

# iMesa

imagine, invest, improve

## Steering Committee Meeting Workshop

May 15, 2014, 6 pm

Visit Mesa 120 N. Center Street

### Attendance:

Mark Schofield (Chair)

Elizabeth Danielson (Vice Chair)

Kay Henry

Shannon Acevedo

Michelle Streeter

Karen Frias-Long

David Short

Kathy Macdonald (Staff liaison)

Lori Gary (Economic Development Staff)

Luis Montes (Heatsync Labs)

**Absent:** Kate Ali'varius

John Kressaty

Stephen Viramontes

Stephen Sparks

### Minutes:

- Mark called the meeting to order.
- Kay made a motion to approve the minutes from the April 17, 2014. Elizabeth seconded the motion.
- Items from citizens present and discussion of Heatsync Labs  
Luis from Heatsync wanted to know what the City would be willing to do to assist them in expansion. Felt that their project wasn't included in the 2012 bond because the idea was closed. Luis explained what a hackerspace is for the Committee. Stressed that Heatsync was built by volunteers. Explained some of the projects and innovative things going on at the lab including software startups, building robots, and incubator space to build tech companies in downtown. Public hours 7pm to 10 pm. Described the environment and various activities that occur at Heatsync including participation in downtown events. Currently there are 70 members of Heatsync including college students, engineers, entrepreneurs and others.

Lori Gary discussed what the City provided in assistance to Heatsync few years ago in locating the building, electrical upgrades, waived permits, and other assistance. Lori will provide documentation as to what assistance was provided by the City. She updated the Committee on what the City is doing now to help Heatsync locate a new space.

Economic Development staff met with Luis and other members of the board to discuss the specs for the new space. Discussed 6 potential sites downtown. Not all sites meet

the needs. Went back to Heatsync and proposed 7 additional properties in downtown. Economic Development is ready to show Heatsync the buildings. Need to circle back to see which buildings fit their needs and what would be a win win situation for Heatsync and the City.

Luis talked about several projects that have come out of the lab and are posted on the iMesa site. Many projects are local. David added that they help the local businesses and restaurants with their activity. Kathy said that the City loves Heatsync and is happy to work with them. Cannot make promises right now but keep working with Economic Development.

- Election of chair and vice chair  
Kay nominated Elizabeth to be the new chair. Shannon seconded. Motion passed. Elizabeth nominated Shannon for Vice Chair. David seconded. Discussion about role of vice chair. Motion passed.
- Review operating plan of sub committee  
Kay distributed summary of Community Outreach minutes. Kay said they need inputs from other committees to go forward with their objectives. Kay would like a list of ideas. Elizabeth asked about Code for America. Need more engagement and promote that engagement - more than just the black post cards. Something that the end user can identify with. Cannot proceed with application without a plan. Ideas to Action outcomes were employed in the workshop.
- Review workshop outcomes  
The Committee reviewed the workshop report from the April 17 meeting. Livability, vibrant downtown, sustainable economy were identified as areas of focus. Elizabeth recommended that we take this back to the community to reengage and update on what Committee is looking at now. Committee will present status report to City Council before the summer break. The Committee will then meet with staff over the summer and conduct Village meetings in the fall and report back to Council. Michelle suggested working in tandem with Code for America. Committee discussed strengths and weaknesses of the current UserVoice platform. Luis suggested Google, Facebook or Twitter to sign in and other possibilities. Michelle suggested that Heatsync could build a new platform and City could get them a building? David felt that the workshop didn't necessarily provide the desired outcomes from the headlines portion of the exercise. Elizabeth said that we have enough information to move forward.
- Proposed June 12 or 16 for the Study Session presentation to Council. Kathy will send out a draft presentation to the Committee. Elizabeth will send out a request to see when everyone can meet next.
- Shannon made a motion to adjourn. Karen seconded the motion.