



iMesa

imagine, invest, improve

Steering Committee Meeting

Thursday, July 18, 2013, 6 pm

City Council Chambers, Lower Level, 57 E. 1st Street

Attendance:

Mark Schofield (Chair)

Elizabeth Danielson (Vice Chair)

Ronald Barnes

Stephen Sparks

Kay Henry

Stephen Viramontes

Terry Benelli

Shannon Acevedo

Kate Ali'Varius

John Kressaty

Michelle Streeter

Natalie Lewis (Staff)

Doug Griffen (Advanced Strategy Center)

Absent: Ted Wendell

David Short

Karen Frias-Long

Minutes:

Mark called the meeting to order.

Michelle Streeter introduced herself. Introductions were made from the Committee.

Minutes from the May 16 meeting were approved unanimously.

Chair set the stage for the purpose of the upcoming workshop. He noted a loss of momentum; time to regroup; not uncommon for committees that are more entrepreneurial in nature and scope.

Chair introduced Natalie Lewis. Natalie shared thoughts from Kathy Macdonald (staff liaison), i.e. tonight a pre-discussion to prepare for workshop. Committee's early focus on setting momentum and encouraging community involvement, then focus on gaining and celebrating successes, then focus on parks and recreation/successful bond. Today, sincere there are new members; it is probably time for committee to decide what's next.

Doug introduced himself and Advanced Strategy Center. He stated it is a normal process for committees to need to regroup and set strategy going forward. Termed the effort Mesa 2.0. Explained use of computers - ability for everyone to weigh in at once and create/enhance dialogue. Reminded them of discussions last year.

Doug asked....What would be meaningful topic for me if we were able to address at the workshop:

Responses:

(Elizabeth) Revisit other four goals/areas: Interest in the other four areas we have not yet addressed. Affirmation of these goals already completed in our own neighborhoods. Took from concept to template format... You have been heard... Did we get them right?

(Elizabeth) What else should we consider that we haven't yet?

(Sparks). How do we expand outreach and participation?

(Sparks) How will we re-engage our community?

(Kate) Request for presentation from the City at future iMesa committee meetings on what ideas the city has implemented related to iMesa and in what capacity ... so that we can mark as complete and focus on our efforts. Briefing on universities and light rail would be helpful. Tied to City's future.

(Kay)Success stories. Need to tell them on website. Need to cleanup website listing.

(Steven V) New website discussion. Current process is inefficient. Go back to drawing board for how users use websites. Look at private market. People don't read anymore. Get as much info as possible in video and in short messages. Want to see processes and platforms that are convenient to our users.

(Terry , Kate, Mark, Steve S). Also discussion about how we may need multiple tools. Variety demographics. Need multigenerational approach. But understanding that new devices and platforms are part of how public gets info.

(Michelle) Campaign for how to remind residents how iMesa can be a resource to them.

(Steven S) Consider dedicated subcommittees of iMesa. How to target specific audiences and population groups?

(Kate) How do we advance and accelerate the ideas?

(Mark). Mayor recommended we use NOT expend our political capital on projects or efforts that already have support by council, by private sector, etc.

(Kate) what is our role for where we start and stop. What do we do when it gets murky?

(Terry) Mesa urban garden website needs to be updated. Request for city assistance to get this completed.

The iMesa Workshop was scheduled for Saturday, August 24. Location to be determined. 8 am to 1 pm. Those in attendance confirmed they are available on this date including Doug who will facilitate the discussion.

Mark mentioned that Bill Puffer resigned. Hoping he changes his mind. Trying to reach out to him. Also chair to reach out to a few others who haven't attended a few meetings.

Meeting adjourned at 7:30 pm.