

COUNCIL MINUTES

August 28, 2000

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 August 28, 2000 at 4:00 p.m.

COUNCIL PRESENT

Mayor Keno Hawker
Jim Davidson
Bill Jaffa
Dennis Kavanaugh
Claudia Walters
Mike Whalen

COUNCIL ABSENT

Pat Pomeroy

OFFICERS PRESENT

Mike Hutchinson
Neal Beets
Barbara Jones

Mayor Hawker excused Councilmember Pomeroy from the meeting.

1. Review items on the agenda for the August 28, 2000 Regular Council Meeting.

All the items on the agenda were reviewed among Council and staff with no formal action taken. There was discussion among the members of the Council relative to various agenda items.

2. Hear and consider a request concerning City financial participation in a proposed fund-raising campaign to purchase permanent sculptures/statues.

Mayor Hawker stated that this agenda item will be continued to a future Study Session.

3. Hear a presentation and consider adopting the updated Public Art Master Plan.

Arts & Cultural Director Gerry Gerber and Public Art Coordinator Kate O'Mara addressed the Council relative to this agenda item.

Ms. O'Mara informed the Council that staff is seeking approval of the proposed 2000-01 Public Art Master Plan update and noted that four art projects have been completed to date, including Mesa Historical Sites photographs by Tarah Rider Berry which are located on the 8th floor of the City Plaza Building and three artist designed bus shelters, installed along Main Street (Main and Hobson; Main and Macdonald, and Main and Longmore by artist team Weber/Bruce).

Ms. O'Mara also outlined eight public art projects that are currently in progress, including:

- * Artist on the Design Team for the Mesa Arts and Entertainment Center.

- * Three incorporated works projects underway at the Mesa Arts and Entertainment Center.
- * Artist on the Design Team for the Downtown Pedestrian Pathway Project.
- * Sculpture commissioned for the Mesa Southwest Museum.
- * Public art project being commissioned for the Mesa Indoor Aquatics Center.
- * Special project commissioned for the "Simply Citrus" Festival, 2000.

Ms. O'Mara informed the Council that responses from the various community groups indicate that they view public art as an important and exciting part of the community, which reflects Mesa's heritage. Ms. O'Mara stated that the Council has been provided copies of a proposed updated Public Art Master Plan for their review and consideration and added that the Museum and Cultural Advisory Board unanimously recommended approval of the plan at their May 24, 2000 meeting.

Councilmember Kavanaugh commended staff and the members of the citizen boards who are involved in the public art program and stated the opinion that the completed projects testify to the diversity of art. Councilmember Kavanaugh added that the City of Mesa is making a positive evolution and stressed the importance of incorporating public art throughout the City.

It was moved by Councilmember Kavanaugh, seconded by Councilmember Jaffa, that the proposed updated Public Art Master Plan be approved.

Vice Mayor Davidson stated that he appreciates the efforts of staff, voluntary board members and particularly Councilmember Kavanaugh for his leadership in ensuring that a line item for public art funding is included in the budget. Vice Mayor Davidson added that he believes that the next step should be taken in the public arts area and recommended that an ordinance be adopted in the future to replace the current resolution (Resolution No. 7037), which allocates 1% for the arts to be ingrained in all capital improvement projects to ensure that as projects are built, they will include an element of public art. Vice Mayor Davidson added that this will shift the cost from a line item in the budget to the people who are building the construction and urged the future change from a resolution to an ordinance for this important issue.

Planning Director Frank Mizner indicated his intention to meet with Ms. O'Mara in an effort to explore the feasibility of pursuing Vice Mayor Davidson's recommendation.

Councilmember Jaffa concurred with Councilmember Kavanaugh's remarks and said that a large number of talented and creative students and residents reside in Mesa and encouraged staff to include the works of this facet of the community in the public art program.

Mayor Hawker declared the motion carried unanimously by those present.

4. Discuss and consider recommendations concerning proceeding with retention of consulting services to advise the City on naming rights issues and opportunities for the Mesa Arts and Entertainment Center and the Mesa Indoor Aquatics Center.

Parks and Recreation Director Joe Holmwood and Arts and Cultural Director Gerry Gerber addressed the Council relative to this agenda item.

Mr. Holmwood informed the Council that an opportunity exists for the City of Mesa to explore naming rights and sponsorship/donation issues for both the Mesa Indoor Aquatic Center and the

Mesa Arts and Entertainment Center. Mr. Holmwood noted that over the last several years, there has been a significant increase in these types of activities and said that staff is seeking Council direction and authorization to proceed with hiring a consultant to evaluate naming rights and naming recognition opportunities, gifting levels and categories and related fund raising concepts for public facilities.

Ms. Gerber stressed the importance of such action said that staff's goal is to provide naming recognition that is significant enough to generate approximately \$2.7 million additional capital that is needed for the Mesa Arts and Entertainment Center to complete the 200-seat Playhouse Theater and 100-seat Studio Theatre. Ms. Gerber added that without the additional funding, the theaters would remain shelled only and would not be available for use until completed. Ms. Gerber informed the Council that these types of activities typically occur across the nation and said that the purpose is to assist communities in completing projects such as these. Ms. Gerber noted that components within the projects that would be available for naming have been identified and emphasized that it is crucial to engage the services of a professional at this time.

Councilmember Kavanaugh commented on the fact that similar discussions occurred in 1996 regarding HoHoKam Stadium and said that his vote was the sole vote against naming rights at that time. Councilmember Kavanaugh added that interest among major companies and corporations to purchase the name rights for the stadium was non-existent. Councilmember Kavanaugh added that since that time it has become clear that more and more institutions have followed up on the approach of corporate naming rights for facilities. Councilmember Kavanaugh expressed the opinion that a comprehensive policy regarding this issue should be developed and spoke in support of exploring this area by utilizing the services of a professional consultant, as recommended by staff.

In response to a question from Vice Mayor Davidson, Ms. Gerber stated that for the arts center, the consultant will assist staff in determining in their marketing efforts the value of each of the components that staff would like to use as incentives to generate funding.

Discussion ensued relative to the fact that sufficient time exists in which to adequately explore the feasibility of proceeding with these issues, the fact that the aquatics facility may be able to obtain national sponsorships, staff's intention to immediately proceed with the issuance of an RFP if their request is approved by the Council, the fact that the final contract will be reviewed and approved by the Council, future 501C3 components, and the fact that even children would be provided an opportunity to donate to the facilities.

Councilmembers Walters and Whalen spoke in support of staff's recommendations.

In response to a question from Mayor Hawker relative to anticipated costs, Ms. Gerber advised that she has identified up to \$30,000 in the budget for this purpose and said that the figure is an estimate.

City Manager Mike Hutchinson advised that following the RFP process, the proposed contract will be presented to the Council for their review and approval and said that the anticipated amount of the contract will be in the \$20,000 to \$30,000 range.

Mayor Hawker said that he will support the proposal at this time and added that he has some reservations regarding naming rights, particularly for public assets, but stated that the possibility of obtaining a significant amount of revenue as a result of this process should be explored.

Mayor Hawker stated that it is the unanimous consensus of the Council present that staff be directed to proceed with this matter as recommended.

It was moved by Councilmember Walters, seconded by Councilmember Jaffa, that the recommendations of staff be approved.

Mayor Hawker declared the motion carried unanimously by those present.

5. Appointments to boards and committees.

Mayor Hawker recommended the following appointments to Boards and Committees:

JOINT MASTER PLANNING COMMITTEE

Walt McIver to replace Len Locke

DeWayne Pinkstaff to replace Jack Sellers

Bill Puffer – New appointment to the Committee

In response to a question from Councilmember Whalen, Mayor Hawker stated that it is his recommendation that appointments to the Joint Master Planning Committee be filled by the Co-Chairmen of that Committee, Pat Gilbert and John Giles.

City Attorney Neal Beets advised that the City Charter requires that the appointments be made by the Mayor with the concurrence of the Council.

Mayor Hawker announced that Councilmembers may forward their suggestions for appointments to him and he will discuss the candidates with both Committee Chairmen.

Councilmember Jaffa expressed concern relative to the fact that as far as he can determine, the composition of the Committee does not include a citizen from the Williams Gateway Airport area or that District.

Mayor Hawker reiterated that Councilmembers may forward recommended names for appointment to the Committee to him along with a biography and he will review the names and provide recommendations relative to their appointment. Mayor Hawker clarified that in selecting the members of the Committee his goal was to appoint qualified, quality people and said that he did not consider districts or any other type of component breakdowns when considering the makeup of the committee. Mayor Hawker said that he would be willing to look at that aspect of the appointments but stated the opinion that it will not be possible to attain equal representation. Mayor Hawker requested that staff research this matter by zip code and report their findings to the Council.

Vice Mayor Davidson commented that a member of the Williams Gateway Airport Noise Compatibility Study Group may be an appropriate choice for the Committee.

It was moved by Councilmember Kavanaugh, seconded by Vice Mayor Davidson, that the Council concur with the Mayor's recommendations and the appointments be confirmed.

Upon tabulation of votes, it showed:

AYES - Hawker-Davidson-Kavanaugh-Walters-Whalen
NAYS - Jaffa
ABSENT - Pomeroy

Mayor Hawker declared the motion carried by majority vote of those present.

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

- a. Design Review Board meeting held August 2.
- b. Downtown Development Committee meeting held July 20.
- c. General Development Committee meetings held July 6 and 25.
- d. Housing and Human Services Advisory Board meeting held July 18.
- e. Judicial Advisory Board meetings held August 9 and August 10.

It was moved by Vice Mayor Davidson, seconded by Councilmember Kavanaugh, that receipt of the above-listed minutes be acknowledged.

Mayor Hawker declared the motion carried unanimously by those present.

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

Councilmember Whalen discussed a recent trip he took with Transportation Director Ron Krosting and Transit Administrator Jim Wright to Portland and San Jose to check out light rail systems. Councilmember Whalen said that the trip was organized by the RPTA and hosted by Peggy Rubach and was extremely beneficial in the networking area. Councilmember Whalen informed the Council that a public outreach reception is scheduled for Wednesday evening, August 30th, at 6:30 p.m. in the lobby of the Mesa City Plaza Building to obtain public input regarding light rail systems.

Mayor Hawker thanked Councilmember Whalen for the update and encouraged the public to attend and provide input.

Councilmember Kavanaugh discussed his attendance at the Arizona Aerospace Airshow in England, organized by the Arizona Department of Commerce, and said that Williams Gateway Airport has participated in this event and a number of other trade shows for many years. Councilmember Kavanaugh stated that the show was organized to provide Arizona communities and companies an opportunity to explain what we do, recruit business and promote local industry.

Councilmember Kavanaugh also discussed his attendance at the National Alliance for Historic Preservation in Pittsburgh, and said that a number of citizen board members were also in attendance. Councilmember Kavanaugh said that the over-riding focus of the conference was what to do with the housing stock built after World War II that is becoming eligible in the very near future for historic preservation status. Councilmember Kavanaugh stated that a number of important changes in Federal legislation are occurring at the present time to increase the availability of funds for communities and homeowners to reinvest in their communities and added that with the significant amount of World War II housing stock in the Valley, this issue will be in the forefront in the future.

8. Scheduling of meetings and general information.

City Manager Mike Hutchinson stated that the meeting schedule is as follows:

Wednesday, August 30, 2000, 7:30 a.m. - Study Session

Thursday, August 31, 2000, 7:30 a.m. - Study Session

Thursday, August 31, 2000, Executive Session following Study Session

Friday, September 1, 2000, 8:00 a.m. to 11:30 a.m. - Briefing at new Utility Building

Thursday, September 7, 2000, 7:30 a.m. - Study Session

Thursday, September 7, 2000 - Briefing at EVIT following Study Session

Monday, September 11, 2000, 5:45 p.m. - Regular Council Meeting

Thursday, September 14, 2000 - Study Session

Thursday, September 21, 2000 – Retreat

9. Prescheduled public opinion appearances.

Mayor Hawker stated that there were no prescheduled public opinion appearances.

10. Adjournment.

Without objection, the Study Session adjourned at 5:41 p.m.

KENO HAWKER, 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 the 28th day of August, 2000. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this ____ day of _____ 2000

BARBARA JONES, CITY CLERK