

# COUNCIL MINUTES

April 5, 2001

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 April 5, 2001 at 7:30 a.m.

## COUNCIL PRESENT

Mayor Keno Hawker  
Jim Davidson  
Bill Jaffa  
Pat Pomeroy  
Claudia Walters  
Mike Whalen

## COUNCIL ABSENT

Dennis Kavanaugh

## OFFICERS PRESENT

Mike Hutchinson  
Barbara Jones

(Mayor Hawker excused Councilmember Kavanaugh from the meeting.)

1. Hear a presentation and consider recommendations from the Mesa Community Marketing Task Force.

Marketing and Communications Director Jamie Brennan introduced members of the Mesa Community Marketing Task Force and provided a brief overview of this agenda item. Ms. Brennan explained that per the direction of City Manager Mike Hutchinson, the Task Force, which is comprised of marketing professionals from throughout the City, was formed in June of 2000 and charged with the primary goal of enhancing Mesa's image through a realistic, unified and multi-faceted marketing campaign. Ms. Brennan emphasized that in an effort to validate the conclusions of the Task Force, the Mesa Convention and Visitors Bureau commissioned a "Mesa Attitude Survey" which was conducted by the Behavior Research Center. Ms. Brennan added that a poll of 422 Maricopa County residents was conducted to measure Mesa's image among Valley residents. (See Attachment)

Discussion ensued relative to a variety of Mesa's attributes such as lifestyle, entertainment and cultural attractions, annual community events, sports and recreational activities, cultural diversity programs, retail venues, healthcare facilities and a variety of neighborhoods; educational opportunities ranging from preschool to postgraduate levels; business and commerce opportunities, and in-progress projects such as the Mesa Arts Center, the Mesa Indoor Aquatic Center, Arizona Museum for Youth and Williams Gateway Airport Regional Economic Activity area.

Ms. Brennan informed the Council that it is the goal of the Task Force to reinforce positive impressions and to change neutral or negative impressions, and added that the marketing strategies include educating Mesa's residents on the City's assets and promoting community pride.

Ms. Brennan outlined the recommendations of the Task Force including:

- Hire an advertising/public relations agency to refine the recommendations of the Task Force.
- Expand the City's current marketing, media and public relations efforts, including producing a quarterly magazine for residents and businesses; producing articles for national trade and other general publications; increasing advertisements and public service announcements on television, radio, theater slides, print media and magazines; making presentations to Mesa businesses and organizations; implementing direct marketing programs; increasing Spanish-language publications and outreach, and enhancing media relationships.

Ms. Brennan advised that it is the recommendation of the Task Force that the City of Mesa contribute \$200,000 for FY 2001/2002 and an additional \$150,000 for FY 2002/2003 to fund the marketing campaign. Ms. Brennan added that Mesa organizations and businesses will also be encouraged to review and increase their marketing budgets to supplement the City's investment.

Councilmember Pomeroy voiced support for the recommendations of the Task Force and stated the opinion that the enhancement of Mesa's image must be effectively conveyed on a local and national level. Councilmember Pomeroy added that according to the survey, 84% of Mesa's residents rate their quality of life as excellent or good, which coincides with the dramatic increase in the City's population.

Vice Mayor Davidson voiced concerns regarding the potential fiscal impact upon the City to fund the project and stressed that a municipality's image should be based on its ongoing performance and recognition as opposed to participating in a marketing campaign. Vice Mayor Davidson also cautioned that there must be a level of consistency regarding the implementation of taglines to promote the City.

In response to a question from Vice Mayor Davidson relative to whether the Task Force will coordinate its efforts with the marketing programs for the Mesa Aquatic Center and the Mesa Arts Center, Ms. Brennan clarified that the allocation of funds for the promotion of those facilities is not included within the projected Task Force budget, however, such facilities will be a part of the Task Force's marketing program.

Vice Mayor Davidson spoke in support of the project and stressed the fact that the proposed marketing plan should be a partnership of private and public entities and added that it is imperative that the City leverage funding with other marketing programs.

Councilmember Jaffa spoke in appreciation of the Task Force's efforts and voiced his support for their recommendations.

Councilmember Walters concurred with the comments of the Councilmembers and urged the Council to address this issue during the budget review process.

Councilmember Whalen expressed support for this issue and emphasized that Mesa must be marketed in a favorable light to compete with other Valley cities. Councilmember Whalen suggested that the Task Force consider the implementation of a marketing campaign to highlight Mesa's non-smoking restaurant community.

Councilmember Pomeroy expressed appreciation to the members of the Task Force for their efforts in this regard.

Mayor Hawker requested that staff present this matter to the Council during the budget review process and that a follow-up survey be conducted to gauge the effectiveness of the marketing campaign. Mayor Hawker questioned the extent to which a municipality should market itself and the potential competition that could develop between neighboring cities. Mayor Hawker added that he will reluctantly vote in favor of the project if it can facilitate a more equitable job creation/housing balance, but stressed that his support should not be construed as approval for a limitless marketing campaign.

City Manager Mike Hutchinson advised that it is staff's recommendation that this agenda item be revisited by the Council during the upcoming budget review process. Mr. Hutchinson voiced support for the marketing plan and thanked the Task Force for their efforts in this regard.

(Mayor Hawker excused Councilmember Whalen from the remainder of the meeting at 8:30 a.m.)

2. Hear an update on the rotating statue program.

Tom Verploegen, Executive Director of the Mesa Town Center Corporation (MTCC), addressed the Council relative to this agenda item and expressed appreciation to the City for its efforts in bringing the J. Seward Johnson bronze statue exhibit to Mesa. Mr. Verploegen advised that the event was very popular with the public and received extensive local and national attention. Mr. Verploegen displayed a videotape which illustrated examples of local media coverage relative to this matter.

Mr. Verploegen explained that staff is currently in the process of planning and scheduling a "Sculptures III" program and is actively seeking sponsors.

In response to a question from Mayor Hawker, Mr. Verploegen advised that the "Sculptures III" program will once again include J. Seward Johnson sculptures and emphasized that the bronzes are unique in that they are painted, highly interactive and bring a positive image to the City of Mesa.

Councilmember Jaffa stressed the importance of providing a venue to spotlight the talents of local artists and sculptors in addition to nationally recognized individuals.

Mr. Verploegen discussed possible ideas for the "Sculpture IV" exhibit.

Councilmember Walters expressed appreciation for the statue program and added that the media coverage was instrumental in bringing many visitors to downtown Mesa. Councilmember Walters also suggested alternative themes for future downtown exhibits.

Mayor Hawker thanked Mr. Verploegen for his presentation.

3. Discuss and consider a proposed resolution in support of a National Recreation Area designation for portions of the Tonto National Forest.

Government Relations Assistant Kevin Adam provided the Council with a brief update of this agenda item and advised that staff is seeking Council approval of a resolution in support of a National Recreation Area designation for portions of the Tonto National Forest. Mr. Adam explained that on April 8, 1999, the City Council passed a resolution in support of allowing the Usery Mountain area to remain a part of the Tonto National Forest in perpetuity and asking for permanent protection of the recreational and outstanding public resources. Mr. Adam stated that concern over the potential loss of this area developed when Mesa was faced with the possibility of losing land within the Tonto National Forest due to a potential land exchange.

Mr. Adam commented that as a result of those actions, on July 10, 2000, the City Council formed the Friends of the Tonto National Forest Committee to serve as an ad hoc advisory committee to accomplish the goals as set forth in the earlier resolution. Mr. Adam advised that through the leadership of Vice Mayor Davidson and Councilmember Jaffa, as well as contributions by representatives of the Forest Service and community interest groups, the Committee determined that a National Recreation Area designation will provide a higher level of protection against land exchanges for forestlands in the Mesa area.

Bill Puffer, a member of the Friends of the Tonto Committee, addressed the Council and explained that it was the original goal of the group to preserve 6,000 acres of the forestland immediately adjacent to Mesa's northern border, however, the Committee's scope quickly expanded. Mr. Puffer advised that it is imperative that the City's skyline, pristine desert and plant and animal life be protected within the forestland.

Larry Landry, a Committee member, thanked Mayor Hawker, Vice Mayor Davidson and Councilmember Jaffa for their leadership and foresight in this matter. Mr. Landry advised that the National Recreation Area designation will provide a higher level of protection for forestlands in the Mesa area against land exchanges, but added that the Forest Service will still be required to consider any proposed land exchange involving parcels in the area. Mr. Landry noted that if the land were formally recognized in the Forest Management Plan for its high recreational value, it will become more difficult for the Forest Service to justify such an exchange.

Vice Mayor Davidson urged the Council to adopt the resolution and recognized Carol Spangler, a member of the Committee, for her efforts in this regard. Vice Mayor Davidson advised that in conjunction with the proposed resolution, the National League of Cities and Towns has drafted a policy statement which requires that prior to the exchange of any State or Federal land located adjacent to a municipality, the municipality must first be contacted and any outstanding issues must be resolved prior to initiation of such land exchange.

It was moved by Vice Mayor Davidson, seconded by Councilmember Jaffa, that adoption of the resolution in support of a National Recreation Area Designation for portions of the Tonto National Forest be approved.

Councilmember Jaffa concurred with Vice Mayor Davidson's comments and thanked the members of the Committee for their efforts regarding this issue.

Mayor Hawker stated the opinion that the adoption of the resolution would facilitate the process to create an uninterrupted trail system from Saguaro Lake to 99<sup>th</sup> Avenue.

In response to a question from Councilmember Pomeroy, Vice Mayor Davidson clarified that restrictions on the current land uses will not be imposed as a result of the National Recreation Area designation, however, General Plan updates are being implemented for all Federal parks and as part of that process, regions will be consulted with regard to restrictions/enhancements for those areas.

Mr. Puffer stated that the Forest Service is keenly interested in generating partnerships similar to this and utilizing the Friends of the Tonto Committee as a model for other forest areas throughout the United States.

Mayor Hawker suggested that the current motion be withdrawn and the matter placed on a future City Council Meeting agenda.

Vice Mayor Davidson and Councilmember Jaffa agreed to withdraw the motion.

Mayor Hawker thanked the members of the Tonto Committee for their participation in this worthwhile process.

City Manager Mike Hutchinson advised that this matter will be placed on the agenda of the May 7, 2001 City Council meeting.

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

Mayor Hawker reported on his recent attendance at a meeting with State legislators regarding various East Valley transportation issues.

5. Scheduling of meetings and general information.

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

Monday, April 9, 2001, 3:00 p.m. – General Development Committee

Thursday, April 12, 2001, 7:30 a.m. – Study Session

Thursday, April 12, 2001, 9:00 a.m. – Transportation Committee

Monday, April 16, 2001, TBA – Study Session

Monday, April 16, 2001, 5:45 p.m. – Regular Council Meeting

Thursday, April 19, 2001, 7:30 a.m. – Study Session

Thursday, April 19, 2001, 9:00 a.m. – Finance Committee

Mayor Hawker advised that a meeting has been scheduled for today at Williams Gateway Airport between City staff and the property owners of industrial/commercial land in the surrounding area.

Mayor Hawker reported that April 18-21, 2001, he will attend the Mayor's Institute on Design in Charlottesville, Virginia. Mayor Hawker stated that as a case study, he will seek input from various design experts regarding the pros and cons of relocating the Mesa Aquatic Center from its proposed site to the area previously designated for the Mesa Verde project.

6. Prescheduled public opinion appearances.

There were no prescheduled public opinion appearances.

7. Items from citizens present.

There were no items from citizens present.

8. Adjournment.

Without objection, the Study Session adjourned at 9:17 a.m.

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KENO HAWKER, 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 5<sup>th</sup> day of April, 2001. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2001.

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BARBARA JONES, CITY CLERK