



iMesa

imagine, invest, improve

Steering Committee Meeting

Thursday, April, 2013, 6 pm

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

Attendance:

Mark Schofield (Chair)

Elizabeth Danielson (Vice Chair)

Karen Frias-Long

Ronald Barnes

Kay Henry

Kate Ali'Varius

David Short

Stephen Viramontes

John Kressaty

Bill Puffer

Terry Benelli

Shannon Acevedo

Kathy Macdonald (Staff Liaison)

Melissa Randazzo (Mayor's Office)

Ryan Winkle (Mesa Urban Garden)

Absent: Ted Wendell

Stephen Sparks

Minutes:

- Mark Schofield called the meeting to order.
- A motion to approve the minutes from the March 26, 2013 meeting was made by Kate Ali'Varius and seconded by John Kressaty.
- There were no items from citizens present.
- Mark welcomed new committee member Shannon Acevedo who is a planner for the Maricopa Association of Governments.
- Melissa Randazzo, Public Information and Communications Specialist, gave a presentation about the iMesa marketing and communications plan. See attached presentation. Melissa answered questions from the committee regarding the effectiveness of village meetings, using Twitter to engage a new audience and resources to begin an iMesa newsletter so members can stay better informed about other city events and initiatives. Suggestions for this year include having iMesa information at parades, established special events and ribbon cuttings.

John asked why there wasn't good turnout at This is MyMesa community meetings. Kathy stated that low resident turnout is not uncommon for these types of public meetings. The opportunity was offered for the residents to come out and provide their input. Elizabeth stated that we may not have received our return on investment with the man power invested in the iMesa Village Meetings. Kathy stated we should consider the success of the bond election and the projects completed thus far. The committee discussed the success of Red Mountain and Central village meetings because they were centered on a theme. Stephen suggested providing a "why" for every community meeting. Bill suggested we need to have a draw of some kind and putting a message in the utility bills. Mark suggested that we should do something in the Riverview area near the Cubs stadium because people are interested in that project. Elizabeth suggested a meeting at Buckhorn Baths and other core iMesa projects. Terry said that we are talking about two things - bringing iMesa meetings to the people or them coming to us. Terri suggested that going to the people might work best.

Kate said that there is some confusion between the various city programs – This is MyMesa, innovation districts, and iMesa. Kathy explained innovation districts. Bill suggested a newsletter. Kathy said that we cannot staff a newsletter at this time, but if a committee member is willing to write it that would work. Kay volunteered to start the iMesa newsletter. Stephen said that we are using the wrong platform and we should be using Twitter. Stephen said we are missing where the audiences are. Kathy stressed that we cannot change the basic crowdsourcing platform, but we can find ways to bolster what we are doing. We can also find ways to work around navigation issues that Kate mentioned. Mark Schofield suggested Stephen Viramontes lead a communications subcommittee to determine how we can better use social media to develop iMesa ideas. Stephen agreed with Ron and Terry as subcommittee members. Kathy will attend the subcommittee meetings.

Melissa said she can come back to the Committee with communications goals, objectives and messaging to move forward. Melissa also announced that iMesa is a finalist in the US Conference of Mayor City Livability Awards.

- Kathy gave a demonstration of the iMesa site <http://imesa.mesaaz.gov> explained how the platform works and that sending blast messages is possible. Mark suggested for a future item to address how votes work and how to review the ideas. Kathy will send out the summary of the January 2012 workshop to committee members. Elizabeth said that we are always getting new ideas, but the Committee is frustrated that we haven't done anything with the other categories. Karen said that is Phase II of iMesa and what we are doing now. Elizabeth said that everyone needs access to the DropBox account. Terry said that we need to have a goal for the Celebration of Freedom event. Mark suggested that we need to let the media know what we are doing.
- Kate gave an update for Mesa on Stage on May 1st and 2nd. Adults pay their admission. Children can come for free. Kate had free tickets to give to the community. She also discussed involvement of various agencies in the community. Kathy suggested that tickets could be distributed at Celebrate Mesa event on Saturday. Bill made a motion for the iMesa Steering Committee to support the Mesa on Stage project and have a one page ad in the playbill. John

made a motion to support the motion as modified with the addition of including a one page ad in the playbill. Bill seconded the motion.

- Discussed iMesa participation at Celebrate Mesa this Saturday and the Mesa Urban Garden event immediately following.
- The Committee discussed scheduling of the next meeting. The next meeting will be on May 16 at 6 pm in Lower Level Council Chambers. Kathy said the Committee needs to break for the month of June due to unavailability to staff the meeting. Elizabeth asked if the Committee could meet without City Staff. Kathy said they cannot because they are a City Council Appointed Committee.
- Bill made motion to adjourn. John seconded the motion.