

**City of Mesa**  
City of Mesa Industrial Development Authority Board  
Office of Economic Development  
20 E. Main Street, Suite 200  
Mesa, AZ 85201  
MEETING MINUTES

Date: October 18, 2011 3:00 P.M.

Directors Present

Chris Schneck, President  
Leo Archer, Vice-President  
Bryan Watkins, Treasurer  
Dacie Lewis  
Nathan Ricks  
Stephen Viramontes

Directors Absent

Dean Alford, Secretary

Staff Present

Sue Cason  
Cindy Hansen  
William Jabjiniak  
Margaret Robinson  
Doug Yeskey

**1. Welcome and Introductions**

President Chris Schneck called the meeting of the Mesa Industrial Development Authority Board (IDA) to order at 3:05 p.m.

**2. Approve minutes of the August 11, 2010 meeting**

President Schneck called for a motion for the minutes of the IDA meeting held on August 11, 2010 to be approved.

Vice-President Leo Archer asked the status of changes to the By-Laws that were requested at the previous meeting. He then requested copies of the updated By-Laws, including the changes requested at the previous meeting, be provided to the Board.

**MOTION:** Vice-President Leo Archer moved that the minutes of August 11, 2010 be approved

**SECOND:** Mr. Bryan Watkins

**DECISION:** Passed unanimously

**3. Election of Officers**

President Schneck conducted nominations and election of officers for the IDA Board of Directors for FY 2011/2012.

**MOTION:** Mr. Bryan Watkins recommended and moved for the current elected officers to continue to serve for 2011/2012.

**SECOND:** Mr. Leo Archer

**DECISION:** Passed unanimously

**4. General discussion on Marketing and Promoting the Mesa Industrial Development Authority**

Mr. William Jabjiniak explained the inactivity of the IDA over the last few years was a direct result of the economy. The IDA is very much an economic development tool that needs to be marketed, promoted and engaged more. He then opened the topic up for discussion by asking for ideas on starting to market the IDA, not just in Mesa but regionally as well. As a Marketing Plan is being developed he would like to see every avenue involved starting with a basic website and expand from there.

President Schneck questioned how active are the communities of Chandler, Tempe, Scottsdale and other cities in the area and state. Specifically, how are they using their IDA's?

Mr. Jabjiniak responded that he does know that Scottsdale has cut back on deals and Tempe is starting to pick-up the pace. Chandler has always been aggressive and continues to be aggressive along with the cash to back it up. Gilbert is being more selective with their deals.

Vice-Chair Archer commented that IDAs' globally overlap with economic development in the cities. In most of Europe the IDAs' are actually the ones that fund and arrange for the tax breaks and incentives that bring the businesses. He suggested the first thing to do is re-educate the public mindset of what the role of an IDA is and what is available, even if it is limited. The second is the city, in general, does a terrible job of self-promotion to include positive press. Promoting involves money; however by using social media, interns, retirees, and volunteers to begin with would be a good start. It is not enough to compete or promote regionally, but the need to go globally is a must.

**5. Discuss and provide direction on potential dates for IDA meetings**

After a discussion it was suggested a workshop be conducted to have an educational and historical overview of the IDA's mission, to review and understand the state statues during the month of November or December.

Mr. Jabjiniak suggested the IDA Board review and determine the goals that are needed to be accomplished in order to reach the next level. He encouraged the regional successes and failures be reviewed and determine how each one was structured for future reference.

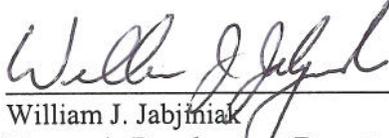
**6. Items from citizens present**

None.

7. Adjourn

President Schneck adjourned the meeting at 4:08 P.M.

Submitted By:



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William J. Jabiniak  
Economic Development Department Director  
(Prepared by Betsy Adams)