



FALCON STRATEGIC VISIONING COMMISSION MINUTES

May 13, 2014

The Falcon Strategic Visioning Commission of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on May 13, 2014 at 7:31 a.m.

BOARD PRESENT

Rich Adams, Chairman
Gerald Blomquist
Mike Haenel
Rosa Roy
Otto Shill

BOARD ABSENT

Craig Kitchen

STAFF PRESENT

Debbie Spinner
Dee Ann Mickelsen
Scot Rigby

(Chairman Adams excused Commission Member Kitchen from the entire meeting.)

1. Chair's Call to Order.

Chairman Adams called the meeting to order at 7:31 a.m.

2. Discuss the Open Meeting Law, Conflicts of Interest Law, and Parliamentary Procedures.

City Attorney Debbie Spinner provided a brief overview of the Open Meeting Law and Conflict of Interest statutes. **(See Attachments 1 - 2)** She also provided copies of the City's Ethics Handbook and advised Commission Members to review it prior to the next scheduled meeting. **(See Attachment 3)**

Ms. Spinner discussed the quorum rules and illustrated various methods of communication (i.e. phone call, e-mail, letters and using staff to transmit information) available to Committee Members. She also discussed the number of members necessary for a quorum and stated, for the purpose of this Commission, that four members equals a quorum. (See Page 8 of Attachment 1) She also explained that according to Arizona Revised Statutes §38-431 (4), a quorum is defined as a gathering of members of a public body at which they discuss, propose, take legal action, or deliberate a matter. She added that this includes any social events where a quorum of the board will be present.

In response to a question from Chairman Adams, Ms. Spinner advised that email communication should be limited to one or two members to avoid a violation of the Open Meeting Law.

Ms. Spinner explained that all meeting discussion should be limited to items on the agenda.

Chairman Adams, with the concurrence of his fellow Commission Members, stated that the Commission would follow the City Council agenda model and include items from citizens present with a limitation of three speakers for a maximum of three minutes each.

Ms. Spinner highlighted the Conflict of Interest Law, which is also covered in the City's Handbook for Elected Officials & Advisory Board Members. She added that this law prohibits any public officer who has or whose relative has a substantial interest in an issue before the board, to take action or participate on any issue before the board. (See Page 2 of Attachment 2) She provided a brief example of a remote interest in regards to non-salaried officers of nonprofit corporations. (See Page 5 of Attachment 2) She also added that if a conflict exists, it must be declared on the record prior to the discussion of the item.

Ms. Spinner invited the Commission Members to contact her with any questions or concerns.

3. Commission Introductions.

The Commission Members introduced themselves and provided a brief overview of their professional background.

4. Chair's Introductory Remarks.

Chairman Adams introduced himself and highlighted his professional background.

5. Review Mayor's Mission of Commission.

Chairman Adams read the Commission's purpose as follows: "To develop a strategic vision for the Falcon Field Area. Their charge is twofold. First, identify area strengths, opportunities, untapped growth sectors, barriers to success and potential beneficial relationships. Secondly, recommend a strategic economic vision to the City Council that sets a clear course for the City of Mesa and its business community partners to follow."

Chairman Adams pointed out that the Commission's purpose extends well beyond an airport; that the Falcon Field Area is an economic activity area; that there is a need to define its boundaries and create a vision that will achieve its best and highest use of the area. In addition, he stated that it will be necessary for the Commission to identify goals and quickly establish a timeline. He noted that the Commission will also work closely with staff to establish the agenda and identify presentations by staff, other stakeholders and possibly review information from the Greater Phoenix Economic Council (GPEC).

6. Discuss Falcon Field Employment Area history and key metrics.

Senior Economic Development Project Manager Scot Rigby, displayed a PowerPoint presentation (**See Attachment 4**) showing aerial maps of the Falcon Field Area and provided history and key metrics from 1937 to 2013.

Mr. Rigby reported that in 1983, Hughes Helicopters relocated its corporate headquarters to Falcon Field Airport and went through numerous ownerships throughout the years, eventually

becoming Boeing in 1995. (See Page 7 of Attachment 4) He noted that the Area was largely filled with citrus agriculture and began advancing quickly in 2000. He explained that in the past ten years, aviation operations and development activities have increased.

Mr. Rigby discussed the history of the land purchase through the years (i.e., Falcon Field, the Citrus Grove). In addition, he highlighted 2013 median income information for the City and pointed out that the Falcon Field Area demonstrates the highest income demographic area in the City. (See Page 14 of Attachment 4)

Mr. Rigby, in addition, provided an overview of the Water Main Improvements conducted since 1954 for industrial, commercial, employment and residential areas. He also highlighted the focus area of Falcon Field and advised that development is not solely focused on the airport, but also the surrounding areas. (See Page 15 of Attachment 4)

In response to a question from Chairman Adams, Mr. Rigby clarified that the boundary line is the broader definition of the Falcon Field Area, which includes some residential development. He stated that for discussion purposes, the area highlighted is the area that may hold employment opportunities and economic development.

Commission Member Blomquist inquired how the boundary lines were selected and asked if it was possible to include both sides of the Loop 202 Freeway.

Mr. Rigby responded that the boundary lines was a joint effort of staff, City leaders, business leaders, as well as other advisory committees appointed during the development of the 2000 General Plan. He also noted that the boundaries were selected prior to the Loop 202 Freeway being constructed.

Discussion ensued relative to the boundary lines of the Falcon Field Area and the importance of the Falcon Field Strategic Vision to be aligned with the City's General Plan, which is currently being amended.

In response to a question from Chairman Adams, Mr. Rigby confirmed that the Commission will have an opportunity to submit their recommendations with respect to boundary lines based on the Commission's purpose and vision for the area.

Commission Member Shill commented that in connection with the General Plan update, the Mesa Chamber of Commerce has submitted its comments and recommendations relative to expanding economic development in the Falcon Field Area. He cited, for example, to Power Road, West of Las Sendas and other Southeast locations.

Chairman Adams asked if it was possible for the Commission to engage in further discussion today regarding the boundary lines.

Ms. Spinner responded that the discussion was moving beyond the presentation and agenda discussion.

Chairman Adams suggested that the Falcon Field Area boundary lines be included as a future agenda item.

Further discussion ensued relative to the scheduled adoption of the General Plan and the Commission's timetable to submit its recommendations prior to the adoption of the General Plan and the General Election.

Mr. Rigby continued with his presentation and provided a brief background on the Falcon Field Area Wastewater Infrastructure and Capital Improvement Program (CIP) from 1980 to 2019. (See Pages 15 through 26 of Attachment 4)

Mr. Rigby displayed a map that illustrated 2010 Employment By Economic Area statistics in Mesa and noted that the total employment for the Falcon Field Area is 16,818, which is 11% of the City employment population. (See Page 27 of Attachment 4) He stated that the projection in the Falcon Field Area is expected to increase to 41% by 2020. He also provided a list of the top ten employers in the Falcon Field Area from 2007 and 2012. (See page 36 of Attachment 4)

Commission Member Blomquist commented that the growth patterns provided seem to be suspiciously tied to employment and population growth and not economic development. He stated that the numbers appear to be uniform across every area and pointed out that he is always suspicious of numbers that continue to be the same decade after decade because population growth and population concentration are more expansive. He added that the statistics appear to provide population projections with a plug-in for the various percentages of employment.

Further discussion ensued relative to the collection of data projections, which were retrieved from the Maricopa Association of Governments (MAG), forecasts based on population growth, employment centers and jobs per capita.

In response to a question from Chairman Adams regarding the accuracy of past MAG projections, Mr. Rigby stated that he can obtain additional forecast information from Planning and Transportation staff and make it available to the Commission.

Commission Member Blomquist commented that the MAG data has been inconsistent with other Valley area cities due to the fact that MAG missed the impact that freeways and specific zoning have on unemployment. He recommended using other data models to encourage large employment headquarters to localize in the City and enhance employment services in the area.

Chairman Adams requested that staff obtain other sources of data or possibly invite GPEC Executive Vice President Chris Camacho to present information and provide additional resources to the Commission.

Mr. Rigby continued with his presentation and highlighted the zoning areas, which included commercial business development areas located inside the focus area of Falcon Field. (See Page 39 of Attachment 4) He noted that the areas identified include current land use for possible industrial, commercial, and residential development in Falcon Field. He also stated that the focus area is designed for multiple zoning uses, but commented that it was ultimately the Commission's recommendation and plan of action that will help promote Falcon Field.

Additional discussion ensued relative to the challenges of the current zoning in Falcon Field; identifying the data that should be collected in order to identify the most appropriate types of

businesses for the area; the need for additional discussion in regards to aircraft data at Falcon Field Airport; and identifying the growth sectors in the area.

Chairman Adams suggested that each Commission Member provide feedback to Mr. Rigby regarding area strengths, barriers and opportunities which will serve as the basis of future discussions.

Commission Member Shill further recommended that agenda items be included relative to preserving the existing boundary lines due to concerns from larger employers that may be affected by any changes in the area.

Mr. Rigby continued with the presentation and stressed the importance of establishing a direction and vision for the Falcon Field Area. He briefly outlined the recommended potential beneficial relationships to establish growth (i.e., potential businesses, land and building owners, Arizona Commerce Authority and GPEC). He added that the directive of the City is "to not tell you what to do, but to work together". (See Pages 45 through 48 of Attachment 4)

Chairman Adams thanked Mr. Rigby for his presentation and stated that he looked forward to working with staff on this issue.

7. Discuss Commission Work Plan and Timeline.

Chairman Adams, with the concurrence of his fellow Commission Members, requested that staff include various topics on upcoming Commission agendas as follows:

- Falcon Field Area Boundary Lines
- Aircraft Data Collection (i.e., recreational, business)
- Falcon Field Strategic Vision and the City's General Plan
- Economic Development Program for the Loop 202 Freeway

8. Items from Citizens Present.

There were no items from citizens present.

9. Other Business.

The Commission discussed a future meeting schedule; no formal action was taken.

10. Adjournment.

Without objection, the Falcon Strategic Visioning Commission meeting adjourned at 8:58 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Falcon Strategic Visioning Commission meeting of the City of Mesa, Arizona, held on the 13th day of May, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

Abg
(Attachments – 4)