

Office of Economic Development
Economic Development Advisory Board
MEETING MINUTES

Date: March 4, 2008: 7:30 A.M.

MEMBERS PRESENT

Brian Campbell, Chair
Christian Alder
Theresa Carmichael
Steve Parker
Steve Wood

EX-OFFICIO

Mayor Keno Hawker (excused)
Chris Brady (excused)
Jack Sellers
Charlie Deaton (unexcused)

STAFF PRESENT

Betsy Adams
Shelly Allen
Sue Cason
William Jabjiniak
Cathy Ji
Shea Joachim
Amy Morales
Patrick Murphy
Mike Paredes
Scot Rigby
Cory Whittaker

MEMBERS ABSENT

Dale Easter (excused)
Jim LeCheminant (excused)
Steve Shope (excused)
Ted Wendel (excused)

1. Chair's Call To Order

Chair Brian Campbell called the March 4, 2008 meeting of the Economic Development Advisory Board to order at 7:30 A.M. at the City of Mesa Council Chambers, Lower Level, 57 E. 1st Street, Mesa, Arizona 85201.

2. Approval of Minutes from February 5, 2008 board meeting.

Chair Campbell called for a motion to approve the minutes from the meeting held on February 5, 2008.

MOTION: Theresa Carmichael moved that the minutes from February 5, 2008 be approved as written.

SECOND: Christian Alder

DECISION: Passed unanimously

3. Discuss the Zoning Ordinance Update

Chair Campbell deferred the discussion for a future board meeting.

4. Hear a presentation on the Gateway Strategic Plan

Mr. Scot Rigby gave a presentation on the Gateway Strategic Plan. The Gateway Study Area was 32 square miles.

Mesa Gateway Area Goals are:

1. Protect and promote the airport.
2. Commercial passenger service with complementing cargo activities.
3. 100,000 high wage/high value jobs.
4. Achieving a financially sustainable area.

Commercial Passenger Priorities are:

1. Phoenix-Mesa Gateway Airport's first priority is growing commercial passenger service.
2. Cargo is a complementary use.
3. Gateway complements Sky Harbor.
4. Phx-Mesa Gateway adds value to the region.
5. Allegiant Update:
 - November 2007 saw 14,000 passengers
 - December 2007 saw 25,000 passengers
 - Additional Flights for March

The Value of Mixed Uses and Density will build on the interaction of:

- Commercial passenger service-imports/exports business and leisure activity/monetary impact
- Excellent transportation access (2 freeways)
- Hospitality amenities (lodging, dining, recreational)
- Office, commercial, and appropriate residential development attracted to close proximity of these amenities
- Case Study: John Wayne & Ontario California Airports
- Accessibility - Accessibility - Accessibility!

The Airport City's Triple Business Impact:

1. Major airports now receive greater percentage of their revenues from non-aeronautical sources than from aeronautical sources.
2. Rapid commercial development at and around major airports is making them leading urban growth generators as airport areas become significant employment, shopping, trading and business destinations in their own right.
3. Airport area develops a "brand image" attracting even non-airport linked businesses.

Scot also explained the comparisons of the Ontario and John Wayne Airports in California. He stated that Ontario had 7,050,000 passengers with an area around the airport encompassing 35 square miles. Manufacturing, Transportation, and Warehousing are the heaviest industry, and account for over 70% of the jobs in the area.

John Wayne Airport had 9,614,000 passengers with an area around airport encompassing 10 square miles. Finance, Insurance, Professional/Scientific Services are the heaviest industry and has a higher mix of high wage jobs. These categories account for nearly 67,000 jobs, and there are 7 major area headquarters near the airport.

The Mesa Gateway Area can accommodate the best of both the John Wayne and Ontario development experience. With the John Wayne experience North and NE of Gateway including Office, Hospitality, Mixed-Use/Density, Commercial, and the Ontario experience South and SE with Warehousing, Logistics, Cargo, Manufacturing and Distribution.

5. Directors Report

Mr. Jabjiniak reported on an ICSC REvent Conference he attended in Scottsdale on February 25-26. Discussion centered on The Power of Audacity. The key speaker was the Chief Development Officer for Dubai Properties, Dubai, UAE.

March 25-26, Cathy Ji and Mike Paredes will attend the ICSC Southwest “idea exchange” in Phoenix. The program is titled “The Changing Face of Retail”.

May 18-21 is the ICSC Global Retail Real Estate Convention (RECON) in Las Vegas. Three staff members will be attending the Conference.

Mr. Jabjiniak explained there is an interest in the Southern Plaza for a mixed-use development project. The Southern Plaza is in the Fiesta District Area.

6. Other Business

Chair Campbell asked for suggestions of items to be placed on the agenda. He also announced that the next EDAB meeting would be held on April 1, 2008.

7. Items from Citizens Present

No comments.

8. Adjournment

Chair Campbell adjourned the meeting at 8:12 a.m.

Submitted By:

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

