MEETING MINUTES

Office of Economic Development
Economic Development Advisory Board
City Council Chambers, Lower Level
57 E. 1st Street
Mesa, AZ 85201

Date: June 3, 2014 **Time:** 7:30 A.M.

MEMBERS PRESENT
Rich Adams
James Christensen
Tony Ham
Mitzi Montoya
Jeff Pitcher
Laura Snow
Jo Wilson

EX-OFFICIO
Mayor Alex Finter (excused)
Chris Brady (excused)
Brian Campbell
Jeff Crockett
Sally Harrison
Steve Shope

STAFF PRESENT
Bill Jabjiniak
Kenneth Chapa
Andrew Clegg
Kelley Keffer
Kim Lofgreen
Karen McNulty

MEMBERS ABSENT
Tony Siebers (unexcused)

GUESTS
Marc Garcia, Visit Mesa, President & CEO
John Wesley, Planning Director

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

   Chair Adams called the June 3, 2014, meeting of the Economic Development Advisory Board to order at 7:30 A.M. at the City Council Chambers, Lower Level, 57 E. 1st Street, Mesa, AZ 85201.

2. **Items from Citizens Present**

   None.

3. **Approval of Minutes**

   Chair Adams called for a motion to approve the minutes from the meeting held on **April 1, 2014**.

   MOTION: James Christensen moved the minutes from April 1, 2014, be approved as presented.
   SECOND: Jo Wilson
   DECISION: Passed unanimously.

   Chair Adams called for a motion to approve the minutes from the meeting held on **May 6, 2014.**

   MOTION: Jo Wilson moved the minutes from May 6, 2014, be approved as presented.
   SECOND: Tony Ham
   DECISION: Passed unanimously.

4. **Election of Officers**

   Chair Adams' term is expirng. He expressed his appreciation for the opportunity to serve on the Board. Chair Adams opened the floor for nominations. James Christensen nominated Laura Snow as Chair and Tony Ham as Vice-Chair. With no further nominations, Chair Adams called for a vote.

   DECISION: Passed unanimously, the terms will begin in July 2014.

For fiscal year 2013/2014, OED used 41 performance goals, 30 quarterly and 11 annual. Through March 2014 (Q3) 23 out of 30 quarterly goals were at least 75% of goal or greater. Annual outcomes will not be calculated until July of 2014 due to data sources.

For fiscal year 2014/2015, OED simplified the goals to 11 quarterly and 3 annual, combining similar categories and removing non-essential goals. This will allow easier tracking, but still provide a breakdown of the numbers for management discussion purposes.

Question – Ms. Snow inquired how confident OED is to meet the numbers.
Response – Mr. Clegg advised OED is confident they will meet the goals currently at 75%. We foresee some increase in the goals under 75% completion, but are not confident they will reach 100%.

Question – Ms. Snow inquired what barriers OED is running into preventing the goal achievements.
Response – Mr. Jabjiniak responded that the pipeline is thin, big projects are pushing back watching the economy and small projects are beating up price. We are limited, what we are after is high value and high wage jobs. There are some projects still pending. OED is working on many strategies and new programs to put in place such as medical devices, medical districts and Fiesta specific business recruitment strategies.

Question – Chair Adams inquired how these goals are benchmarked.
Response – Mr. Clegg advised a report was acquired from the International Economic Development Council which benchmarks EDO's across the entire nation and also year over year growth for internal benchmarking.

Mr. Campbell noted that going through the realignment may make sense to try and match with GPEC's numbers; that would be instructive for the Board to compare with the region as a whole, but also give an instructive tool for annual meetings with GPEC. Mr. Jabjiniak agreed aligning with GPEC and the State would be advantageous.

8. General Plan Update

Mr. John Wesley was present to update the Board on the status of the General Plan process. The Plan Advisory Committee met on May 14 and made a recommendation for approval of the draft plan with modifications. It was forwarded to the Economic Development Office for review. It was then forwarded to the Planning and Zoning Board which held four public hearings. On May 21st, the Planning and Zoning Board recommended approval of the plan. It has now gone to the City Council. A study session was held last week; a public hearing is planned for June 16. Council will either approve the Plan then or at the public hearing on July 1. Once approved to move forward it will be placed on the November ballot for voter approval.

Mr. Wesley advised three versions of the plan can be viewed on the website.

Chair Adams confirmed that the Board's endorsement was conditioned on the inclusion of the strong economic language provided by the Board. The condition has been met; therefore, the endorsement is perfected.

9. Committee Updates

a. Accelerator Subcommittee Update - Steve Shope, Committee Chair

- The committee has agreed to rethink strategies in place to attract and target companies and Small Business Innovation Research (SBIR) companies.
- The Committee requested staff to schedule a committee meeting in the very near future
- Ms. Montoya met with Shea Joachim to discuss a strategy for ASU Polytechnic and the City to partner with Skysong and the services they provide. Another strategy is to focus on the ASU Polytechnic campus. This could be a very useful partnership from ASU's perspective as they are constrained in their ability to provide high level of services at all 4 campuses. ASU Polytechnic is converting a set of houses in Startup Village to retain alumni to provide discount housing.

b. Healthcare Subcommittee Update – Laura Snow, Committee Member

- No updates this month.

D. **Marketing & Business Development Activities**

Healthcare & Life Sciences Recruitment Plan

The healthcare life science recruitment plan launched a strategy focused on the medical device sector. A micro-site on the web for this industry sector has been launched as a way to begin reaching out to approximately 240 California companies and promoting Mesa as a premier location for business. There has been a lot of positive feedback and follow-up. This is a growing sector that Mr. Jabjiniak would like to continue to push.

National Earned Media and Paid Advertising

- ***Site Selection May Issue*** Ad – Article promoting Apple as being one of the top 10 economic development projects of the year. Mesa print ad ran in close proximity to the article. Online ads also running on SiteSelection.com.
- ***Area Development June Issue*** Ad – Article promoting Apple as one of the top economic development deals of the year. Mesa print ad will run in close proximity to the article. Online ads will also run.

The Mesa Technology Corridor Microsite

Last Thursday the Mesa Technology Corridor was embraced by the Council Economic Development Committee and will now be going to a full Council meeting. The name may be changed to the Elliott Road Technology Corridor with additional name changes possible. Infrastructure is already in the ground with a lot of available power that SRP has already sited. Of importance now are the entitlements. One focus is on how to make it easy for the development developer community. The overlay created by Mr. Wesley allows the property owner to opt in and keep current zoning. If flexibility is needed, the governmental process has been simplified and new processes are in place.

Question - Chair Adams inquired if the Council Economic Development Committee held any discussions about any economic development issues in the general plan or discussion on economic development areas?
Response – Mr. Jabjiniak advised there were no discussions.

11. <u>Other Business</u>

- Metso Ground Breaking - Friday, June 6, 2014 at 8:30am - 8223 E. Pecos Road, Mesa, AZ 85212
- August 5 – next Board meeting. There will be no July meeting.

12. <u>Adjournment</u>

Chair Adams adjourned the Board meeting at 8:46 A.M.

Submitted By:

William J. Jabjiniak
Economic Development Department Director
(Prepared by Beth Ann Moore)