

Office of Economic Development
Economic Development Advisory Board
MEETING MINUTES

Date: June 8, 2004: 7:01 a.m.

MEMBERS PRESENT

Gary Smith
Debra Duvall
Mike Elliott
Linda Flick
Vern Mathern
Pat Schroeder
Jack Sellers
James Zaharis

EX-OFFICIO

Mayor Keno Hawker (excused)
Mike Hutchinson (excused)

GUESTS

Devon Farmer
Bob McNichols
Judie Scalise
David Woods
Lois Yates

STAFF PRESENT

Betsy Adams
Tammy Albright
Harold Decker
John Gendron
Micah Miranda
Lori Quan
Scot Rigby

MEMBERS ABSENT

Raul Cardenas (excused)
Don Evans (excused)
Mike Garcia

Chair Gary Smith called the June 8, meeting of the Economic Development Advisory Board to order at 7:01 A.M. in the City of Mesa Plaza Building, 20 East Main Street, Room 170.

Chair Smith called for a motion to approve the minutes from the meeting held on May 4, 2004 (with minor corrections).

MOTION: Linda Flick moved that minutes from May 4, 2004 be approved.

SECOND: Vern Mathern.

DECISION: Passed unanimously.

Chair Smith thanked outgoing member Mike Elliott for his contributions to the board and welcomed reappointed and new member Pat Schroeder, Michael Garcia and David Woods respectively.

Chair Smith commented on the process of choosing successors for Chair and Vice-Chair as Chair Smith and Vice-Chair Linda Flick's terms will be over in June 2005.

Chair Smith, with consent of the Board, moved to defer discussion/action of this item until the July 13 meeting.

1. Falcon Field Employment Center Strategy Plan

Presentation – Judie Scalise, ESI Corporation

Chair Smith welcomed and introduced Judie Scalise, Principal of ESI. Ms. Scalise gave a PowerPoint presentation on the Falcon Field Employment Center Strategy Plan findings.

Ms. Scalise explained that the Project goal was to begin laying the groundwork to facilitate the creation of high paying jobs and high quality development within the Falcon Field Employment Center.

Ms. Scalise reviewed the Project's objectives, Falcon Field Employment Center study area, area strengths and weaknesses, target industry analysis (screening methods and results), industry targets, key development opportunities, Airport Land Use Plan – Draft (map), Orchard property potential uses and key use recommendations.

Discussion ensued with the Board's following comments:

- Where does the study go from here?
- EDAB should help push the study forward to City Council for discussion and implementation.
- Recommend the issue of the runway length be addressed in the study.
- Promote education connections within the area and the dedication of an Economic Development staff person to focus exclusively on the Falcon Field employment area. Also, recommend to City Council that the consultant's recommendations begin to be implemented without delay.

- Falcon Field employment area should become a showcase area for the City and that EDAB should encourage the City to focus available resources in showcasing this area.
- Economic Development is understaffed to appropriately handle this area and the City needs to add a staff person dedicated to Falcon Field.
- Recommended that the City review and revise appropriate Falcon Field lease language specially related to Federal Aviation Administration and Arizona Department of Transportation requirements. Master lease needs to become more favorable to investment and development on the airport.
- Suggested that the Study's recommendations be reviewed bi-annually to assess progress on the Study's implementation. Economic development staff or EDAB could provide a letter or meet with council members updating them on progress of the plan's recommendation and strategies.
- Strongly recommend not to allow the Study's findings and recommendations to be pushed aside.

MOTION: Patricia Schroeder moved that EDAB support and accept the proposed Falcon Field Employment Center Strategy Plan and recommendations. It was also moved to recommend that the City Council accept the Plan, its recommendations, and to recognize the urgency to implement the recommendations.

SECOND: Jim Zaharis.

DECISION: Passed unanimously.

A second motion was made.

MOTION: Chair Gary Smith moved that in support of the recommendations to the City Council, work needs to be done on a matrix development team, dedicated staff positions within Economic Development and streamlining development processes.

SECOND: Jim Zaharis

DECISION: Passed unanimously.

NorthMesaFuture.org Survey

Chair Smith referred to a website address for the NorthMesaFuture.org survey. A survey was conducted and sponsored by the Daedalus Real Estate Advisors, LLC and administered by InterEd, Inc. Participation in the survey was solicited primarily through a postcard mailing sent to 10,000 households in North Mesa. The survey results confirmed the need for more retail services in the Mesa Grande and Falcon Field areas. The full results of the survey are reflected on the website. Chair Smith encouraged EDAB to take a look at the results.

2. EDAB Policy Statements

Development Impact Fees

Chair Smith encouraged the members to review the letter drafted to city Council in support of the development fee increases, which includes the rationale of why EDAB supports the increase/adjustments. The Letter was drafted by Gary Smith along with Linda Flick and forwarded to the City Council.

Freeway Landmark Monument Signs

Chair Smith introduced John Gendron, Zoning Administrator/Civil Hearing Officer, City of Mesa.

Mr. John Gendron briefed EDAB on the recently approved Freeway Landmark Signs Guidelines.

Mr. Gendron confirmed that the City Council adopted the Ordinance at its May 17, 2004 meeting. The monument sign process has been a long process, initially starting back in 1990. It was rejected both in 1990 and again in 1998.

The process through which one of the signs is approved is called a Council Use Permit, which is similar to a zoning case. The applicant meets with staff and goes over the Guidelines to make sure that they meet the Guidelines. It then goes to the Planning and Zoning Board for a public hearing and then forwarded to the Design and Review Board to review the aesthetics of the sign, based on the requirements set forth by the City Council policy. The application then proceeds to the City Council

for possible approval. City Council was assured that with the new process, high quality signs would be forthcoming.

Mr. Gendron referred to the policy document provided in the packet. The policy was also adopted on May 17, 2004. Text messages only were approved with no scrolling or animation messages allowed at this time on signs. The Policy means that City Council has the ability to adjust these policies based on individual cases, unlike an Ordinance. Ordinances are much more restrictive. Mr. Gendron stated that no applications have been received as of this date.

3. Valley Metro Light Rail

Survey of Impacted Business Owners

Chair Smith referred to the survey in the packet and updated the members on the current happenings of the City Council regarding the use of ballasted rail tracks versus embedded rails.

Ms. Tammy Albright commented on the design of the survey. She conveyed that survey was designed to assess what help business owners would need during and after construction. Mesa is also in partnership with the Tempe and the Small Business Development Center as part of this process. A collaborative training process will be designed to help businesses. Ms. Albright has been working with the downtown businesses and specific questions were asked to get a feel for what their real needs are going to be.

Ms. Albright also commented that in addition to the written survey questions, businesses were asked for their preference for ballasted or embedded rail. Out of 44 businesses surveyed to date, 35 requested embedded rail versus ballasted. All surveys have not been completed. Upon completion an update will be provided.

MOTION: Vern Mathern moved that EDAB strongly support the embedded light rail design instead of ballasted tracks. EDAB feels that the Light Rail design is vitally tied to the economic development adjacent to the light rail route and that it be congruent with the rest of the Valley's development and be perceived as a transportation amenity.

SECOND: Linda Flick.

DECISION: Passed unanimously.

4. Future Focus

Annual Breakfast – Mesa: Building a Talent-Powered Economy

Chair Smith explained he, Vice Chair Linda Flick and Dick Mulligan have approached Dr. Louis Olivas, of ASU, with a proposal to undertake a study, done by several graduate students, on Building a Talent-Powered Economy. Dr. Louis Olivas has accepted the contract and will be the speaker at the Annual Breakfast.

Chair Smith encouraged EDAB to read the proposal in the packet.

Mr. Jim Zahris also encouraged that a presentation by Mary Jo Waites, formerly of the ASU-Morrison Institute, now at The Center of the Future of Arizona at ASU, be invited to the City of Mesa. Ms. Waites latest presentation is right on point in terms of Building a Talent-Powered Economy. It is very well done and not very long.

5. Staff Reports

Chair Smith encouraged EDAB members to read the information in the packet.

- Development Advisory Forum: May 12, 2004

Vice-Chair Linda Flick was unable to attend.

- GPEC Executive Committee/Board Meetings: May 20, 2004

Chair Smith commented that it was announced that Rick Weddle, CEO of GPEC, was leaving the first of July to take over a new position in North Carolina. In the interim, Vice-President, Paul Ringer will be acting head until a replacement is found possibly sometime by the first of the year.

- Monthly Report: May 2004

Chair Smith encouraged EDAB members to look at the monthly report. Good response and good activity at WGA. Chair Smith commended the staff.

6. Other Business: Public and Board Comments

Chair Smith encouraged EDAB members to review the information provided in the agenda packet, which included:

- Council Study Session – GPEC Contract: June 10, 2004
- Mesa Chamber of Commerce Business Speaks: June 24, 2004
- Financing the Future – City Manager Department: June 28, 2004

Chair Smith announced that Mesa Business Speaks reestablished their meetings and the first one was May 27. Mr. Richard Mulligan was asked to be the first speaker. On June 24, Mr. Paul Ringer, from GPEC, will be the second speaker. Chair Smith encouraged participation.

Ms. Patricia Schroeder commented on the Financing the Future Committee. The committee is meeting June 28, 2004. The committee is learning by presentations and going out into the field to observe other departments and areas to see how it actually works. This will continue into January 2005 and then at that point discussion will begin as to what kind of changes may need to be made or recommended.

Mr. Scot Rigby provided information on a presentation for Financing the Future Committee Meeting representing the City Manager's Office. The meeting has been changed from June 28th to June 23rd.

It was noted that the next EDAB meeting would be held July 13, 2004.

7. Adjournment

There being no further business, Chair Smith adjourned the meeting at 9:04 A.M.

Submitted By:

Richard K. Mulligan, CEcD
Economic Development Director