

Office of Economic Development
Economic Development Advisory Board
MEETING MINUTES

Date: December 9, 2003 Time: 7:03 a.m.

MEMBERS PRESENT

Gary Smith
Raul Cardenas
Debra Duvall
Mike Elliott
Don Evans
Mike Garcia
Vern Mathern
Pat Schroeder
Jack Sellers
Jim Zaharis

EX-OFFICIO

Mayor Keno Hawker (excused)
Mike Hutchinson

GUESTS

Roc Arnett
Teresa Brice-Heames
Bob McNichols
Paul Ringer
Lois Yates

STAFF PRESENT

Betsy Adams
Tammy Albright
Wayne Balmer
Sue Cason
Harold Decker
Micah Miranda
Richard Mulligan
Lori Quan
Tom Reyes

MEMBERS ABSENT

Linda Flick (excused)

Chair Gary Smith called the December 9, 2003 meeting of the Economic Development Advisory Board to order at 7:03 A.M. in the Office of Economic Development Conference Room at 20 East Main Street, Suite 200.

Chair Smith called for a motion to approve the minutes from the meeting held on October 7, 2003.

MOTION: Don Evans moved that minutes from October 7, 2003 be approved.

SECOND: Debra Duvall.

DECISION: Passed unanimously.

1. Fall '03 Recap

Chair Smith led a discussion in which EDAB members reviewed public policy recommendations and community events held in Fall '03 related to economic development. These included public policy recommendations outlined in letters to Council and meeting minutes on a variety of issues, as well as participation in the GPEC Leadership Retreat, Valley Partnership "Reality Check" Forum, GPEC Annual Dinner, East Valley Partnership Forum, Annual Breakfast, and Governor's Celebration of Innovation.

Feedback received from EDAB members covered a variety of topics:

- Roc Arnett was complimented on the East Valley Partnership Economic Forum held on November 13
- Acknowledged growing synergies between the Mesa Chamber of Commerce and Mesa's Office of Economic Development
- Compliments were made about execution of the Annual Breakfast, positive tone of the presentations, although concerns were made that presentations made by the panelists were not up to previous year's expectations
- Concerns were expressed about proposed retail development associated with The Riverview @ Dobson (these concerns were also reinforced by Teresa Brice-Heames)
- EDAB should be involved with issues that influence the City's vision, involve "signature" development parcels, and have a significant impact on the community
- EDAB's role as an advisory board may need further definition, particularly in terms of how public policy recommendations are made and forwarded for consideration by the Mesa City Council
- Falcon Field employment center should be addressed as a key development area
- Ballot measures proposed for the March 9 Primary Election should be discussed by EDAB
- Concerns were raised about Mayor Hawker's comments at the Annual Breakfast that the City's redevelopment efforts will end upon completion of the proposed Aquatic Center – redevelopment really never ends
- In response to comments made by Bob McNichols, Economic Development Committee Chair, Mesa Chamber of Commerce, expressed interest in revisiting the topic of economic development incentives
- A joint meeting between the Mesa City Council and EDAB should be scheduled in January, 2004

EDAB members were also provided with an Economic Development Advisory Board Satisfaction Survey to provide additional feedback on the effectiveness of EDAB in its advisory role to the Mesa City Council during Calendar Year 2003; the effectiveness of Mesa's Office of Economic Development in administering an effective economic development program as outlined in the FY 2003-04 Action Plan and Budget Summary (copies were provided in the agenda packet); and effectiveness of EDAB's operations during Calendar Year 2003. Responses are due back by Friday, December 19. Results will be made available at the EDAB meeting scheduled for January 6.

2. EDAB Organizational Issues

EDAB members were asked to execute copies of a State Loyalty Oath, which is a standing requirement for local elected officials, City employees and advisory board members, per state statutes.

EDAB members were informed that efforts were being made to clarify language in the City Code concerning Economic Development Advisory Board membership requirements and responsibilities.

EDAB members were also asked for feedback on how best to display personal contact information on the City's web site. The consensus was to list business phone numbers and e-mail addresses, unless otherwise specified by individual members.

3. Future Focus

Last September, the City of Mesa's Diversity Office and Human Relations Advisory Board hosted a conference in honor of National League of Cities Race Equality Week. The conference, "*Many Paths, One Destination: Best Practices in Building Community*", focused on sharing best practices in creating inclusive communities. Dr. Louis Olivas, Arizona State University, presented a keynote address entitled "The Emerging Minorities in a New America: A Focus on Hispanics".

Given Dr. Olivas' soaring view of the important and dramatic demographic changes underway in our country, and what it means for our daily lives, a videotape of Dr. Olivas' presentation was shown to EDAB members. It included many important datapoints for their consideration, such as:

- Since 1990, minorities have accounted for almost 80% of the population increase in the U.S.
- Census 2000 estimates that 51% of U.S. residents born in other countries originated from Mexico, the Caribbean, Latin and South America; 25.5 % came from Asia.
- Hispanics will make up 25% of the U.S. K-12 student population by 2025 (even higher in Arizona).
- By 2050, the U.S. Hispanic population will grow to 143 million, representing about one-quarter of the nation's population.

In Arizona, these demographic trends are even more pronounced. Hispanic population growth far outpaces White, Non-Hispanic residents, reaching the point where Arizona's minority population will become the majority population by 2023. Maricopa County demographics are anticipated to shift even faster. Dr. Olivas estimates that Hispanics will make up the majority of County residents by 2016.

What does this mean for economic development in Mesa? According to Dr. Olivas, it means that Mesa will soon become a city with a minority population. It means that Hispanics are rapidly becoming the largest group among new entrepreneurs and small business owners. It means immigration patterns will continue, creating new business and market paradigms (food, art, clothing, music, leisure, etc.). It means relatively youthful Hispanics will become the majority of our labor force that will be asked to support a much older, predominantly non-minority retirement group (i.e. social security, unemployment taxes). And it means that minorities, led by Hispanics, will gain in economic and political clout.

Following the videotape presentation, staff referenced a Latino Town Hall Memorandum inviting Mesa's Office of Economic Development to appoint a liaison to work with the 2004 Latino Town Hall Steering Committee, expanding our role in assisting with the economic development track from the previous year. Richard Mulligan has accepted this invitation and will draw upon assistance provided by Senior Economic Development Specialists Tom Reyes and Tammy Albright.

Lastly, the relationship between our rapidly expanding Hispanic/Latino population and educational attainment levels were emphasized, as outlined in a chart comparing Mesa's percentage of those with a Bachelor's Degree (21.6%) with Chandler (32.5%), Gilbert (36.1%), Tempe (39.6%), Scottsdale (44.1%) and other communities in the region.

4. Staff Reports

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

- Development Advisory Forum/Public Advisory Workshop (Agenda/Minutes – November 12, 2003)
- GPEC Executive Committee/Board of Directors Meeting (Agenda Materials - November 13, 2003)
- GPEC Ambassador Team – Inaugural Event: December 4, 2003
- Mesa Chamber of Commerce – Board Planning Session Summary
- Monthly Report – October 2003
- Media Update (articles compiled from November 1 – November 30)

Richard Mulligan expressed a desire to provide additional information about the Mesa's Office of Economic Development business development activities at future EDAB meetings.

5. Other Business: Public and Board Comments

Chair Smith encouraged EDAB members to attend as many community events as possible listed on the 60-Day Calendar.

It was noted that the next EDAB meeting will be held on January 6, 2004.

6. Adjournment

There being no further business, Chair Smith adjourned the meeting at 9:00 A.M.

Submitted By:

Richard K. Mulligan, CEcD
Economic Development Director