



# Meeting **Action** Minutes

Downtown Vision Ad-Hoc Committee

December 9, 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

Steve Chucri, Member

Charles Huellmantel, Member **(absent)**

Rich Marchant, Member **(arrived at 3:40pm)**

1. Chair's call to order **(at approximately 3:05 p.m.)**
2. Hear a presentation by and discuss feedback from the Neighborhood Economic Development Corporation. **(NEDCO and RAIL completed their presentation together, which included multiple speakers. They talked about the purpose of both organizations, NEDCO primarily providing financial assistance and community development technical assistance to help businesses thrive. Since 2012, they have used City funding to leverage and invest \$2.1M into Downtown Mesa. NEDCO has facilitated projects, events, creative place making and also works to encourage transit oriented development. RAILMesa is a group of residents and businesses who have joined to be involved in downtown policies and a positive downtown future. They meet every 2<sup>nd</sup> Thursday. They have worked on projects such as canvassing the alleys, the consolidated plan process and stay informed and involved in other downtown efforts through NEDCO and the City of Mesa. Some of the joint recommendations offered to the Committee: Create marketing piece to sell downtown to developers; new signage; progressive advertising in Mesa and region; request HEAT-like focus/acronym for downtown; get added training for City staff related to transit-oriented development and create a shared plan for how Mesa will take full advantage of light rail. No committee action was taken.**
3. Hear a presentation by the Consolari team and discuss feedback on the Consolari project and proposal for downtown Mesa. **Senator Bob Worsley and Christi Worsley provided a presentation on an exciting concept proposal, called Consolari. The concept is based on science proving that music heals hearts, minds and builds community. Their goal is to create a synergistic musical campus to complement the Internationally-Acclaimed Mesa Arts Center to build a state of the art acoustical music hall and then surround the hall with other world class public and education space, such as a Great Lawn that would include a 7,000-sf LED screen with streaming from Lincoln Center New York or to hold**

community events that, in particular, celebrate the Hispanic culture in Mesa. Their vision is that this project could become the place where the science of “brain area mapping” is completed as it relates to the impact music has on the brain, serving patients with brain disease or injuries. They have many partners working with them on this effort. A non-profit organization has been created to help fundraise approximately \$250m for the project. In the meantime, the Worsleys are beginning to work toward their vision in phases. La Sistema (music at Title I schools) could begin in Fall 2016 or 2017 in partnership with Mesa Public Schools. Music healing symposiums at the Mesa Arts Center will be conducted annually, beginning March 2015. Lincoln Center is exploring new programming (such as Ballet Hispanico) at Mesa Arts Center in 2015/2016. When asked what do they need from downtown Mesa: when there is a need/market, need more restaurants and perhaps another hotel. Need a master plan for downtown. No Committee action was taken.

4. Hear a presentation by and discuss feedback from RAILmesa (Retail, Arts, Innovation and Livability). **(See item 2 above).**
5. 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. **(Chairperson Wilson explained that this agenda item will be on all future meetings and will allow committee time to begin discussions on key topics or to share information with each other. More discussion at the next meeting.)**
6. Confirm next meeting date: December 16, 3 p.m., Visit Mesa Conf. Room **(Confirmed)**
7. Discuss and provide direction on the primary agenda items next meeting: **(Confirmed)**
  - a. Presentation and discussion by the City’s Economic Development Department
  - b. Presentation and discussion by Transit Director related to an update on light rail.
  - c. Presentation and discussion relative to community outreach plan and timeline.
8. Items from citizens present **(Mesa resident Nancy Thompson thanked the Committee and informed them of the Washington-Escobedo Neighborhood Plan. Jeff McVay, City staff and Mesa resident, informed Committee that the Central Main Plan is the master plan for Downtown Mesa and that he ran out to inform Senator and Ms. Worsley. They will be getting a copy of the plan from Mr. McVay.)**
9. Adjourn meeting **(Approximately 5:05 pm)**