



## **ACTION MINUTES**

### **Downtown Vision Ad-Hoc Committee**

January 27, 2015

Mesa City Council Lower Chambers, 57 E. First Street

3:00 p.m.

Jo Wilson, Chair  
Debby Elliott, Member  
Marco Meraz, Member  
Lorenzo Perez, Member

Steve Chucri, Member **(Absent)**  
Charles Huellmantel, Member  
Rich Marchant, Member

1. Chair's call to order **(Approximately 3:03 pm)**
2. Review and take action to approve Downtown Vision Committee minutes from the December 9, 2014 and December 16, 2014 meetings. **(Approved, with December 9<sup>th</sup> typos related to proposed costs for Consolari being \$250M for Mesa solution, and up to \$500M-\$650M for other valley locations.)**
3. Hear a presentation by and discuss feedback from Cindy Ornstein, the Mesa Arts and Culture Director regarding arts, culture and innovation ideas in and for Downtown Mesa. **(Overview presentation provided with emphasis on innovation, interactive works of art, attracting more 'under 40' crowds, adding gathering areas, and need for continued strong public-private-non-profit partnerships. Questions from Committee Members related to geographic boundaries, supporting idea of gathering spaces, and asking about the emergence of counter cultures in Downtown Mesa. Staff responded that the historical square is mostly referenced today as the current area of focus, and that over time as this focus area is developed/built out, the natural boundary may naturally expand on its own. Today's visitors, however, might view the core downtown as 1<sup>st</sup> St. to 1<sup>st</sup> Ave. and Robson to Centennial. And, the counter culture environment is beginning to emerge, i.e. Gotham City Comics, Lulubell Toy Bodega, former Monsterland mentioned as examples.)**
4. Hear a presentation by and discuss feedback from Jodi Sorrell, the City's Transit Director, regarding light rail ridership demographics, rider surveys, and community comments. **(Overview presentation provided emphasis on ridership statistics and feedback related to light rail by downtown interests prior to light rail final designs and construction. In Valley, largest destinations for use of light rail is less about getting to/from jobs and more for students gaining access to education, and other riders accessing entertainment, attractions and sporting events. Most popular routes from Mesa to Tempe first, followed by Mesa to Phoenix. Committee discussion relative to ensuring that early on and based on younger audience usage today, new establishments will need to rely on the larger market area to ensure financial sustainability. However, some added discussion about believing that the younger audience will only become more relevant and important in the growth/future market conditions. Committee asked staff, after light rail, what will be most important effort next. Staff comments related to adding more neighborhood connectors to light rail and the backbone of the systems- bus service. Committee asked about bike share. Staff responded that plans continue to be underway to be part of the regional "GRID" system with Phoenix and Tempe. Goal is to provide bike share this fall, in close alignment with light rail opening.)**

5. Hear a presentation and discuss feedback from Chair Jo Wilson related to outreach approach and recent meetings with local groups and agencies. **(Chair Wilson described a few community meetings attended in January on behalf of the Committee, including RAIL, DMA Board, West Mesa CDC and Chamber of Commerce. No Committee questions.)**
6. Hear a presentation from staff on the overall timeline of community and committee meetings January through May 2015.
  - a. Provide direction and feedback on any additional community meetings to schedule. **(Staff presented schedule for both Committee meetings and community outreach meetings February-April and culminating in Council presentation on May 7, 2015.)**
  - b. Identify committee member participation for the community meetings already confirmed. **(February community outreach schedule discussed and committee members and staff identified availability. February 26<sup>th</sup> from 5:30-7:30 p.m. identified as the date for a broad, community open house. Staff to follow up with calendar requests to committee members to confirm dates and to ensure proper attendance.)**
  - c. Hear a presentation by staff and discuss planned approach/content for broad community-wide meetings or input. **(Staff outlined approach for a community open house on February 26, 5:30-7:30 p.m. at Benedictine, 225 E. Main Street. Goal is to include a series of both static and interactive "stations," including background information/statistics on downtown; an interactive stations relative to envisioning the future of downtown; another station that outlines key initiatives already underway such as City Center, downtown restaurants, MAC 10<sup>th</sup> Anniversary, plans for 2015 holiday. With some clarifying questions, Committee agreed with the approach. )**
7. If time allows, hear committee discussion and possible direction to staff or committee assignments relative to: 1) Parking and way finding; 2) Unique and creative development opportunities, particularly transit-oriented development for housing or mixed uses; 3) Restaurant/Bar opportunities; and 4) Committee discussion about adding other categories for later discussion and/or follow up by the Committee at future meetings. **(No discussion by Committee)**
8. Confirm next meeting date: February 24, 2015, Lower Council Chambers. **(Confirmed)**
9. Discuss and provide direction on the primary agenda items next meeting:
  - a. Presentation and discussion by the Mesa Preservation Foundation **(Approved; make sure there is background info. provided to the Committee relative to the Colonnade construction, timeline, costs.)**
  - b. Review process and discuss March 10<sup>th</sup> facilitated 'electronic brainstorming session.' **(Approved)**
10. Items from citizens present **(None)**
11. Adjourn meeting **(Approximately 4:35 p.m.)**

*Committee members will attend either in person or by telephone conference call. City Council members may elect to attend the meeting for their own information, not for purposes of any legal action nor decision making by the Council. The City is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at 480-644-3333 at least two business days before the meeting.*