

# COUNCIL MINUTES

February 21, 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 February 21, 1997, at 7:30 a.m.

## COUNCIL PRESENT

Mayor Wayne Brown  
Pat Gilbert  
John Giles  
Dennis Kavanaugh  
Wayne Pomeroy  
Jim Stapley

## COUNCIL ABSENT

Joan Payne

## STAFF PRESENT

C.K. Luster  
Wayne Balmer  
Neal Beets  
Linda Crocker  
Mike Hutchinson  
Barbara Jones  
Sharon Joyce  
Harry Kent  
Ron Krosting  
Jeff Martin  
Ruth Ann Norris  
John Oliver  
Ellen Pence  
Bryan Raines  
Tom Remes  
Becky Richardson  
Denise Samuel  
David Spaur  
Lois Underdah  
Mindy White  
Others

## OTHERS PRESENT

Carolyn Baecker  
Terry Bourland  
Dan Dever  
Steve Jimenez  
Chris Moeser  
Ioanna Morfessis  
Kevin Nelson  
Don Smith  
Lela Steffey  
Others

(Councilmember Payne was absent from the meeting and the Council tour of the Red Mountain Freeway alignment. Councilmember Kavanaugh joined the meeting at 7:35 a.m.)

## 1. Hear a presentation from representatives of the Greater Phoenix Economic Council.

Carolyn Baecker, Chairman of the Economic Development Advisory Board for the City of Mesa and the City's Greater Phoenix Economic Council (GPEC) co-representative expressed appreciation to the Council for the opportunity to provide a brief update on the status and future goals of GPEC. Ms. Baecker emphasized the importance of GPEC's operations for the

Discussion ensued relative to the development of the GPEC organization, the fact that GPEC has greatly improved national Chief Executive Officers' (CEOs') perceptions of the Phoenix area and is recognized world-wide for their professionalism and success, the highlights of a recent trip to New York City and Mayor Brown's participation in meetings with prospective business relocators, and the importance of regional cooperative efforts in order to accomplish goals.

Ioanna Morfessis, President and Chief Executive Officer of GPEC, narrated a brief slide presentation and noted that GPEC's four major goals include: 1) improving cities' business images; 2) improving cities' economic bases; 3) building a strong business climate; and 4) assisting Phoenix in developing into a competitive region both nationally and world wide.

Discussion ensued relative to GPEC's impact on employment, the fact that GPEC is currently pursuing 188 active business prospects, marketing goals, corporations targeted by GPEC, advertising, and interactive multi-media presentations, an upcoming executive sales trip to Washington, D.C., community round table discussions, Internet usage, the fact that GPEC will be hosting a CEO conference for over 200 major corporation executives, sales activities and GPEC's commitment to provide high quality services.

Mayor Brown discussed his recent trip to New York with MEGACORP Economic Development Director David Spaur and noted that major corporations are familiar with GPEC and respond to their professionalism. Mayor Brown spoke in support of continuing to work with GPEC and stressed the importance of strengthening regional cooperative efforts to accomplish long-term economic development goals for the City of Mesa.

In response to a question from Councilmember Kavanaugh, Ms. Morfessis noted that specific feedback from prospective businesses indicate that factors such as minimal incentives for businesses and a lack of adequate space are negatively impacting the City of Mesa's economic development goals.

Vice Mayor Gilbert stressed the importance of defining areas of improvement and presenting specific data to the Council. Ms. Morfessis indicated that a substantial amount of information is available and indicated her intention to present added statistics to Vice Mayor Gilbert.

Mayor Brown suggested that an additional meeting be scheduled with GPEC, MEGACORP and the Council to review specific information relative to GPEC's operations, future goals and input solicited from businesses relative to the City of Mesa. Mayor Brown expressed appreciation to Ms. Morfessis and Ms. Baecker for their attendance and input at the meeting.

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

Mayor Brown discussed his attendance at a V.I.P. Reception at Hohokam Stadium and expressed appreciation to staff for their efforts at the ballpark.

Councilmember Giles noted that he and his family and Councilmember Kavanaugh attended an exhibit entitled "Earthquest" at the Mesa Southwest Museum and complimented staff on the excellent presentation.

3. Scheduling of meets and general information.

City Manager Charles Luster advised that the meeting schedule is as follows:

Tuesday, February 25, 1997, 7:00 p.m. - Transportation Committee Meeting

Friday, February 28, 1997, 7:00 a.m. - Utility Committee Meeting

Friday, February 28, 1997 - Study Session, immediately following the Utility Committee Meeting

4. Prescheduled public opinion appearances. (Maximum of three speakers for five minutes per speaker).

Mayor Brown advised that there were no prescheduled public opinion appearances.

5. Items from citizens present. (Maximum of three speakers for five minutes per speaker).

Mayor Brown advised that there were no items from citizens present.

6. Tour the Red Mountain Freeway alignment.

Entranco Engineering Representatives Kevin Nelson and Don Smith and Arizona Department of Transportation representatives Steve Jimenez, and Terry Bourland provided the Council with a brief update on the status of the Red Mountain Freeway alignment. Mr. Nelson discussed the fact that several cultural resource sites have been identified in the Lehi area and added that this occurrence has resulted in a delay. Mr. Nelson also advised that State law stipulates that park property cannot be utilized for the freeway unless specific criteria is met. Mr. Nelson noted that plans to utilize the site of the Red Mountain District Park for the freeway have been placed on hold pending research to determine the feasibility of locating the freeway alignment east of the Red Mountain District Park. Mr. Nelson informed the Council that the process will be delayed approximately two months while the above listed issues are addressed.

Mr. Smith commented on the historic sites that have been identified in the Lehi area and reported that the original list of 14 possible historically significant properties has been narrowed down to 3 or 4. Mr. Smith commented that since the properties are protected under Section 4F of the Transportation Act, ADOT is required to initiate minor adjustments to the freeway alignment in order to circumvent the properties.

Mr. Nelson stated that the Council will be kept updated on this issue.

7. Adjournment.

At 8:37 a.m. the Council departed on a tour of the Red Mountain Freeway alignment and the meeting adjourned without objection at the end of that tour.

Carried unanimously.

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WAYNE BROWN, MAYOR

ATTEST:

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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 21st day of February, 1997. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 6th day of March 1997

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BARBARA JONES, CITY CLERK