

COUNCIL MINUTES

December 2, 1996

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on December 2, 1996, at 4:30 p.m.

COUNCIL PRESENT

Mayor Wayne Brown
Pat Gilbert
John Giles
Dennis Kavanaugh
Joan Payne
Wayne Pomeroy
Jim Stapley

COUNCIL ABSENT

None

STAFF PRESENT

C.K. Luster
Pauline Backer
Wayne Balmer
Neal Beets
Joe Holmwood
Mike Hutchinson
Lars Jarvie
Barbara Jones
Richard Kasper
Harry Kent
Karl Kohlhoff
Wayne Korinek
Ron Krosting
Rich Lorig
Jeff Martin
Mark Meyers
John Oliver
Ellen Pence
Bryan Raines
Sharon Seekins
Doug Tessoroff
Mindy White
Larry Woolf
Others

OTHERS PRESENT

Dean Bonham
Shawn Bradley
Cliff Harris
Ralph Pew
Others

1. Report from the Bonham Group regarding naming rights for the Chicago Cubs' Spring Training Facility.

Assistant City Manager Mike Hutchinson advised that in response to Council direction, the City of Mesa retained the services of the Bonham Group, Inc., to evaluate the feasibility of a naming rights sponsorship of the Chicago Cubs' Spring Training Facility. Mr. Hutchinson added that

Mr. Bradley informed the Council that the Bonham Group has developed a sponsorship package containing fourteen specific areas of benefit, which include attendance; game programs; ticket backs; publications; television broadcasts; radio broadcasts; existing mailings; mailing lists; outdoor signage; editorial coverage; promotional spending; internet; hospitality, and image association.

Mr. Bradley reported that the Bonham Group has determined that the exposure value of the naming rights' sponsorship package for the Chicago Cubs' Spring Training Facility is approximately \$370,000 per year. Mr. Bonham explained that the value is based on the number of impressions generated, the facility's hospitality potential and the opportunity for an image association linkage with the Chicago Cubs.

Mr. Bradley added that the Bonham Group recommends a three-phased pricing plan in which the sponsorship charges for years one through three would be \$250,000 per year; years four through six \$310,000 per year, and years seven through twenty \$370,000 per year. Mr. Bradley noted that the phased sponsorship price proposal would generate approximately \$6.8 million over a twenty-year period of time.

Discussion ensued relative to involving the Chicago Cubs' team in the process, the importance of analyzing opportunities to expand activities at the site to gain added exposure and increase the value of the sponsorship, and proposed sponsor benefits.

In response to a question from Vice Mayor Gilbert, Mr. Bonham advised that the list of proposed sponsor targets was compiled based on the demographic profile of the Chicago Cubs' Spring Training Facility attendees, the cost of sponsorship, companies that may wish to market products or services to the City of Mesa, companies which the Bonham Group has worked with in the past, and companies that may have an interest in the region.

Mayor Brown thanked Mr. Bradley and Mr. Bonham for their presentation.

2. See a Falcon Field video promotion.

Community Development Manager Wayne Balmer aired a nine-minute video on Mesa's Falcon Field Airport for the members of the Council.

Mayor Brown complimented staff on their efforts in developing the informative video.

3. Acknowledge receipt of minutes of meetings of various boards and committees.

- a. Economic Development Advisory Board meeting held November 14, 1996
- b. Police Committee meeting held November 15, 1996
- c. Traffic Safety Committee meeting held November 19, 1996
- d. Utility Committee meeting held November 22, 1996

It was moved by Councilmember Stapley, seconded by Councilmember Pomeroy, that receipt of the above listed minutes be acknowledged.

Carried unanimously.

4. Hear reports on meetings and/or conferences attended.

Mayor Brown advised that there were no reports on meetings and/or conferences attended.

5. Scheduling of meetings and general information.

City Manager Charles Luster stated that the meeting schedule is as follows:

Thursday, December 5, 1996, 4:00 p.m. - Policy Session

Friday, December 6, 1996, 7:30 a.m. - Council Study Session

Thursday, December 19, 1996, 7:30 a.m. - General Development Committee

6. Review items on the agenda for the December 2, 1996 Regular Council Meeting.

All items on the agenda were reviewed among Council and staff with no formal action taken. There was particular discussion relative to the following agenda items:

4. Consider the following contracts:

- *b. Annual supply contract for inorganic salt solution of nitrate to be used for odor control in the City wastewater collection system as requested by the Utility Operations Division.

City Manager Charles Luster advised that this agenda item has been withdrawn.

10. Consider the following cases from the Planning and Zoning Board and possible adoption of the corresponding ordinances:

Z96-64 The southwest corner of Brown Road and Greenfield Road. Rezone from AG to R1-15 (17 +/- acres). This involves a proposed 28-lot single resident subdivision. U. S. Development, owner; Ralph Pew, applicant. **THIS CASE WAS CONTINUED FROM THE NOVEMBER 18, 1996 CITY COUNCIL MEETING. A 3/4 VOTE IS REQUIRED TO APPROVE THE APPLICANT'S REQUEST.**

Councilmember Pomeroy indicated that he may have a potential conflict of interest relative to the matter currently under discussion and for that reason he will refrain from participating in any discussion or action relative to this case.

Community Development Manager Wayne Balmer advised that a letter has been received from the applicant containing additional stipulations for approval. (See Attachment.) Mr. Balmer noted that a revised plat plan has not been submitted and recommended that the

case be continued to allow the applicant additional time to prepare and submit the revised plan.

Mayor Brown stated that the case will be continued and added to the consent agenda at the Regular Council Meeting immediately following the Study Session.

7. Pre-scheduled public opinion appearances.

Mayor Brown advised that there were no pre-scheduled public opinion appearances.

8. Adjournment.

It was moved by Councilmember Stapley, seconded by Councilmember Pomeroy, that the Study Session adjourn at 5:14 p.m.

Carried unanimously.

WAYNE BROWN, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

Attachment

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 2nd day of December 1996. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 20th day of December 1996

BARBARA JONES, CITY CLERK

ATTACHMENT

Killian, Nicholas, Fischer,
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October 17, 1996

HAND DELIVERED

Mr. Frank Mizner
City of Mesa
55 North Center Street
Mesa, Arizona 85021

Re: Zoning Case No: Z98-64
Property located at Brown and Greenfield
Applicant: U.S. Development
Our File No.: 93060-001

Dear Frank:

As additional stipulations to the approval of the above-decribed zoning case, the applicant agrees to the following conditions:

1. Lot 19 will be deleted.
2. A 10' landscape tract along Brown Road and along Greenfield Road will be added to the plat. Within this landscaped area, the applicant will plant new 24" box citrus trees where existing mature citrus trees do not exist.
3. The applicant will create a Homeowner's Association to maintain the retention basin, landscape tracts along Brown and Greenfield, and the open space North of Lot 12.
4. The deed restrictions will require that a minimum of 4 citrus trees be maintained in the front of each lot, with additional trees is the rear yard as appropriate. Flood irrigation shall be provided to each lot.

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5. Seven (7) lots will be a minimum of 20,000 square feet in size. All remaining lots will be a minimum of 18,000 square feet in size.

The reason for Stipulation 2 results from the fact that there are no existing citrus trees within 75' of the center lane of Greenfield Road; consequently, new trees must be planted in order to maintain the citrus character of the area

Sincerely,

W. Ralph Pew

ACCEPTED AND APPROVED

U.S. DEVELOPMENT

By:
Mike Nicholas