



# iMesa

imagine, invest, improve

## Steering Committee Meeting

Thursday, November 21, 2013, 6 pm

Visit Mesa, 120 N. Center Street

### Attendance:

Mark Schofield (Chair)

Ronald Barnes

Stephen Sparks

Kay Henry

Terry Benelli

Shannon Acevedo

John Kressaty

Kate Ali'Varius

Michelle Streeter

David Short

Kathy Macdonald (Staff Liaison)

Melissa Randazzo (staff)

### Absent:

Ted Wendell

Elizabeth Danielson (Vice Chair)

Stephen Viramontes

Karen Frias-Long

### Minutes:

- Mark called the meeting to order.
- A motion to approve the minutes from the October 24 meeting was made by John and seconded by David.
- The Committee acknowledged receipt of Task Force meeting minutes for Ideas to Action and Community Outreach.
- There were no items from citizens present.
- Mark said he would like to move forward with low hanging fruit ideas on the iMesa site.
- Shannon shared the outcomes of the Ideas to Action Task Force meeting. There are too many ideas that have no action on them at all. Most are from 2011. Priorities for the next phase were identified as vibrant downtown, livability and sustainable economy. Committee reviewed the matrix developed by the Ideas to Action Committee. Kate reviewed City of Mesa general plan priorities as great neighborhoods, diverse jobs, and quality spaces and cultural resources. The criteria identified to rate ideas was agreed upon as follows: Ideas in the scope of the City purview, does the idea fall within the Steering Committee priority areas and City areas, does the idea represent a potential community project, and number of votes. The Task Force has developed a point system. Kathy suggested that they build in wiggle room. Mark said to keep

the entrepreneur spirit. The Task Force will review ideas at their next meeting and come back to the next Committee Meeting with suggestions to move forward. The next Ideas to Action Task Force Meeting is December 7 at 8 am at Inside the Bungalow.

- Stephen shared the outcomes of the Community Outreach Task Force meeting. They put together a basic presentation to set the context of what iMesa is now and moving forward. Melissa reviewed the presentation with the Committee. Ron asked at what point ideas go to staff. Kathy said that it varies depending on the idea, but mostly after the committee brings ideas to the Council. Discussed connecting to City Council members and inviting them to be advocates and champions of the process. Need to identify projects that are in their district/village. Ask Councilmembers for input on where to do more outreach. Maintain ongoing communication. The Committee members present were assigned to Councilmembers as follows:  
Kavanaugh - Stephen, Shannon  
Finter - Kate  
Glover - David  
Luna - John  
Richins - Terry  
Somers - Michelle, Kay  
Mayor - Mark  
Will start meeting with Councilmembers after the January meeting. Ron suggested that the Committee do a kickoff presentation in February to the Council. The next Community Outreach Task Force Meeting is yet to be scheduled.
- Ron shared the outcomes of the Technology Task Force meeting. Noted three recommendations: First, define what the criteria and expected outcomes are of a system. Want to hear from the committee what the ideal system would be. They will outline a process to put that together. How iMesa relates to the other City systems and come up with what will keep iMesa on the cutting edge. Second, there was some excitement around the idea to make technology one of the projects. How to create a state of the art technology project. Create a team and invite the community to come up with ideas for technology for the future - hackathon. People design a system for iMesa based on the criteria defined - for free. Third, engage the community and engage the corporate world who does this work. The next Technology Task Force meeting is scheduled for December 4 at 3 pm at Mesa City Plaza.
- The Committee decided to only hold Task Force meetings for December. The next steering committee will be January 16 at 6 pm.
- Meeting adjourned.