

# Meeting Minutes

## Economic Development Advisory Board Marketing / Outreach Subcommittee

**Date/Time:** Tuesday, February 25, 2014, 7:30 AM

**Location:** City of Mesa Office of Economic Development  
Mesa City Plaza Building  
20 E. Main Street, Suite 200  
Mesa, AZ 85201

**Members Present:** James Christensen, Terry Benelli, Sally Harrison, Natascha Ovando Karadsheh

**Members Absent:** Tony Siebers

**Staff Present:** Jaye O'Donnell, Kim Lofgreen, Ken Chapa

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1. **Chair's Call to Order**

Chair James Christensen called the February 25, 2014 meeting of the EDAB Marketing / Outreach Subcommittee meeting to order at 7:35 AM at City of Mesa Office of Economic Development, Mesa City Plaza Building, 20 East Main Street, Suite 200, Mesa, AZ 85201.

2. **Introductions**

Each member of the committee introduced themselves before the meeting was called to order.

3. **Items from citizens present**

None

4. **Present and discuss role of subcommittee**

Mr. Kim Lofgreen presented the areas where the City of Mesa Office of Economic Development (Mesa OED) would like the subcommittee's assistance. He first discussed having the subcommittee assist in recruiting event sponsorships and business attraction fund sponsorships.

Mr. Lofgreen explained that bringing site selectors and industry decision makers to see Mesa and its assets and amenities is critical to the business attraction process. Site selectors are constantly being invited to different parts of the country to see the assets of various communities. They receive so many invitations that they are extremely selective about which offers they accept. Because of the competitive nature of these invitations, the visits almost always include providing airfare, hotel, food and some sort of entertainment or activity in addition to seeing the assets of the area.

Mesa OED doesn't have enough money to fund such events. Mr. Lofgreen suggested that having the EDAB Marketing/Outreach Subcommittee assistance would be very helpful in the process of recruiting private sector funding for these events.

The board asked how much money would Mesa OED be looking for and how was this done in other cities.

Mr. Lofgreen stated that OED would like to bring two to three site selectors each for three to four events per year, which would cost up to \$25,000. Jaye O'Donnell stated that some cities fund these activities through a private fund managed through an outside organization such as a chamber.

After some discussion it was suggested that a fund should be established with an outside organization. The fund should have tiered sponsorship levels. Sponsors could participate in dinners and receptions with the site selectors during visits. A couple of companies each from various categories could be invited to participate as sponsors.

Mesa OED will put together a draft of the tiered sponsorship program for the attraction fund and will present the draft to the Marketing/Outreach Subcommittee at the next meeting for feedback. Mesa OED will also present a list of categories that can be targeted for sponsorship.

The subcommittee also agreed to assist in providing retention, expansion and attraction referrals, and relationship connections, and to act as a marketing sounding board when additional input is requested from Mesa OED.

5. **Other Business**

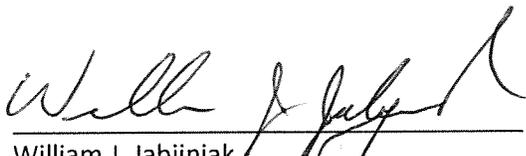
**Next meeting date and schedule** – It was decided that the subcommittee would meet on a monthly basis until the attraction fund effort could be accomplished.

**Open meeting laws** – The subcommittee was reminded about the general laws surrounding open meetings.

6. **Adjournment**

James Christensen adjourned the meeting at approximately 8:15 AM.

Submitted By:



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William J. Jabjiniak  
Economic Development Director  
(Prepared by Kim Lofgreen)