community Engagement

New Community Engagement Division

- Division reorganization and updated programming based on strategic planning
- Diversity Administrator position budgeted in FY 19/20 to oversee division and Citywide diversity initiatives
- Focus working with City Departments
- Rolling out a 'Neighborhood Leadership Program' and digital engagement in the Fall



Community Services Financial Summary

	FY 17/18 Actuals	FY 18/19 Revised Budget	FY 18/19 Year End Estimate	Proposed Budget FY 19/20
Animal Control	\$0.5 M	\$0.6 M	\$0.6 M	\$0.6 M
Diversity and Neighborhood Outreach	\$0.7 M	\$0.7 M	\$0.7 M	\$0.8 M
Housing and Community Development	\$20.7 M \$21.8 M	\$29.9 M \$31.2 M	\$29.6 M \$30.9 M	\$22.8 M \$24.2 M

*In Millions and for all funds

City Council Meeting
May 2, 2019

QUESTIONS



LIBRARY SERVICES

Operational Overview and Budget Discussion

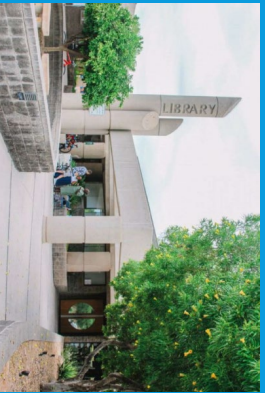
May 2, 2019

Heather Wolf, Director

Tony Garvey, MA II



VISION STATEMENT



Curiosity

Learning

Connection

Inspiration

Creativity

Dreaming starts here!

KEY PERFORMANCE MEASURES

3,500 visitors daily



KEY PERFORMANCE MEASURES

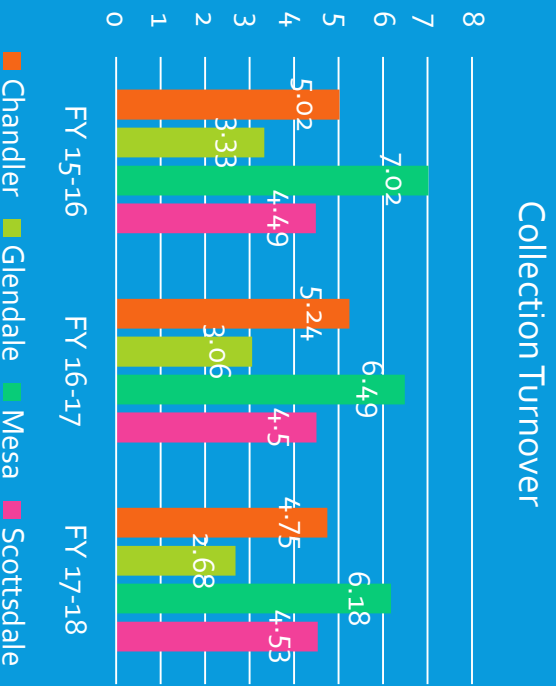
194 people attend

programs daily



KEY PERFORMANCE MEASURES

9,500 items checked out daily



CODING PROGRAMS FYTD

- K-Code
 - ages 4-6
 - 814 participants
- Coding Around
 - ages 6-8
 - 405 participants
- Code Commanders
 - ages 8 to 8th grade
 - 1534 participants



MESACODES



BUDGET CHANGES FOR

FY2020

One-time

- Children's book displays -- \$25,000

Ongoing

- Children's Always Available Collection -- \$62,500
- Library Navigator -- \$43,000
- Security -- \$185,000
 - 2 FTE officers at Main
 - 1 FTE officer at Red Mountain



BUDGET CHANGES FOR FY19/20

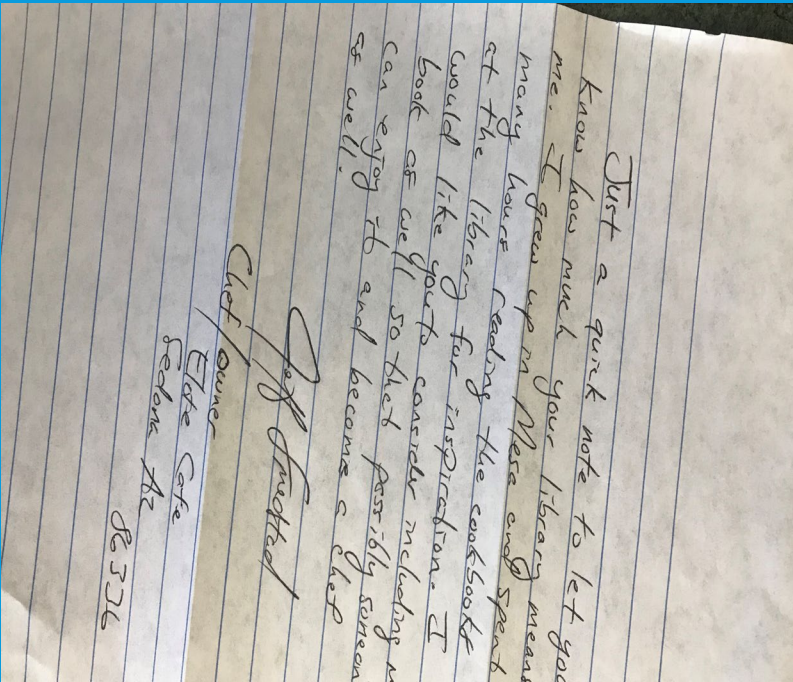
Impact of 2018 Bond Approval

One-time

- THINKSpot at Dobson -- \$107,000
 - Equipment and technology
- Children's Library at Main -- \$257,000
 - Furniture, shelving, computers, and books

Ongoing

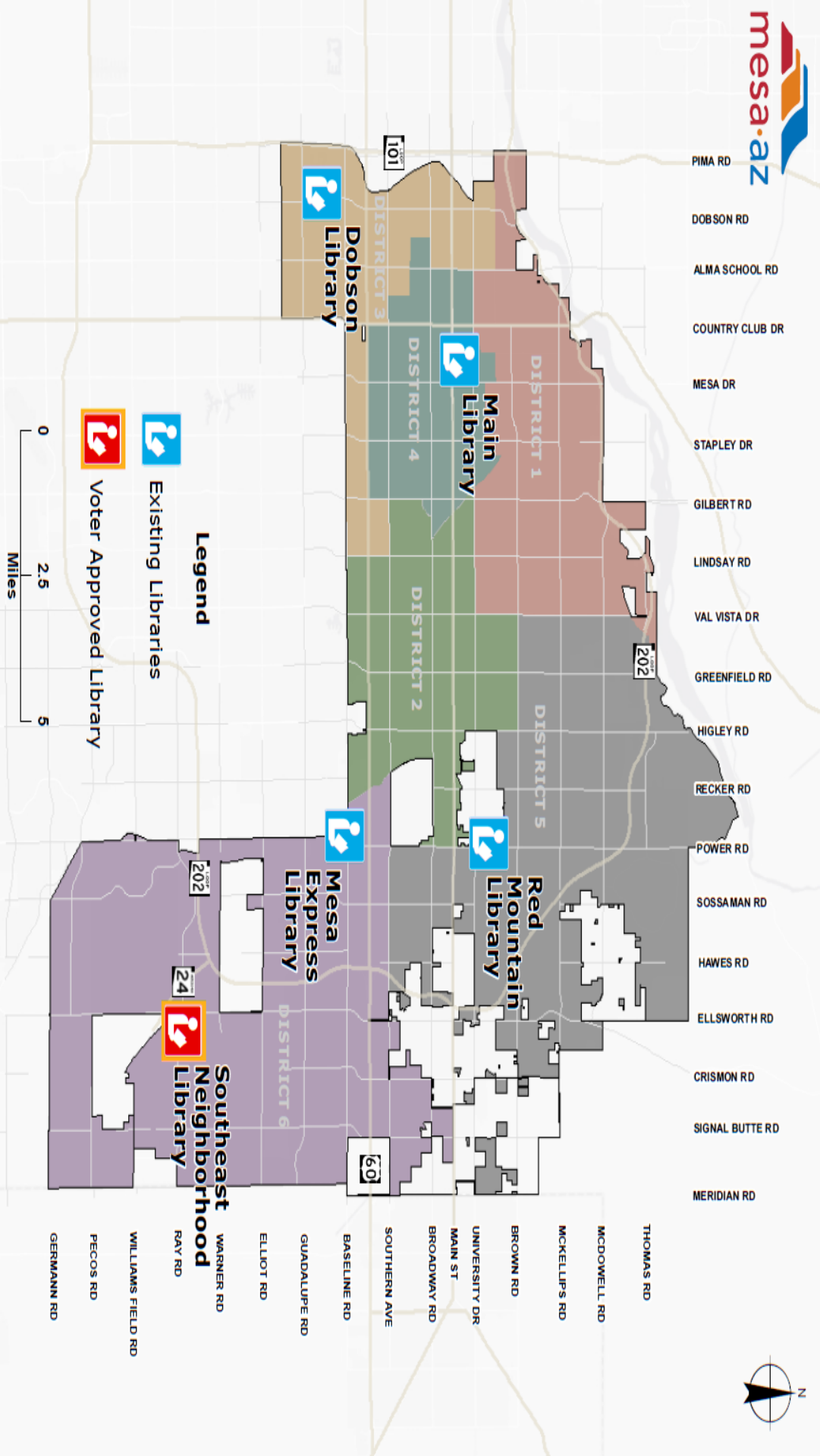
- THINKSpot at Dobson -- \$260,820
 - 1.0 Librarian
 - 2.5 Library Assistants
 - Materials, supplies, and maintenance of equipment
- Children's Library at Main -- \$20,000
 - Materials, supplies, and maintenance of equipment



BUDGET SUMMARY BY CORE BUSINESS PROCESS

	FY 17/18 Actuals	FY 18/19 Revised Budget	FY 18/19 Year End Estimate	FY 19/20 Proposed Budget
Library Programs and Services	\$4.2	\$4.6	\$4.2	\$5.5
Library Resources	\$2.5	\$2.8	\$2.7	\$3.1
	\$6.6	\$7.4	\$6.9	\$8.5

In Millions
 *For all funds



COUNCIL STRATEGIC PRIORITIES: PLACEMAKING



- Dobson Ranch Library – THINKspot
 - Total project cost – \$1.5 Million
 - Projected completion June 2020
- Main Library – Children’s Library
 - Total project cost – \$1.5 Million
 - Projected completion June 2020
- New Library – SE Mesa
 - Total project cost - \$16.8 Million
 - Projected completion June 2024

QUESTIONS?



EXPANDED HOURS (UNFUNDED)

Current schedule

- Self service hour 9-10 AM
- Monday -Thursday 10 AM to 8 PM
- Friday & Saturday 10 AM to 5 PM
- Closed Sunday
- 54 hours of desk coverage per location

Expanded schedule

- Self service hour 9-10 AM
- Monday –Thursday 10 AM to 9 PM
- Friday & Saturday 10 AM to 5 PM
- Sunday 1-5 PM
- 62 hours of desk coverage per location

System-wide Impact

- 7 days a week, 104 additional desk hours
- 5.5 additional FTEs
- \$340,212 (5 FT LA's & 1 PT LA)

Cindy Ornstein
Director

Mesa Department of Arts and Culture





Department Mission:

To strengthen, for all, the creative, social and economic fabric of our community and region through inspiring, relevant, fun and transformational cultural experiences and cross-sector collaborations.

Alignment with Council Strategic Priorities

ARTS AND CULTURE=

INNOVATION: “**deliver innovative services and solutions**”

IN: COMMUNITY SAFETY

TRANSFORMING NEIGHBORHOODS

PLACEMAKING

SKILLED AND TALENTED WORKFORCE

SUSTAINABLE ECONOMY



COMMUNITY SAFETY “safe, healthy, and welcoming”

- Creative Aging & Arts in Mind
- Arts in Service
- Project Lit
- Early Learning Programs



TRANSFORMING NEIGHBORHOODS “vibrant, engaged”

- Artspace Mesa Lofts
- Albesila
- Mesa Grande
- Creative Catalysts (mobile creative lab)
- Neighborhood Artist Residencies

PLACEMAKING “unique spaces”

- Dinosaur Façade
- Community Events
- Second Prototyping Festival Spring 2020
- Water=Life Project (multi-dept. initiative)
- CMIO (Pop-up Bach; Bach Pub Crawl)
- i.d.e.a. Museum expansion



Arts &
Culture
Department

SKILLED AND TALENTED WORKFORCE “enriching, accessible”

i.d.e.a. & AZMNH Education Programs

Project Lit

The Collective (leadership training)

Art Studio Classes

SUSTAINABLE ECONOMY “prosperity”

Programs drive traffic –680K Participation (est. YE)

Support attraction, retention

Earned Revenues--\$7.3M

Contributed Revenues--\$1M





Arts &
Culture
Department

Department continues to build Mesa's brand:

From Albesilia (9,500 visitors in 9 days of frigid weather) to Mesa Artspace Lofts, Dinosaur Façade and i.d.e.a. Museum brand, **arts and culture help build Mesa's reputation for creativity.**

Key Successes:

- \$126,000 support from Boeing & AZ Dept of Veterans Services doubling Arts in Service studio program for vets/service members
- Successful launch of MAC leadership program *The Collective*.
- Exceeded \$40,000 match for Passey/Nesbitt/Elliott Project Lit challenge grant.
- Popular MCA/Performing Live collaborative on Jazz in the fall.



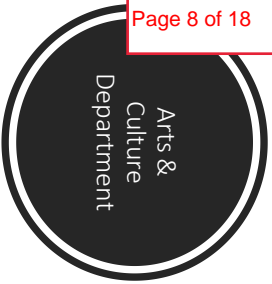
- Major new AZMNH exhibit: Native Cultures of Western N. America.
- AZMNH participation up significantly (19% over YTD prior year)
- AZMNH volunteer program professionalized through certification by Service Enterprise Institute (MAC going through program next).
- Increase in i.d.e.a. Museum volunteers due to VIP Imagine Tours and teen volunteer training program.
- Success of i.d.e.a.'s AGILE Program and Museum Rejuvenation project, funded by Piper Trust.
- Strengthening relationships with all three Non-Profit Support Orgs including updating of agreements per NPSO Audit.

Arts &
Culture
Department

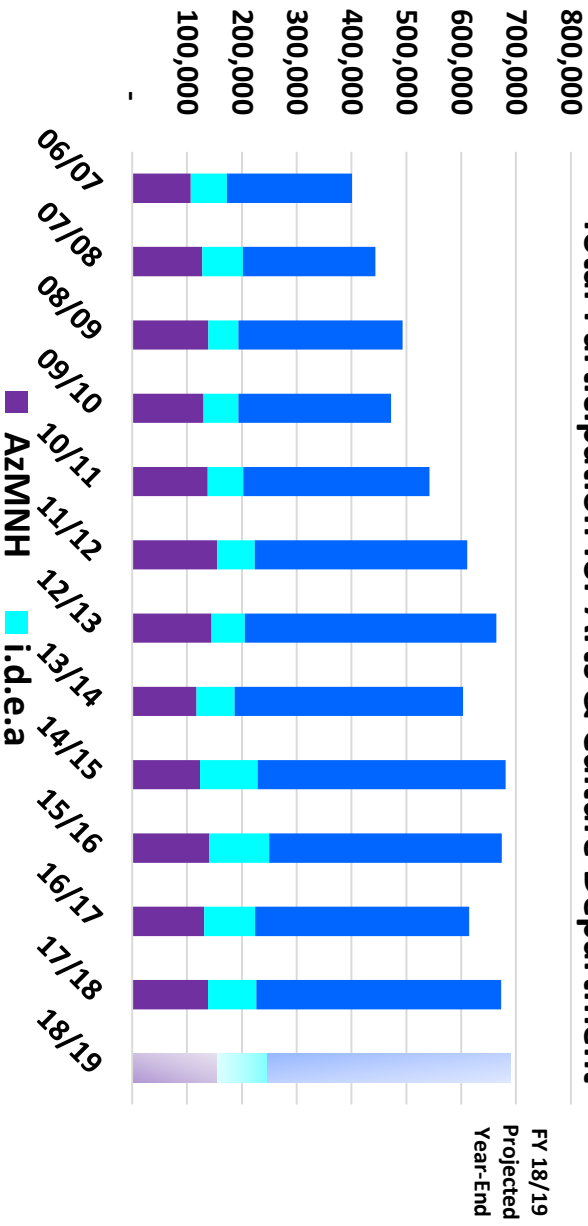
Top Performance Measures:

- Participation (Three Venues & Combined)
- Customer Satisfaction with Quality of Programs
- Customer Satisfaction with Customer Service





Total Participation for Arts & Culture Department



Arts &
Culture
Department
Customer
Satisfaction

Customer Satisfaction YTD FY19 (5,905 respondents):

96.3% of patrons rated Arts & Culture program quality as excellent, very good or good (up 2.3% from prior year)

91.8% rated program quality excellent or very good (up 4.8% from prior year)

95.4% of visitors were extremely satisfied, very satisfied or satisfied with customer service (up 2.4% from prior year)

91.1% were extremely satisfied or very satisfied with customer service (up 4.1% from prior year)



Arts &
Culture
Department
FY 20
Changes

Significant Changes for FY20 over FY19:

New Data Collection Initiatives

- Market awareness, penetration, perception
- through Morey Research, all three orgs.
- broader i.d.e.a. Museum marketing study supported by Piper Trust
- Program impact
- through WolfBrown Intrinsic Impact survey tools
- MAC only, supported by Flinn Foundation





Significant Changes:

- Continuous efforts by all to expand contributions.
- MAC boost to Special Events and Volunteer Programs with restructured staffing; new Curator at MCAM
- i.d.e.a. Museum & Foundation preparing for capital campaign
- Increase of \$50K in City support to i.d.e.a. Museum to enable the Foundation to increase investments in programs/capital campaign
- AZMNH planning/working on renovation of permanent galleries



Significant Changes:

Major engagement projects in 2019-20:

Summer/Fall—Water=Life project with multiple departments as partners

Winter—Part II Mesa Prototyping Project with festival in neighborhoods south and southeast of downtown

Spring/Summer—Project in community and at MCA w/Native American artist Cannupa Hanska Luger



Arts & Culture Department Expenses

	FY 17/18 Actuals	FY 18/19 Revised Budget	FY 18/19 Year End Estimate	FY 19/20 Proposed Budget
Arizona Museum of Natural History	\$1.5 M	\$1.7 M	\$1.6 M	\$1.7 M
i.d.e.a. Museum	\$1.4 M	\$1.5 M	\$1.5 M	\$1.6 M
Mesa Arts Center	\$12.1 M	\$13.4 M	\$12.8 M	\$14.4 M
	\$15.0 M	\$16.7 M	\$16.0 M	\$17.7 M

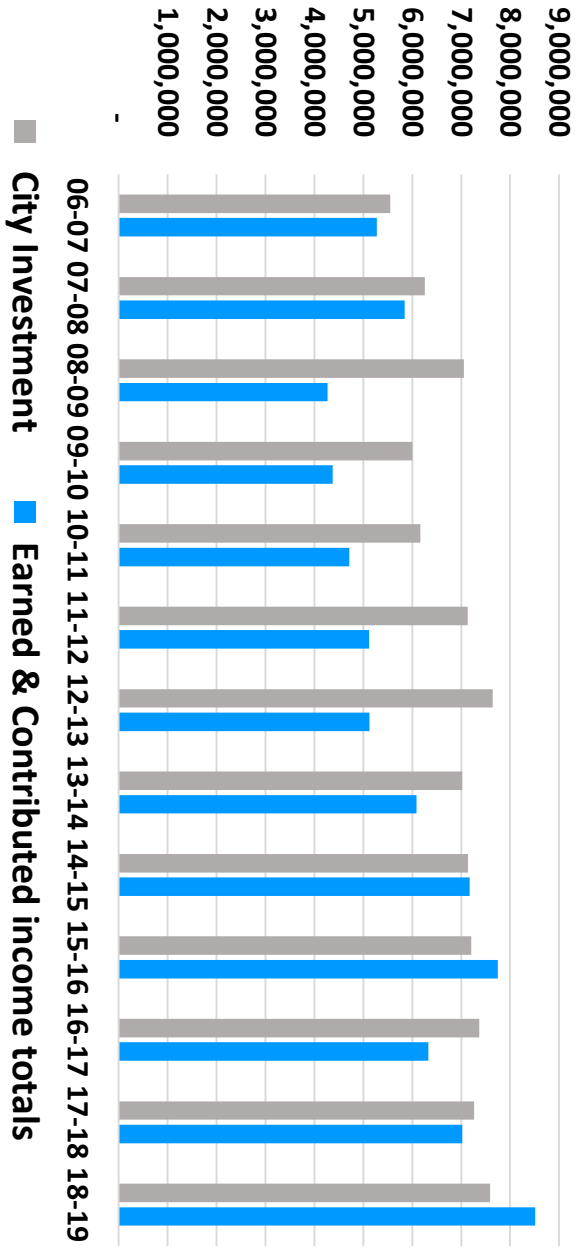
***In Millions and for all
funds**

Arts & Culture Department

Questions?

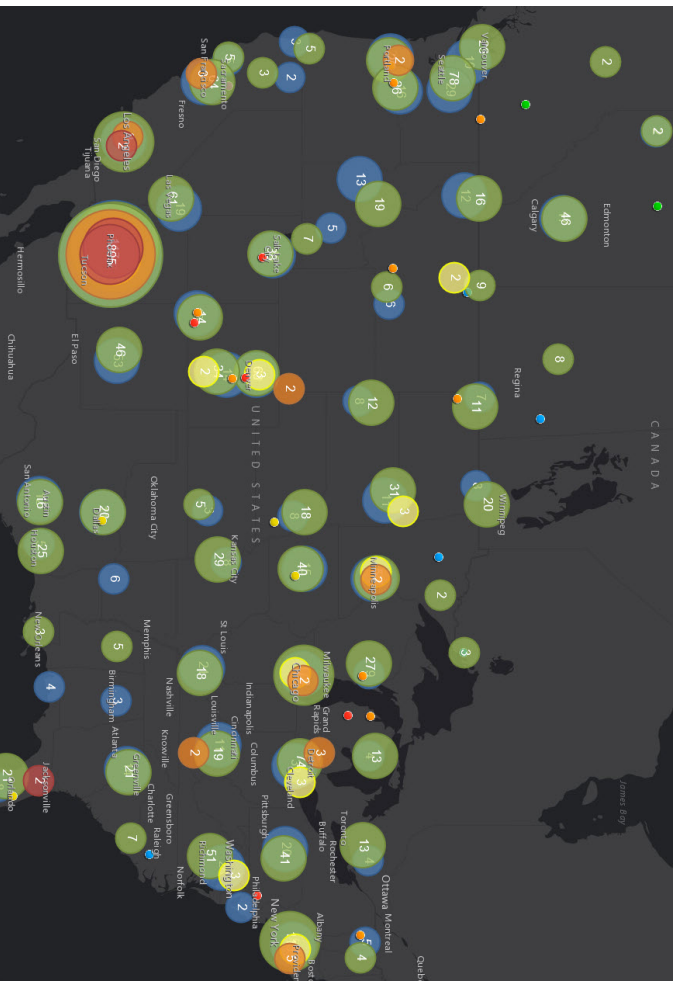


Comparison of Earned & Contributed Incc

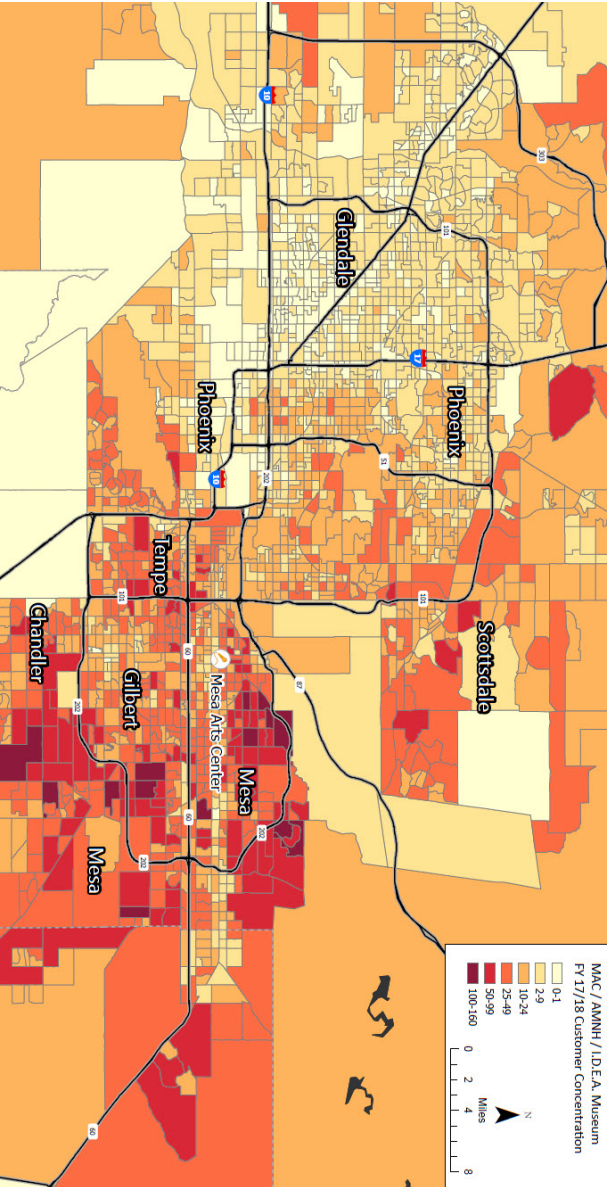


*Does NOT include approx. \$2.5M in indirect expenses covered by COM on behalf of the dept. (HR, legal, facilities, etc.)

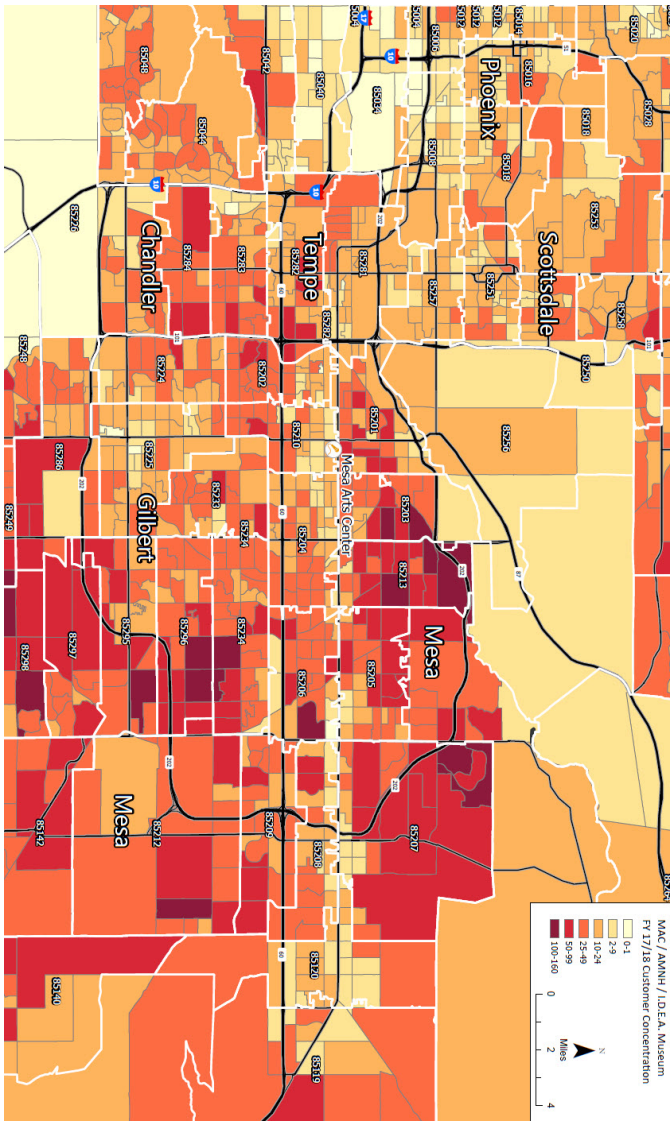
U.S. Distribution of Mesa Arts & Culture Venue Audiences (MAC Patrons/Students, AZMNH & i.d.e.a. Museum Members)



Valley Distribution of Mesa Arts & Culture Venue Audiences (MAC Patrons/Students, AZMNH & i.d.e.a. Museum Members)



**East Valley Distribution of Mesa Arts & Culture Venue Audiences
 (MAC Patrons/Students, AZMNH & i.d.e.a. Museum Members)**



MESA GOLF LEASE

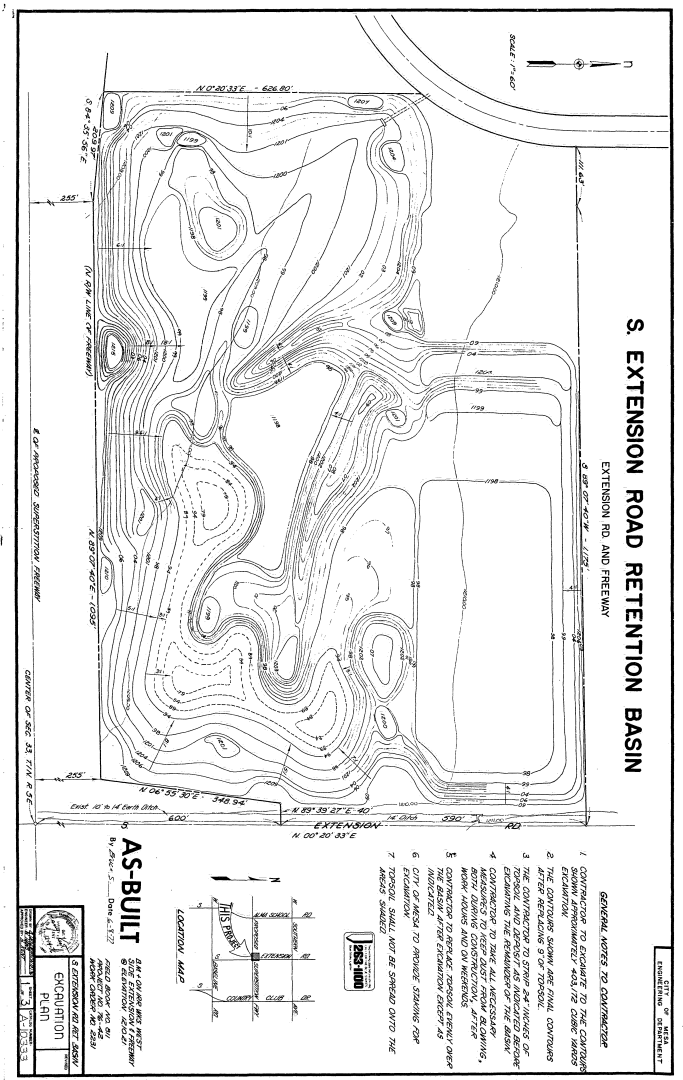
Fiesta Golf Course
1415 W Westwood



Flight date: Dec. 1979

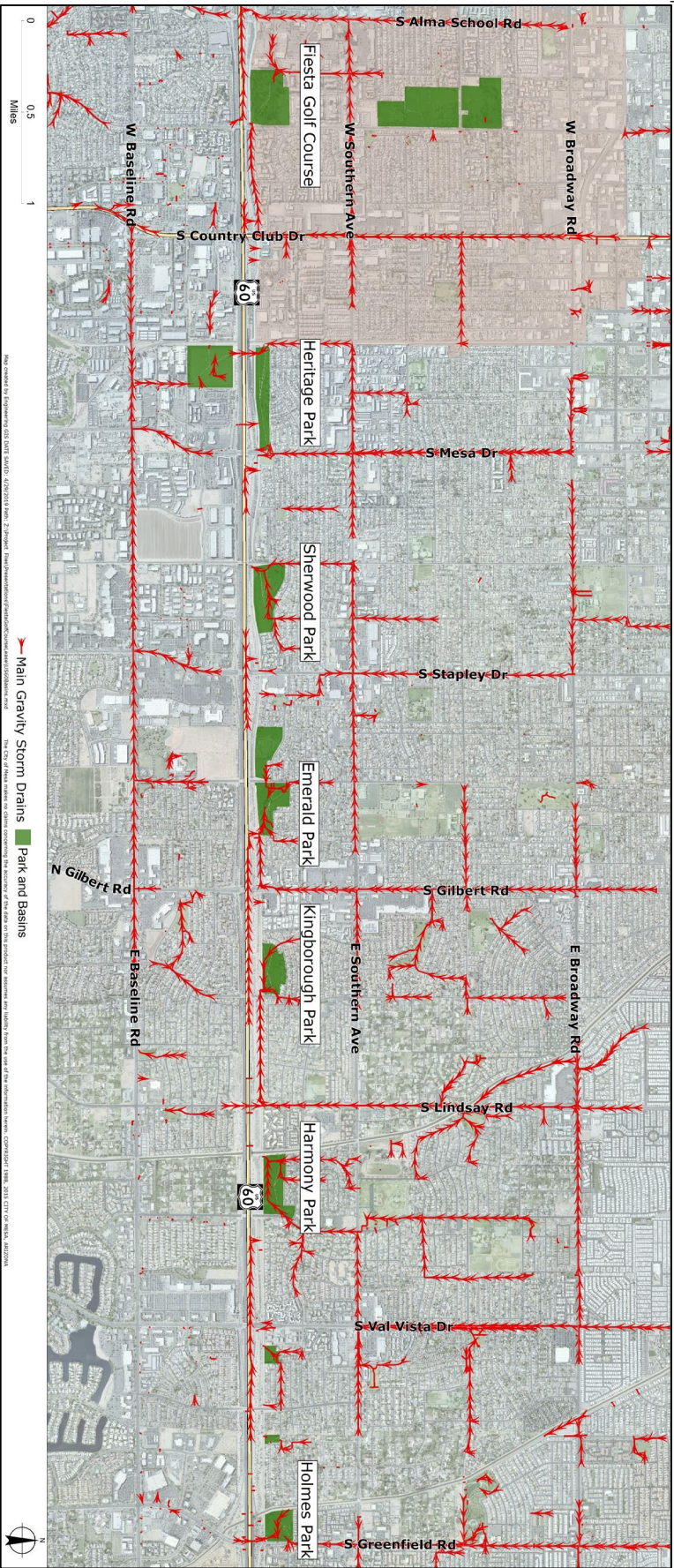
Beth Huning
Kim Fallbeck
Engineering Department

History



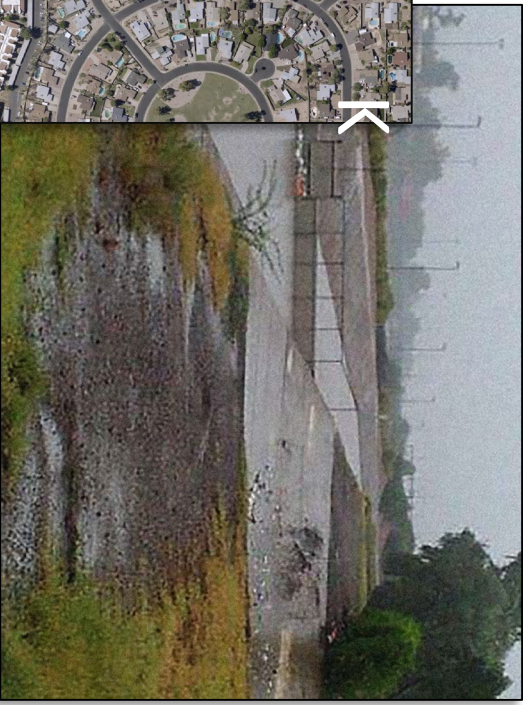
- 29 acre site
- Land acquired Jan. 1975
- Stormwater detention basin for US 60 Freeway

US 60 Stormwater Basins



Stormwater Basin/Golf Course

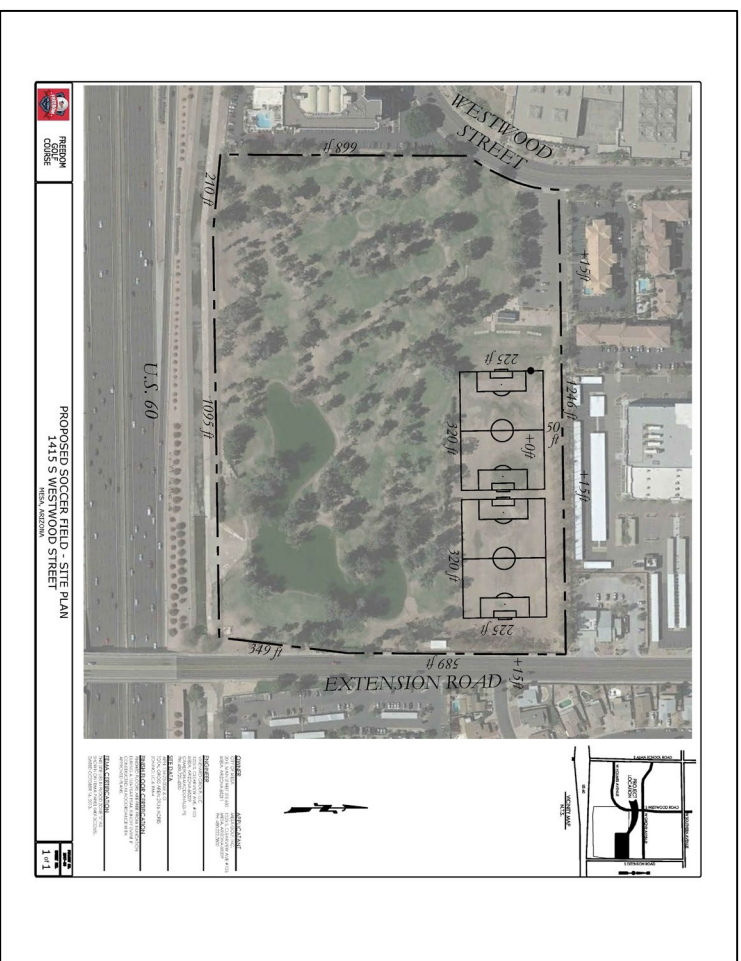
Flight date: Jan. 2019



Channel Inline Weir/Lateral Weir Sept. 8th, 2014

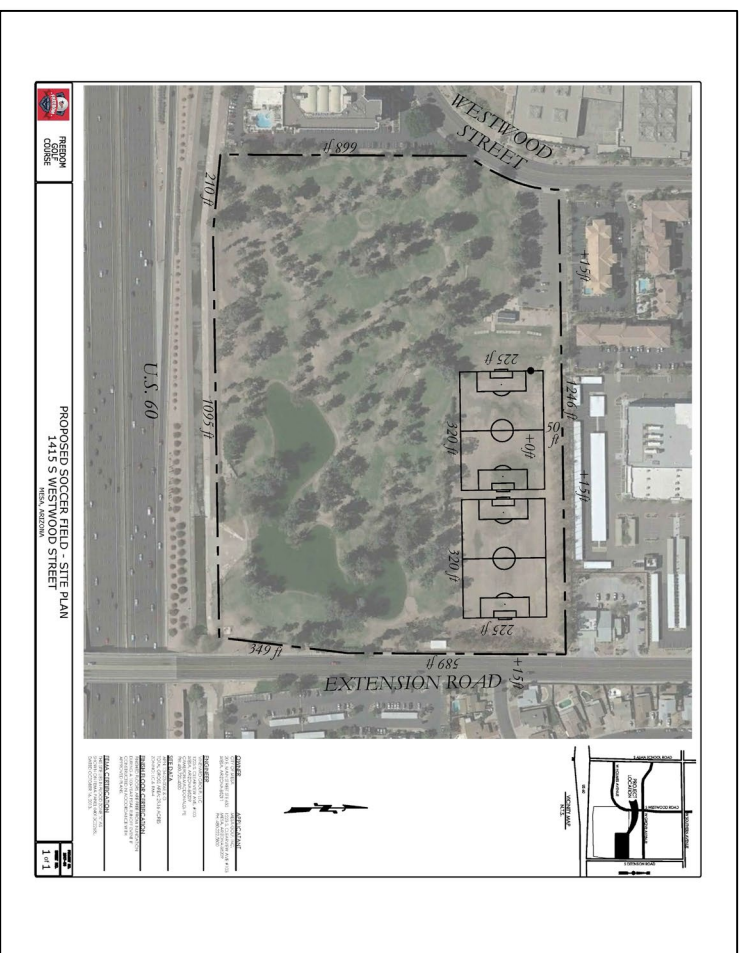
Amended lease terms:

- Must keep required basin capacity
- Extends lease 25 years from Jan. 1, 2027 until Dec. 31, 2051
- Allows additional sports and ancillary sports uses
- Sports fields and lights paid by lessee



Amended lease terms (contd.):

- Lessee has financial responsibility to maintain basin estimated at \$275,000/year
- Lease rate is \$27,500/month if property is not maintained
- Lease may not be assigned/sublet without Mesa consent
- Lessee may lease to individuals or groups for use of facilities



Mesa Golf Public Outreach

Community meeting

August 7, 2018

Fiesta District PD Station

5 Attendees

Meeting with Hilton
Hotel, Marriott, Green
Tree, LaQuinta

Questions?

Proposed Action:

**Approval of Lease Amendment No.1
on May 6th City Council agenda**