

iMesa

imagine, invest, improve

Steering Committee Meeting

Thursday, March 26, 2013

Mesa Contemporary Arts, Studio South Conference Room

1 E. Main Street

6 PM

Attendance:

Elizabeth Danielson (Vice Chair)

Karen Frias-Long

Ronald Barnes

Kay Henry

Kate Ali'Varius

Stephen Sparks

David Short

Stephen Viramontes

John Schroeder

John Kressaty

Mark Schofield (Chair)

Bill Puffer

Terry Benelli

Kathy Macdonald (Staff Liaison)

Donna Bronski, City Attorney (presenter)

Marc Heirshberg, Parks Rec/Commercial

Facilities (presenter)

Absent: Ted Wendell

Minutes:

- Mark Schofield opened the meeting with introductions of new committee members Stephen Viramontes, Ronald Barnes and Terri Benelli.
- Mayor Smith welcomed the committee and thanked them for their work. The Mayor discussed the evolution of the iMesa process and what has been achieved to date. He lauded the accomplishments of the committee and their execution of this process which is unique in the nation. The Mayor stated that the biggest challenge is what to do moving forward. He stressed that iMesa is not a bond committee. The goal is to "Build a Better Mesa" and how that is accomplished is up to the Committee. He advised not to worry about making a big splash, making a small dent is ok. A couple suggestions from the Mayor included to not use someone piggy back on existing ideas. The Committee should find an initiative where there can be incremental value. The Committee may want to package great ideas together and see what they come up with. Bill asked the Mayor how iMesa works with other boards. The Mayor talked about how we included boards/committees in iMesa processes and made iMesa a vehicle for the boards to accomplish their goals. Kate asked about connection between iMesa and This is MyMesa. The Mayor said that This is MyMesa was inspired by iMesa but there really is no cross over other than to emulate the public input process. Mark followed up the Mayors comments commending the committee for their work.
- Marc Heirshberg, City of Mesa Director of Parks, Recreation and Commercial Facilities, gave a presentation on the parks and recreation capital improvement program and estimated schedule

as related to the iMesa bond projects. [See attached presentation](#). Mark answered questions from the committee regarding the MOU between Mesa Public Schools and the City for the Mesa High Aquatic Center, progress on projects, acquisition of Buckhorn Baths, Urban Plaza planning, and project signage for iMesa.

- Donna Bronski, City Attorney's Office, presented on the [Arizona Open Meeting Law](#) and answered committee member questions related to parliamentary procedure and quorum gatherings. See attached presentation.
- Kathy Macdonald provided a handout about the This is MyMesa program as general information for the Committee. Mark suggested the iMesa Committee members attend their closest meeting to support the process. He suggested they wear their golf shirts to identify themselves as iMesa Committee members. <http://www.thisismymesa.org/>
- Kay Henry made a motion to nominate Mark Schofield to continue as iMesa Committee Chair for the next year. She commended Mark on his work thus far. John Kressaty seconded the motion. The vote was unanimous by the Committee to elect Mark as the Chair. Kay made a motion to nominate Elizabeth Danielson to continue as Vice Chair for the next year. Kate Ali'Varius seconded the motion. Ron Barnes moved to close nominations. David Short seconded the motion to close nominations. The vote was unanimous by the committee to elect Elizabeth as the Vice Chair.
- Mark opened discussion regarding next steps for the Committee. Kathy suggested that they can table this item for the next meeting in the interest of time. Kate said that they should revisit the Committee's progress and go from there. Elizabeth concurred. Mark mentioned that the Mayor brought up some suggestions that they should consider. Mark said that the Committee is not bound by their previous work. Mark said the Committee should continue the work of gathering input from the community. Bill Puffer suggested that we go back to the seven priority areas as outlined in the first phase of iMesa. Kathy will post presentation that outlines the seven priorities areas with the minutes. See attached presentation.
- Per Bill's request, Kathy will give a report as to recent input on the iMesa site and projects completed to date at the next meeting. Kathy also suggested that they click on the tab of "completed" projects on the iMesa Web site to access the information quickly.
- Stephen Viramontes asked about marketing for the iMesa. Kathy mentioned that iMesa does have a communications plan. City-related activities ceased when the election was called due to State Law. The Committee would like to update the communications plan. Melissa Randazzo, Communication Director for Mayor Smith, can come to the next meeting to receive feedback on an updated communications plan.
- Mark turned time over to Kate to talk about Mesa on Stage Project as part of next steps for the Committee. She discussed the civic engagement video, stage production, historical research, and student participation. Kate invited the Committee to come out and participate and share information about the program. Kate said that this was inspired by iMesa and Mesa Leadership. Mark is a head of the Futures committee for Mesa on Stage. Kate distributed flyers for the project. Mark stated his reasons for supporting the project is because it involves youth in their city. He mentioned he is also chief fundraiser. Mark mentioned that the Flinn Foundation is interested in what the iMesa Committee is doing as well. Mark would like to put on the agenda for next meeting to vote on support for the Mesa on Stage project.
- The Committee discussed scheduling of the next meeting. The next meeting will be on April 18 at 6 pm. Location to be determined. Regular meetings will occur on the third Thursday of the month. Bill suggested a timeframe for each agenda item to keep items on schedule.
- John made motion to adjourn. Stephen Sparks seconded.