

# iMesa

imagine, invest, improve

**Steering Committee Meeting**

**Saturday, December 17, 2011**

**Mesa Contemporary Arts**

**1 E. Main Street**

**9 AM**

**Attendance:**

Mark Schofield (chair)

Karen Frias-Long

Kay Henry

David Short

Steve Hale

John Schroeder

John Kressaty

Bill Puffer

Kate Ali'varius

Ted Wendel

Stephen Sparks

Elizabeth Danielson

Chuck Walheim

Mayor Scott Smith

Doug Griffen (facilitator)

Kathy Macdonald (staff)

Natalie Lewis (staff)

**Minutes:**

- Mark Schofield opened the meeting, discussed the purpose of the workshop and introduced Mayor Smith.
- Mayor Smith gave welcome remarks and discussed the vision of the iMesa program.
- Under items for citizens present, Chuck Walheim, gave a brief presentation about signage to promote economic development in Mesa.
- The workshop facilitator, Doug Griffin of Advanced Strategy Lab, was introduced. He then led the group through discussion and review of feedback from residents through the iMesa process. See attached report.
- Mark stated that he would like to do a mini presentation to a small group of citizens before going to the City Council. Elizabeth did not support the idea because the iMesa Steering Committee already serves as the community voice for iMesa. Mark said the group needs to craft their message to Council carefully. Kathy stated that the Mayor is supportive and will continue to support this initiative both on the Council level and in the community. The committee as a whole decided not to move forward with the presentation to residents before the Council presentation.
- Bill Puffer wanted to see specific ideas come forward to Council. Natalie and Kathy explained the next steps in the process with the Council including a status update in January followed by specific idea recommendations in February.
- Meeting adjourned