

**Office of Economic Development
Economic Development Advisory Board
MEETING MINUTES**

Date: September 6, 2011: **Time:** 7:30 A.M.

MEMBERS PRESENT

Rich Adams
Terry Benelli
Mitzi Montoya
Jeff Pitcher
Tony Siebers
Jo Wilson
Steve Wood

EX-OFFICIO

Mayor Scott Smith (excused)
Chris Brady (excused)
Brian Campbell
Jeff Crockett (excused)
Steve Shope
Peter Sterling (excused)

STAFF PRESENT

Betsy Adams
William Jabjiniak
Shea Joachim
Jaye O'Donnell

MEMBERS ABSENT

Rich Adams (excused)
Dan Olson (unexcused)
Steve Parker (excused)
Steve Wood (excused)

GUESTS

None

1. Chair's Call To Order

Acting-Chair Brian Campbell called the September 6, 2011 meeting of the Economic Development Advisory Board to order at 7:37 a.m. at the City Council Chambers, Lower Level, 57 E. 1st Street, Mesa, AZ 85201.

Acting-Chair Campbell welcomed new members Dr. Mitzi Montoya, Provost and Dean of ASU Polytechnic campus and Mr. Tony Siebers, Direct of Global Quality Management at First Solar.

2. Items from Citizens Present

None.

3. Approval of Minutes from August 2, 2011 board meeting.

Acting-Chair Campbell called for a motion to approve the minutes from the meeting held on August 2, 2011.

MOTION: Jo Wilson moved that the minutes from August 2, 2011 be approved as written.

SECOND: Terry Benelli

DECISION: Passed unanimously.

4. Main Street Plan Subcommittee Update

Mr. Shea Joachim, Project Manager, commented on the progress of the Main Street Plan Subcommittee. Imputes of the Plan are to focus in on land use planning in and around the proposed station locations of the Light Rail Transit Extension. Planning practices have shown that most redevelopment and development activity happens within certain proximity of the station locations or hubs. The planning exercise is to zoom into the areas and do what is necessary from a land use perspective to facilitate economic development.

The Plan has a wide variety of topics to cover. The subcommittee dug into the economic development aspects of the Plan. The Subcommittee members are: Rich Adams (Chair), Dr. Steve Shope, Mr. Dan Olson, and Mr. Peter Sterling.

The Subcommittee had a significant impact on the Plan. They suggested a variety of things such as reordering the way the goals were situated making economic development the first goal within the Plan. Mr. Olson had comments for a Vision Statement for the Plan, which the Plan was lacking. Another item Mr. Olson would like to see in the Plan is Best Practices. He wanted to reinforce the fact that a lot of the suggestions in the Plan are Best Practices. The concepts or priorities are pulled from Best Practices situations from across the country.

5. Presentation on Higher Education Initiative

Ms. Jaye O'Donnell, Marketing and Business Development Manager, explained Higher Education is part of Mesa's economic development strategy and Council (H.E.A.T) Initiatives.

Higher Education is one (1) of the four (4) pillars of enterprise in Mesa. Higher Education is not just a council priority but is part of the City's economic development strategy. It creates high paying jobs; attracts student population along with adding vibrancy and activity; provides workforce development opportunities; provides opportunity for research and development; diversifies an economy; and Mesa's existing assets are the beginning of a strong education cluster.

Along with the recommendations of the Higher Education Feasibility Study, which was completed in June 2010, a Higher Education Recruitment Strategy was formulated. The Recruitment Strategy included: Developing a Marketing Program; a Request for Information/Interest (RFI); and Site visits/familiarization tours.

The Request for Information and Interest was a direct mail campaign to U.S. colleges and universities. It also pre-qualified the institutions based on several criteria including: Programs offered; Undergrad and advanced degrees; private non-profit and private for profit; student enrollment; and a student housing component. The City received twelve (12) qualified responses.

Upon conferring with the twelve colleges/universities, site visits and familiarization tours in the next eight (8) to ten (10) weeks are being scheduled in Mesa. Meetings will include meeting with elected officials, business and academic leaders and evaluating

options for utilizing City and private sector assets to accommodate higher education providers.

Strategic Areas targeted for Higher Education are: Downtown Mesa; West Mesa; and the Power Knowledge Corridor.

6. Presentation on Economic Development Departments FY 2012-2014 Strategic Plan

Ms. Jaye O'Donnell, Marketing and Business Development Manager, gave an overview of the Strategic Plan. The Strategic Plan is a two- year plan for FY 2012-2014. It is focused on following and supporting council Strategic priorities.

The three (3) main goals each with specific tracking metrics are (in summary):

Goal 1: Building a Sustainable Community

To assist, support and shape local development initiatives to ensure quality economic development

- Lead and participate in Transformative Projects
- Promote revitalization, redevelopment and community development
- Continue to provide technical and financial assistance
- Improve communication with workforce development partners

Goal 2: Engineering Innovative Solutions

To create innovative solutions to economic development, improve Mesa's competitiveness, and increase the conversion of leads to locates

- Increase Mesa's success rate for business attraction
- Provide exceptional service
- Increase or enhance Mesa's economic development programs

Goal 3: Creating and Retaining Quality Jobs

To attract, grow and retain high-quality jobs, increase capital investment, expand the tax base, and grow sustainable industries to improve Mesa's economy

- Generate quality leads of companies expanding or relocating
- Provide assistance to existing Mesa companies of all sizes
- Increase the number of jobs created assisted by our office

Acting-Chair Campbell commended Mr. Jabjiniak and staff for an outstanding document. He suggested having staff come back to update the Board periodically to see if the performance meets the goals and if not why not.

Mr. Jabjiniak also commended staff for a job well done. The Strategic Plan was put together by all staff with no outside consultant.

Mr. Steve Shope questioned whether Economic Development had the resources needed to implement the Strategic Plan. Realistically there is a need for more staff in order to implement the Strategic Plan properly.

Mr. Jabjiniak responded there is always room for more staff. The staff are being pushed to the max. We are trying to manage with the staff we have. The City management is

working with us to expand and add more staff with a new position being advertised as of Friday, September 2, 2011. He is concerned with staff burn-out.

7. Mesa Business Accelerator Subcommittee Update

Mr. Shea Joachim introduced the members of the EDAB subcommittee and they are: Dr. Steve Shope (Chairperson); Dr. Mitzi Montoya; Mr. Peter Sterling; Mr. Jeff Pitcher; Mr. Robert Pothier.

Mr. Joachim reminded the Board the initial vision for the accelerator consisted of three (3) broad objectives. They are:

- Technology-focused Business Accelerator
- Proximity to ASU Polytechnic Campus
- Regional and Institutional Partnerships

Mr. Joachim explained the Technology Mesa Business Development Cloud. The subcommittee acknowledged the physical aspect of an accelerator is a very important piece, but a component of the overall initiative. The cloud represents how businesses enter Technology Mesa and businesses of different types and sizes will be allowed to enter the accelerator. Services are provided within the cloud to help those businesses grow and lead to sustainable business growth.

The Guiding Principles are: Partnerships; Center of Excellence; Membership; and Research Lab Connection. The Next Steps being: To Finalize Site Selection Process; Program of Services; Formalize Relationships with the Research Lab; and Start Marketing “Technology Mesa”.

8. Director’s Report

Mr. William Jabjiniak announced several important dates for the EDAB Board to have on their calendars. They are as follows:

- City Council Economic Development Sub-Committee Meeting, Monday, September 12th at 3:30 p.m. in the City Council Chambers, Lower Level, 57 E. 1st Street, Mesa, AZ (subject to cancellation)
- On October 6th at 2:00 p.m. the former Air Force Research Lab will be having some form of ceremony. Invites will be sent out soon.
- GPEC Annual Dinner, Thursday, October 13th from 5:30 – 9:00 p.m. at the Arizona Biltmore. RSVP required to the Office of Economic Development.
- Mr. Steve Wood is improving after his fall and several surgeries.

Mr. Jabjiniak announced, tentatively for September 26, Council action will be taken on a Cubs Development Agreement, a possible Option Agreement in addition to a contract with Hunt Construction. Progress is being made and on schedule.

9. GPEC Update

Mr. Brian Campbell commented that this summer the GPEC senior staff met with the Mayor and City Manager to outline expected goals for the organization that the City will uphold. It was a very productive meeting. GPEC realizes that the entire AFRL, ASU Polytech campus, Accelerator and all the assets will be the primary marketing focus of GPEC for the year.

Embry Riddle Aeronautical University in Prescott, will host the Aerospace & Defense Research Collaboratory (ADRC) Unmanned Aircraft Systems (UAS) Symposium on Friday, September 9 2011. The event is supported by the ADRC, under the Science Foundation Arizona's Aerospace and Defense Initiative. Mr. Campbell will be attending the event.

The Mesa Redevelopment Authority (MRA) Executive Board will meet on September 12th to consider a new name for the AFRL. Executive members selected by the City Council are: Brian Campbell; Tony Ham; Rick Shangraw; John Regni; and Bill Jabjiniak.

10. Other Business

Mr. Tony Seibers suggested that at the beginning or end of each future presentation that the goals or performance metrics be injected in the presentations to keep the focus on the goals.

Mrs. Jo Wilson invited EDAB members to MCC for the Virtual Incident Command Center Grand Opening on Friday, September 9th from 10:00 a.m. until noon located at 145 N. Centennial Way. An invitation with more details will be emailed to the Board members.

Acting-Chair Campbell reminded the EDAB members the next scheduled meeting is on October 4, 2011, 57 E. 1st Street, City Council Chambers, Lower Level, Mesa, AZ 85201.

11. Adjournment

Acting-Chair Campbell adjourned the meeting at 9:02 a.m.

Submitted By:

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