

COUNCIL MINUTES

June 13, 1997

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 June 13, 1997 at 7:30 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
Dan Brewer
Dennis Compton
Harold Decker
Mike Hutchinson
Lars Jarvie
Barbara Jones
Harry Kent
Greg Marek
Frank Mizner
Ruth Anne Norris
Ellen Pence
Bryan Raines
Denise Samuel
Dave Spaur
Lois Underdah
Ron Von Burg

STAFF PRESENT (CONT.)

Debbie Yukolis
Mindy White
Christine Zielonka

OTHERS PRESENT

Carolyn Baecker
Bill Brando
Tom Flaaen
Joe Guinn
Chris Moeser
David Molina
John Morehouse
Dan Nowicki
Lori Osiecki
Jerry Petrie
Art Thomason
Tom Verploegen
Others

1. Review Megacorp's proposed 1997-98 economic development strategic plan.

Community Development Manager Wayne Balmer introduced Economic Development Director Dave Spaur, Economic Development Assistant Debbie Yukolis, and Caroline Baecker, Chairman of the Economic Development Advisory Board (EDAB). Mr. Balmer reported that the EDAB and staff have formulated an action plan for FY1997-98 within the context of a five-year economic development strategic plan. Mr. Balmer referred to a new brochure prepared by MegaCorp which provides a community profile for Mesa.

Mr. Spaur introduced Economic Development Specialist Harold Decker and expressed appreciation to Mr. Decker and Ms. Yukolis for their assistance with the brochure. Mr. Spaur thanked the EDAB and staff for their efforts in preparing the new economic development strategic plan for the City, which includes a clearly defined vision, mission, and

values statement. Mr. Spaur provided an overview of the plan, noting strategic objectives, actions, and expected results/measures of success. Mr. Spaur indicated that the plan focuses on four major areas: a) business expansion and retention program services, b) business attraction of domestic and international companies, c) a communication and promotion program, and d) strategic partnerships. Mr. Spaur identified strategic planning models and resources utilized in developing the plan. Mr. Spaur spoke concerning an upcoming breakfast meeting of EDAB on June 26, 1997, to be followed by a tour of various sites throughout the City.

Discussion ensued pertaining to objectives, measures of success, potential drawbacks, and coordination of efforts with agencies such as the Greater Phoenix Economic Council (GPEC). Mr. Spaur responded to questions from Councilmember Stapley pertaining to strategic actions contained in the plan.

Council commended EDAB and staff for development of the five-year strategy and encouraged each in their endeavors.

Mr. Spaur noted challenges presented within the plan. Mr. Spaur thanked his employees for their assistance.

Mr. Balmer invited Council to forward additional comments or suggestions.

2. Review proposed changes to the historic preservation ordinance.

Mr. Balmer provided background information pertaining to the City's existing historic preservation ordinance. Mr. Balmer outlined revisions to the ordinance proposed by staff in an effort to streamline the implementation process and clarify the applicability of the measure to the entire City and not just the downtown area. Mr. Balmer indicated that the modifications have been reviewed by the Planning and Zoning Board and the Downtown Development Committee (DDC) and recommended for approval.

Mr. Balmer introduced Redevelopment Director Greg Marek and Lori Osiecki, member of the Historic Preservation Subcommittee.

Mr. Marek outlined the proposed changes to the historic preservation ordinance, including the following policy issues: a) designate the Historic Preservation Subcommittee as a standalone committee, b) eliminate duplication process (nomination and then establishment), c) require minimum property owner approval equivalent to 50 percent + 1 rather than 75 percent and add the provision that the signatures must also represent 50 percent of the property area to be included in the district/landmark, d) if the Subcommittee is designated as a stand-alone committee, include a provision to review projects within Town Center through the DDC and those outside Town Center through the Planning and Zoning Board prior to Council consideration, e) clarify demolition provisions, and f) increase the number of Committeemembers from five to seven.

Council and staff spoke concerning the number of requests for historic preservation and the anticipated frequency of Committee meetings.

Council indicated support for the proposed revisions and expressed appreciation to the individuals involved in the development of the modified ordinance.

Mr. Balmer advised that staff anticipates scheduling the ordinance for introduction at the June 23, 1997 Regular Council Meeting, to be followed by adoption in July.

3. Hear and discuss a report and draft resolution on Serious Area State Implementation Plan (SIP) measures for carbon monoxide and PM-10.

Environmental Coordinator Christine Zielonka advised that the Maricopa County area was downgraded in 1996 to serious nonattainment status for both carbon monoxide and particulate matter (PM-10). Ms. Zielonka reported that as a result of the reclassification, the State must submit new State Implementation Plans (SIPS) with measures designed to achieve attainment with specified health standards. Ms. Zielonka stated that a draft resolution has been prepared containing City measures to help reduce carbon monoxide and PM-10. Ms. Zielonka indicated that the measures are part of a comprehensive list developed through the Maricopa Association of Governments (MAG) air quality planning process. Ms. Zielonka reviewed time frames for submission of the SIPS.

Council spoke concerning the importance of air quality measures. Council thanked Ms. Zielonka for her work and indicated support for the proposed measures.

4. Discuss the downtown parking program.

Mr. Balmer said that in response to a request from Council, staff has prepared a summary of the City's downtown parking program.

Mr. Marek presented historical information pertaining to the downtown parking program. Mr. Marek noted questions/issues raised recently by the Downtown Network and various businesses and property owners, along with the responses prepared by staff. Mr. Marek spoke regarding parking rates, enforcement, and restrictions. Mr. Marek provided a breakdown of the number of existing parking spaces (garages and surface lots) and revenues/expenses associated with each. Mr. Marek advised that the parking program currently has an overall operating deficit of more than \$340,000 per year.

Mr. Marek related the results of a survey of Valley cities regarding downtown parking. Mr. Marek commented that the survey indicates that the cities do not typically provide free parking to employees within the downtown core but said that free parking is available along peripheral areas within a two- to three-block distance.

Mr. Marek stated that staff does not recommend changes to the downtown parking program at this time.

Mayor Brown requested information pertaining to the parking program revenues/expenses exclusive of the parking garages and costs incurred to provide parking to City employees and Councilmembers.

Councilmember Pomeroy requested a map illustrating locations where free off-street parking is available. Councilmember Pomeroy suggested that consideration be given to free parking along Pepper Street between Center and Robson.

Mayor Brown thanked staff for the presentation.

5. Hear a request from Cox Communications concerning changes to the public access channel.

Assistant City Manager Mike Hutchinson reported that Cox Communications has proposed amendments to the current cable license relative to the public access channel. Mr. Hutchinson advised that an ordinance incorporating the changes can be prepared by the City Attorney should Council wish to proceed with the request.

Mr. Hutchinson introduced Tom Flaaen, Government Affairs Specialist, Cox Communications.

Mr. Flaaen and Council spoke concerning the surcharge assessed in Tempe that is utilized to bury cable lines, a proposed second government access channel for use by the City (potentially secured access for Public Safety), interest by Mesa Public Schools (MPS) in an additional channel, and the proposed elimination of a public access channel and replacement with a community programming channel over which Cox Communications would have editorial control.

In response to a question from Councilmember Kavanaugh, City Attorney Neal Beets outlined provisions/time frames for modifications to the cable license agreement.

Additional discussion ensued pertaining to marketplace competition, requirements to provide public access and concerns relative to what may be perceived by the public as an attempt to restrict such access, and the production by Cox Communications of locals sports programming.

City Manager Charles Luster suggested that staff be directed to further review the matter and develop recommendations for Council consideration.

Mayor Brown thanked Mr. Flaaen for the information and requested staff's evaluation of the proposal.

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

a. Board of Adjustment meeting held June 3, 1997.

b. Design Review Board meeting held June 4, 1997.

It was moved by Councilmember Stapley, seconded by Councilmember Giles, to acknowledge the receipt of minutes of the meetings of the Board of Adjustment and Design Review Board.

Carried unanimously.

7. Consider appointments to boards and committees.

a. Planning & Zoning Board.

David Molina - reappointment
Joe Farnsworth - transfer from Board of Adjustment

Councilmember Giles suggested that the nominations be considered separately.

It was moved by Councilmember Giles, seconded by Councilmember Stapley, that the appointment of Joe Farnsworth be confirmed.

Councilmember Payne commented that members of Council have expressed concern relative to campaign contributions accepted by Mr. Molina but commented that three current Councilmembers have accepted significant contributions from the Farnsworth family/associates. Councilmember Payne spoke regarding the perception conveyed in appointing Mr. Farnsworth to the Planning and Zoning Board, given the fact that he is the son of a prominent developer.

Upon tabulation of votes, it showed:

AYES - Brown-Giles-Kavanaugh-Pomeroy-Stapley
NAYS - Gilbert-Payne

Mayor Brown declared the motion carried by majority vote.

(The Council offered no additional motions regarding this matter.)

8. Hear retorts on meetings and/or conferences attended.

There were no reports at this time on meetings and/or conferences attended.

9. Scheduling of meetings and general information.

Mr. Luster advised that the meeting schedule is as follows:

Friday, June 20, 1997, 7:30 a.m. - Study Session

Monday, June 23, 1997, 5:45 p.m. - Regular Council Meeting

Thursday, July 10, 1997, 4 p.m. - Policy Session (rescheduled from July 3, 1997)

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

There were no prescheduled public opinion appearances.

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

There were no items from citizens present.

12. Adjournment.

Without objection, the Study Session adjourned at 8:38 a.m.

Carried unanimously

WAYNE BROWN, MAYOR

ATTEST:

BARBARA JONES, CITY CLERK

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 13th day of June 1997. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 7th day of July 1997

BARBARA JONES, CITY CLERK