

COUNCIL MINUTES

November 22, 1996

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on November 22, 1996, at 7:35 a.m.

COUNCIL PRESENT

Mayor Wayne Brown
Pat Gilbert
John Giles
Dennis Kavanaugh
Joan Payne
Wayne Pomeroy
Jim Stapley

COUNCIL ABSENT

None

STAFF PRESENT

C.K. Luster
Pauline Backer
Wayne Balmer
Cindy Barris
Neal Beets
Tanya Collins
Fred Conway
Kim Fallbeck
Glenn Gorke
Lisa Hembree
Joe Holmwood
Mike Hutchinson
Janice Jackson
Barbara Jones
Sharon Joyce
Harry Kent
Peter Knudson
Wayne Korinek
Ron Krosting
Jeff Martin
Keith Nath
Dave Nichols

STAFF PRESENT (CONT.)

Ruth Ann Norris
Jerry Paulus
Ellen Pence
Bryan Raines
Tom Remes
Denise Samuel
Kathleen Savagian
Debbie Vickman
Ralph Wisz

OTHERS PRESENT

Bill Brando
Greg Gilstrap
Cliff Harris
Chris Moeser
Mitch Nichols
Dan Nowicki
Sandy Schwartz
Doug Young
Others

1. Hear a presentation by the East Valley Partnership on the proposed multi-use sports complex.

Sandy Schwartz, President of Cox Arizona Publications and President-Elect of the East Valley Partnership, provided background information pertaining to a proposal for a multi-use facility to be located in the East Valley. Mr. Schwartz advised that the facility is envisioned as a public/private partnership that could attract 250,000 to 350,000 visitors per year, with an estimated economic benefit of \$250 to \$300 million per year. Mr. Schwartz stated that it is the intent of the East Valley Partnership to initially gauge the level of interest in the project by jurisdictions before proceeding to a site feasibility analysis.

Mr. Schwartz introduced Mitch Nichols, Greg Gilstrap, and Doug Young, Managing Directors of Young Nichols Gilstrap, Inc., the firm retained by the East Valley Partnership to formulate an economic development strategy for the East Valley and recommend an appropriate implementation plan. Mr. Nichols, Mr. Gilstrap, and Mr. Young utilized overhead slides and presented an overview of the study conducted by their organization.

Mr. Nichols briefly outlined the project evolution and spoke concerning the advantages of tourism, noting that tourism supports additional forms of economic development by improving the quality of life. Mr. Nichols commented that although the Southeast Valley has been successful in attracting new population growth, job growth, and home construction, a weakness in tourism is reflected in the predominance of budget and limited-service hotels and in retail sales spending comparisons. Mr. Nichols attributed the Southeast Valley's weakness in tourism to its limited attraction base, limited resort base, and lack of destination identity.

Mr. Gilstrap stated that strategy is required to compete successfully in the tourism market. Mr. Gilstrap commented concerning risks of maintaining the status quo and stated that as competition escalates, destinations must increasingly seek to gain advantage by focusing on desirable niches and implementing product development to create/reinforce the niche. Mr. Gilstrap provided examples of steps taken by various communities to expand/re-create tourism bases.

Mr. Young advised that the foremost destination strategies are developed from existing strengths and opportunities, in conjunction with target customer segments. Mr. Young noted the East Valley's impressive sports orientation and suggested the "NFL Package" - NFL Hall of Fame West (with NFL Films), NFL Experience (mini theme park), and a domed stadium - as an attraction opportunity consistent with Arizona's existing tourism image. Mr. Young delineated factors that would provide the East Valley a competitive advantage over tourism- and sports-related competitors.

Mr. Young commented that the right catalyst can induce additional product development, citing as an example expansion surrounding Walt Disney World in Orlando, Florida. Mr. Young suggested that a mixed-use facility that combines the "NFL Package" with a large convention resort and themed retail would serve as a strong catalyst for the East Valley. Mr. Young outlined potential development opportunities and short- and long-term benefits of a multi-use facility.

Discussion ensued concerning the role of the Convention and Visitors Bureau, use of the facility by the Phoenix Cardinals, and proposed funding sources. Members of the Council indicated an interest in the proposal. Mayor Brown suggested that the City meet with representatives from surrounding communities to consider the potential for a collaborative effort.

Mayor Brown thanked Mr. Schwartz, Mr. Nichols, Mr. Gilstrap, and Mr. Young for the presentation.

2. Hear a report and consider future action on the Gilbert Road-widening project from Southern Avenue to Main Street.

Deputy City Engineer Keith Nath provided an update regarding two public meetings held recently by staff concerning the proposed widening of Gilbert Road. Mr. Nath noted that

comments from business owners reflected an interest in left turn lanes/bays and traffic signals, while residents primarily expressed an interest in closing street access from Gilbert Road.

Mr. Nath advised that speakers at the meetings requested an opportunity to address Council. Mr. Nath stated that staff recommends that Council schedule a public hearing on this project.

Mr. Nath reported that petitions/requests have been submitted from residents to close particular streets north of 8th Avenue. Mr. Nath said that staff has reviewed the requests and proposes that the following criteria be met before recommending closure: a) there must be 100 percent agreement from the property owners that prefer closure of their street's access to Gilbert Road, b) the closure of a street will require the construction of a cul-de-sac to City standards, c) there must be a willing seller on a lot adjacent to Gilbert Road to construct the cul-de-sac, and d) the majority of the property owners in the impacted area must agree with the proposed closure.

Mr. Nath referred to exhibits and highlighted the neighborhood where street closures have been requested. Mr. Nath commented that the closures would allow the construction of a continuous wall and would provide landscape pockets along Gilbert Road.

In response to a question from Vice Mayor Gilbert concerning interest in additional street closures, Senior Civil Engineer Peter Knudson stated that staff has not solicited input from residents in other neighborhoods. Mr. Knudson estimated the cost per street closure at \$150,000.

Council and staff spoke concerning the requested street closures and the potential to abandon alleys. Council expressed the opinion that closures could represent an opportunity to promote positive aspects of the street project.

Mayor Brown suggested that the matter be further reviewed by the Transportation Committee. Following brief discussion, Mayor Brown stated that a meeting/public hearing of the Transportation Committee will be held at 7 p.m. on Wednesday, December 11, 1996 (location to be determined).

Mayor Brown thanked Mr. Nath and Mr. Knudson for the update.

3. Consider proceeding with the installation of a 200 kilowatt fuel cell to power the new utility building at the 6th Street Service Center.

Utilities Manager Ralph Wisz outlined a request to install a 200 kilowatt fuel cell in the City's new utility building to be located at the 6th Street Service Center. Mr. Wisz explained that the fuel cell represents improved technology now available to commercial entities.

City Manager Charles Luster expressed the opinion that the benefits of the fuel cell outweigh the increased cost when compared to conventional systems.

Brief discussion ensued relative to funding.

It was moved by Councilmember Kavanaugh, seconded by Vice Mayor Gilbert, to approve the installation of a 200 kilowatt fuel cell to power the new utility building at the 6th Street Service Center.

Carried unanimously.

4. Review application process for federal CDBG/HOME/ESG programs and revised target area.

Community Development Manager Wayne Balmer presented background information concerning the City's involvement in the Community Development Block Grant (CDBG), Home Investment Partnerships (HOME), and Emergency Shelter Grant (ESG) programs. Mr. Balmer explained the City's application process and reviewed the Fiscal Year 1997-98 application schedule, noting that programs will be presented for Council consideration in March/April 1997.

Mr. Balmer referred to a map and reported that the designated CDBG target area has been revised (expanded) based on new census data. Mr. Balmer reviewed policy guidelines established for the use of CDBG/HOME funding and encouraged Council input relative to any suggested modifications.

5. Further discussion and consideration concerning smoking regulations.

Mayor Brown suggested that a Council meeting be held next week to identify aspects of the City's current smoking regulations where modifications may be appropriate. Following brief discussion, Mayor Brown stated that a Council meeting will be held at 7:30 a.m. on Wednesday, November 27, 1996.

6. Acknowledge receipt of minutes of meetings of various boards and committees.

- a. Downtown Development Committee meeting held November 14, 1996.
- b. Parks and Recreation Board meeting held November 14, 1996.

It was moved by Councilmember Stapley, seconded by Vice Mayor Gilbert, to acknowledge receipt of the minutes of the meetings of various boards and committees.

Carried unanimously.

7. Hear reports on meetings and/or conferences attended.

Councilmember Kavanaugh advised that he recently attended a meeting of the Maricopa Association of Governments' (MAG) Human Services Coordinating Committee. Councilmember Kavanaugh noted that a recommendation developed by the Committee involves the equalization of funding in Arizona based on population as well as poverty levels. Councilmember Kavanaugh reported that the change in the funding formula will benefit Maricopa County and Mesa.

8. Scheduling of meetings and general information.

City Manager Charles Luster stated that the meeting schedule is as follows:

Wednesday, November 27, 1996, 7:30 a.m. - Special Council Meeting

Monday, December 2, 1996, 5:45 p.m. - Regular Council Meeting

Thursday, December 5, 1996, 4 p.m. - Policy Session

Friday, December 6, 1996, 7:30 a.m. - Study Session

Wednesday, December 11, 1996, 7 p.m. - Transportation Committee Meeting

Mr. Luster advised that a media event pertaining to the photo red light camera system will be held on Monday, December 2, 1996, at 10 a.m. at the southwest corner of Country Club Drive and Southern Avenue.

Mr. Luster reminded Council that a Study Session will not be held on Friday, November 29, 1996.

Neighborhood and Community Assistance Coordinator Debbie Driscoll invited Councilmembers to attend a family picnic to be held today at Pioneer Park.

9. Prescheduled public opinion appearances (maximum of three speakers for five minutes per speaker).

There were no prescheduled public opinion appearances.

10. Items from citizens present (maximum of three speakers for five minutes per speaker).

There were no items from citizens present at this time.

11. Adjournment.

It was moved by Councilmember Giles, seconded by Councilmember Stapley, that the Study Session adjourn at 9:02 a.m.

Carried unanimously.

WAYNE BROWN, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

Study Session
November 22, 1996
Page 6

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 22nd day of November 1996. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 6th day of December, 1996

BARBARA JONES, CITY CLERK