



# Meeting **Action** Minutes

Downtown Vision Ad-Hoc Committee

December 16, 2014

Visit Mesa Conference Room

120 N. Center Street

3:00 p.m.

Jo Wilson, Chair

Debby Elliott, Member

Marco Meraz, Member

Lorenzo Perez, Member **(absent)**

Steve Chucru, Member

Charles Huellmantel, Member

Rich Marchant, Member **(absent)**

1. Chair's call to order **(Approximately 3:12 p.m.)**
2. Review and approve December 3, 2014 Committee meeting minutes. **(Approved)**
3. Hear a presentation by and discuss feedback from the City's Transit Director regarding Light Rail update, ridership statistics and downtown vision ideas and feedback. **(Continued until January 27, 2015)**
4. Hear a presentation by the City's Arts and Culture Director regarding arts and culture programs and downtown vision ideas and feedback. **(Continued until January 27, 2015)**
5. Hear a presentation by and discuss feedback from the City's Economic Development Department regarding downtown demographics, market-related trends, existing and future challenges/strengths for downtown, development opportunities, customer retention/economic development proposal being reviewed by Council, and share vision ideas and feedback for downtown. **The City's Economic Development Director Bill Jabjiniak and Economic Development Coordinator Sara Sorensen provided a joint presentation. They discussed the City's recent focus (downtown activation via higher education initiative) as well as a changed direction from building revitalization to adaptive reuses. They provided population and demographic information for the downtown square. They noted existing strengths (light rail, charming and eclectic environment, full Council support for downtown and transformative projects, wide community support and passion for its future, percentage of city-owned property). They also noted challenges (small buildings with low occupancies due to fire codes, need for property owner investment, poor storefront visibility, lack of market rate housing, lower density in surrounding area, no shared vision/brand, and limited nightlight.) The Economic Development dept. described a 'next downtown' as one with taller, vertical development, mixed uses, aesthetically pleasing environment, added density and diversity of uses, transit-oriented development and a sense of place. There was some discussion by the Committee relative the colonnades and whether they should be removed.**
6. Review overall Committee timeline and provide direction to staff related to a proposed community outreach and involvement approach and timeline for January/February 2015. **(Chairperson Wilson reviewed the timeline. Once meetings are confirmed, city staff will send out meeting requests. There is a need for 1-2 committee members at each outreach meeting.)**
7. Committee discussion and possible direction to staff or committee assignments relative to: 1) Parking and way finding; 2) Unique and creative development opportunities, particularly transit-oriented development for housing or mixed uses; 3) Restaurant/Bar opportunities; and 4) Committee discussion about adding

other categories for later discussion and/or follow up by the Committee at future meetings. **(No discussion)**

8. Confirm next meeting date: Tuesday, January 27, 3 p.m., City Council Lower Chambers, 57 E. First Street
9. Discuss and provide direction on the primary agenda items next meeting:
  - a. Review of public feedback received thus far.
  - b. Review 'dashboard' summary of key points and ideas/requests that the various agencies have provided to the Committee members. Committee review and discussion relative to common themes, outstanding questions and information requests.

**(Approved with the addition of the two items continued at the meeting).**

10. Items from citizens present **(No comments provided)**

11. Adjourn meeting **(At approximately 4:31 p.m.)**

*Committee members will attend either in person or by telephone conference call. City Council members may elect to attend the meeting for their own information, not for purposes of any legal action nor decision making by the Council. The City is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at 480-644-3333 at least two business days before the meeting.*