



## COUNCIL MINUTES

December 15, 2011

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 December 15, 2011 at 7:30 a.m.

### COUNCIL PRESENT

Scott Smith  
Alex Finter  
Dina Higgins  
Dennis Kavanaugh  
Scott Somers

### COUNCIL ABSENT

Christopher Glover  
Dave Richins

### OFFICERS PRESENT

Christopher Brady  
Debbie Spinner  
Linda Crocker

Mayor Smith excused Councilmembers Glover and Richins from the entire meeting.

Mayor Smith stated that a Special Council Meeting previously posted for 7:45 a.m. today has been cancelled and would be rescheduled at a later date.

1-a. Hear a presentation, discuss and provide direction to the Fire Department regarding the donation of two fire pumpers to Mesa's Sister City Guaymas, Mexico.

Assistant Fire Chief Jim Bloomer reported that the Mesa Fire Department (MFD) has two 1995 Pierce Dash 1500 gpm fire pumpers that meet the City's criteria for replacement due to age, mileage or obsolescence. He stated that the Fire Department would like to donate both vehicles to Mesa's Sister City Guaymas, Mexico.

Chief Bloomer explained that next year, the Guaymas Fire Department is building a new station and noted that it has limited resources for the purchase of fire trucks and equipment. He said that in speaking with representatives of the Guaymas Fire Department, they intend to use one of the vehicles as a front-line pumper and the other for parts.

Chief Bloomer requested that the Council authorize the donation of the two fire pumpers. He also remarked that Councilmember Glover has been actively involved in this matter, as well as Councilmember Kavanaugh, who serves as Chairman of the Public Safety Committee.

Councilmember Kavanaugh thanked Councilmember Glover and Chief Bloomer for their efforts and hard work in moving this issue forward to the Council. He stated that the City of Mesa has a long tradition of partnership with Guaymas and has donated other City vehicles to the community in the past. Councilmember Kavanaugh pointed out that such donations not only create goodwill, but also help to meet the needs of Guaymas residents. He expressed hope that

the Council would support the recommendation of Councilmember Glover and Chief Bloomer and added that a formal presentation of the fire pumpers to the City of Guaymas would occur in February 2012 during a Sister City event.

Councilmember Finter commented that for many years, the MFD has donated equipment and fire trucks to communities in need. He said that it was especially meaningful to assist Mesa's Sister City Guaymas, Mexico and expressed support for the proposal.

In response to a question from Mayor Smith, Chief Bloomer clarified that if the City did not donate the fire pumpers to the Guaymas Fire Department, staff would sell the vehicles at an anticipated cost of between \$5,000 and \$15,000 each.

Mayor Smith stated that it was the direction of the Council that the MFD donate the two fire pumpers to the Guaymas, Mexico Fire Department.

Mayor Smith thanked Chief Bloomer for the presentation.

1-b. Hear a presentation, discuss and provide direction on the addition of new plaques to the Heritage Wall.

Economic Development Project Manager Patrick Murphy displayed a PowerPoint presentation (**See Attachment 1**) and reported that in 1999, a group of Mesa citizens formed a committee to create a list of events that transformed Mesa since its founding on February 14, 1878. He explained that the group chose 49 such events which, after Council approval, were transferred to bronze plaques on Mesa City Plaza's "Heritage Wall," with the installation of the final plaque (Diversity in Mesa – 1996) occurring at a February 14, 2002 dedication ceremony.

Mr. Murphy advised that a new Heritage Wall Team was recently assembled to consider various transformative events that have occurred since 1996. He noted that the Team is composed of City and community representatives as follows: Donna Benge; Kevin Christopher; Jerry Howard; Vic Linoff; Cindy Ornstein; Tom Rhodes; Jim Ripley; John Wesley; Tom Wilson; and himself.

Mr. Murphy stated that it was the recommendation of the Heritage Wall Team that the Council direct staff to consider adding one or more of the following projects to the Heritage Wall: Light Rail Transit (See Page 4 of Attachment 1); Aviation/Aerospace (See Page 5 of Attachment 1); the Mesa Arts Center (See Page 6 of Attachment 1); and the Historic Preservation Movement. (See Page 7 of Attachment 1) He summarized the proposed narratives for the respective plaques.

Mr. Murphy further reported that pending Council approval, the Team would work with Diversified Foundry Service, a Mesa company, regarding the final layout of the plaques. He stated that in order to unveil the plaques on February 9, 2012 as part of Arizona's Centennial events, it would be necessary for staff to place the order with Diversified Foundry Service by December 22<sup>nd</sup>.

Mr. Murphy also remarked that in January, the Team will meet to develop a process for the selection of plaques in the future. He noted that the Heritage Wall currently has 14 blank slabs and said that depending upon the number of projects the Council selects today, the Team would come back to the Council at a later date with recommendations for additional plaques.

Mayor Smith commented that although the Historic Preservation Movement was an important issue, he questioned whether it “rises to the level” of the other events. He stated that the date on the plaque is 1993 and pointed out that when the City went through this process in 2002, events up to 1996 were included. Mayor Smith remarked that the Historic Preservation Movement was not considered at that time and questioned what the Team’s thought process was to select it as a transformative event.

Councilmember Kavanaugh clarified that in 1993, he was part of the citizen movement that encouraged the City to adopt the Preservation Ordinance. He noted that although the Council adopted the Preservation Ordinance in 1993, the “transformative effects,” in terms of recognizing historic properties and individuals in the community, did not occur until 1996 and beyond. Councilmember Kavanaugh remarked that with the passage of time, the Team was now recommending that the Council consider the Historic Preservation Movement as opposed to back in 1999 when the first series of plaques were approved.

Mayor Smith remarked that aside from the Historic Preservation Movement, the other three recommended projects are “seminal events” in Mesa’s history. He reiterated that he questioned whether the Historic Preservation Movement rises to their level and stressed that the events celebrated in the City should be “spectacular in nature.”

Councilwoman Higgins concurred with Mayor Smith’s comments and said that the Historic Preservation Movement plaque would appear to be “celebrating bureaucrats through ordinances.”

City Manager Christopher Brady suggested that perhaps the narrative could be phrased differently to focus less on the Preservation Ordinance and more on celebrating the outcome of the ordinance (i.e., preservation/recognition of historic neighborhoods).

Councilmember Kavanaugh remarked that the focus of the narrative should not be on the adoption of an ordinance or law, but rather the recognition of the movement that changed the culture of the community in understanding the importance of historic preservation. He indicated that was the direction of the Team in working on this item and suggested that the Team members revise the language to more effectively reflect those sentiments as opposed to celebrating a law.

Mayor Smith stated that he would feel more comfortable if the Team modified the wording for the narrative as outlined by Councilmember Kavanaugh. He also suggested that with respect to the Aviation and Aerospace plaque, that the verbiage be revised to more significantly emphasize the impact of those two businesses on Mesa and also change Allegiant to Allegiant Airlines.

Mayor Smith further commented that there was Council consensus to add Light Rail Transit, Aviation/Aerospace and the Mesa Arts Center projects to the Heritage Wall which, in his opinion, will be recognized years from now as “game changers” in the City. He also directed that the Team come back with revised wording for the Historic Preservation Movement narrative.

Mr. Brady clarified that since it was necessary to submit the narratives to Diversified Foundry next week, staff will e-mail the wording changes to the Council over the weekend for their feedback.

Mayor Smith thanked Mr. Murphy for the presentation.

1-c. Hear a presentation and discuss the Mesa Festival of Creativity, March 9-18, 2012.

Arts and Cultural Director Cindy Ornstein displayed a PowerPoint presentation (**See Attachment 2**) and provided a brief overview of the Mesa Festival of Creativity, which is designed to be a new signature event not only for downtown Mesa, but also for the entire community. She stated that the festival will draw thousands of people to the area during Spring Break and Spring Training and also position Mesa as a community that values creativity and innovation.

Ms. Ornstein highlighted the logo for the festival (See Page 2 of Attachment 2) and commented that although the event will begin at the Mesa Arts Center (MAC), staff envisions it gradually expanding down Main Street and stretching throughout downtown Mesa. She remarked that unlike most festivals, the Mesa Festival of Creativity will be an “immersive experience” celebrating the creativity not only of the artists, but also the participants and the community.

Ms. Ornstein briefly discussed the featured performers and activities at the Mesa Festival of Creativity as follows:

- Mass Ensemble – A group that designs/plays original percussion and stringed instruments, including the Earth Harp, the world’s largest stringed instrument. (See Pages 6, 7 and 8 of Attachment 2) Visitors to the festival will have the opportunity to play the Earth Harp.
- Transfix – Atmospheric Theatre Performances in which the performers, all dressed in white, are like living sculpture and interact with the audience. (See Pages 9, 10 and 11 of Attachment 2)
- Spectrum – The same group of performers in Transfix, but dressed in bright colors. (See Page 12 of Attachment 2)
- MIRAZOZO, Architects of Air (See Pages 13 through 17 of Attachment 2) designed by Artist Alan Parkinson, who created AMOCOCO, which was on display in March 2010.
- Interactive Art and Technology Projects that will bring together collaborative partners. The Commissioned Works, which will be created in the heart of the MAC, will use sound and light projection to engage the public under the theme “The Desert is My Playground.” (See Page 18 of Attachment 2) Interaction with the visitors will generate sound, lights and movement.
- Joseph “Sentrock” Perez, a break dancer and visual artist, will create large, colorful canvases while break dancing. (See Page 19 of Attachment 2) The completed canvases will be hung from the terraces at the MAC.
- Interactive Sculptures and Creative Inventions Display. (See Pages 20 and 21 of Attachment 2) Invitations for participation will be issued to regional artists and inventors for a display of existing pieces of interactive sculpture, creative invention and kinetic art.
- Large-Scale Artists’ Chalk Drawing – Artists will create desert-themed pavement art connecting MIRAZOZO to the festival core. (See Page 22 of Attachment 2)
- Community LEGO Sculpture – Large-scale community building project led by Building Bonanza. Visitors will help create building block sections to construct the large-scale installation of a multi-colored saguaro surrounded by smaller, single-colored cacti and bushes. (See Page 24 of Attachment 2)

- Origami Birds – Visitors will create the birds, which will fill the trees at the MAC and along Main Street. (See Pages 25 and 26 of Attachment 2)
- Return of the Community Weaving Project at the MAC – In 2010, for ten days, visitors wove fabric on the fences in and around the MAC and created a giant community quilt. (See Pages 27, 28 and 29 of Attachment 2)
- Studio Sampler – One-hour art workshops each day (See Page 30 of Attachment 2) and three to four-hour workshops offered throughout the week.
- Alvin Ailey American Dance Theater Workshops and Master Classes.
- Mesa Contemporary Arts Exhibitions. (See Page 32 of Attachment 2)
- Ticketed Performances in the MAC Theaters. (See Page 33 of Attachment 2)

Ms. Ornstein pointed out that funding for the Mesa Festival of Creativity would be derived from excess revenues in the MAC's "Performing Live" budget due to higher than anticipated ticket sales. She added that staff further estimates that MIRAZOZO will produce at least \$80,000 in admissions.

Responding to a question from Councilmember Finter, Ms. Ornstein clarified that in March 2010, 16,000 people visited AMOCOCO, which was open 12 hours each day. She stated that MIRAZOZO would be open 12 p.m. to 9 p.m. daily and added that conservatively speaking, staff estimates 25,000 visitors will come to the exhibit during the festival.

Councilmember Finter stated that he looked forward to bringing his family to the Mesa Festival of Creativity. He also expressed appreciation to Ms. Ornstein for her leadership in bringing such an innovative event to downtown Mesa.

Mayor Smith thanked Ms. Ornstein for her presentation and stated that he appreciated the fact that the scheduling of the festival will coincide with Spring Break and Spring Training.

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

2-a. Library Advisory Board meeting held September 20, 2011.

2-b. Economic Development Advisory Board meeting held November 1, 2011.

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

Mayor Smith declared the motion carried unanimously by those present.

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

Councilwoman Higgins: Mesa Arts Center (MAC) Foundation Board meeting; MAC Cooperative Artists Gallery

Mayor Smith: Attended Dave Koz concert at the MAC

4. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Thursday, January 5, 2012, 7:30 a.m. – Study Session

Monday, January 9, 2012, TBA – Study Session

Monday, January 9, 2012, 5:45 p.m. – Regular Council Meeting

5. Items from citizens present.

There were no items from citizens present.

6. Convene an Executive Session.

It was moved by Vice Mayor Somers, seconded by Councilwoman Higgins, that the Council adjourn the Study Session at 8:13 a.m. and enter into an Executive Session.

Mayor Smith declared the motion carried unanimously by those present.

- a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A (4))

Discussion or consultation with designated representatives of the City in order to consider the City's position and instruct the City's representatives regarding negotiations for the purchase, sale, or lease of real property. (A.R.S. §38-431.03A (7))

1. Development Agreement with Harrison Properties, LLC regarding the Tribune building, 120 West 1<sup>st</sup> Avenue.
2. Discuss Queen Creek IGA Issues.
3. Discuss and give direction to the City Manager to negotiate agreements to further the Higher Education Initiative.

7. Adjournment.

Without objection, the Executive Session adjourned at 10:04 a.m.

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SCOTT SMITH, MAYOR

ATTEST:

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LINDA CROCKER, 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 15<sup>th</sup> day of December, 2011. I further certify that the meeting was duly called and held and that a quorum was present.

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LINDA CROCKER, CITY CLERK

pag  
(attachments – 2)



# CITY COUNCIL

## Heritage Wall Presentation

**December 15, 2011**





# Background

## Creation of the Heritage Wall

- Citizen Committee formed 1999
- 49 events were memorialized in 2002





## Today's Goals

- Discuss Heritage Wall Team Recommendations for new plaque(s) for the Heritage Wall
- Obtain direction from the City Council regarding adding plaque(s) to the Heritage Wall





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## Light Rail Transit

### 2008: Light Rail Arrives in Mesa

METRO light rail initiated passenger rail service in 2008 linking Mesa with Tempe and Phoenix. This modern, emission-free rail system introduced an alternative for intercity travel and a unique partnership highlighting regional cooperation. On December 27, 2008 the beginning of the line station at Sycamore/Main hosted the region's largest celebration with more than 35,000 residents enjoying festivities and free light rail rides. The Sycamore Station quickly became the busiest station and helped generate support for extending the system into Downtown Mesa.



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## Aviation/Aerospace

2008: Excellence in Aerospace

Mesa receives Expansion Solutions Magazine's 2008 Award of Excellence in Aerospace recognizing cities that make exceptional progress in economic development through successful recruitment/retention of aerospace businesses. Mesa boasts two airports: Phoenix-Mesa Gateway and Falcon Field. Each offers diverse aerospace, defense, aviation and other high-tech industries. Over 100 companies adjacent to the airports employ more than 10,000. In January 2010, just over two years after Allegiant introduced commercial air service, Gateway celebrated the arrival of its one millionth passenger.



## Mesa Arts Center

### 2005 Mesa Arts Center

The new Mesa Arts Center (MAC) opened in 2005 with funds raised from a dedicated quality of life tax, approved by the voters. An additional \$5 million was raised by citizens to complete the project. An economic development engine for downtown, the MAC is the largest arts center in Arizona and the only one offering comprehensive professional performing arts, visual arts and arts education programming on one state-of-the-art campus. Eight Founding Resident Companies presently work at the facility and were instrumental in making the vision for the MAC a reality.



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## Historic Preservation Movement

### 1993 – Preserving Mesa

Mesa adopts a Preservation Ordinance to “...facilitate public knowledge, understanding and appreciation of the City’s historic past, promote better awareness of its architectural and cultural history, and foster civic and neighborhood pride so that future generations will have the opportunity to appreciate and understand Mesa’s unique cultural heritage.” Mesa has successfully relocated historic properties, created Historic Districts and recognized dozens of citizens who through skill and determination have given value and meaning to Mesa through historic preservation.





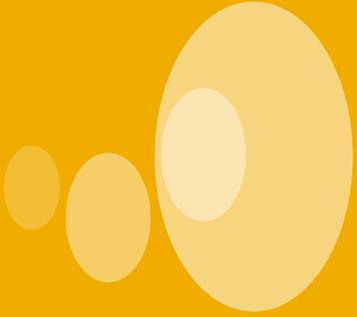
## NEXT STEPS

- Upon City Council approval, we will work with Diversified Foundry Service Inc. on the final layout of the plaques.
- Our goal is to unveil the plaques on Thursday, February 9, 2012 -- to be a part of the February Centennial Events.
- January Heritage Wall Team Meeting



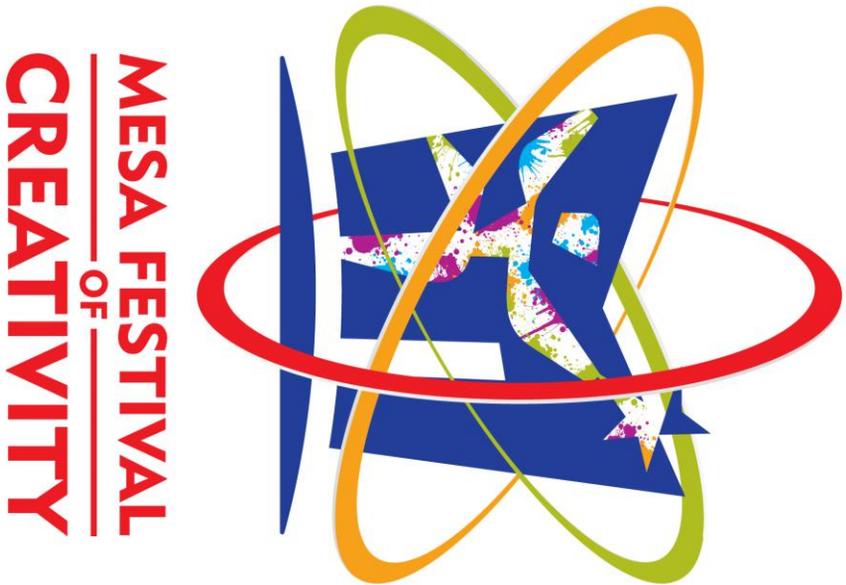
# Questions?



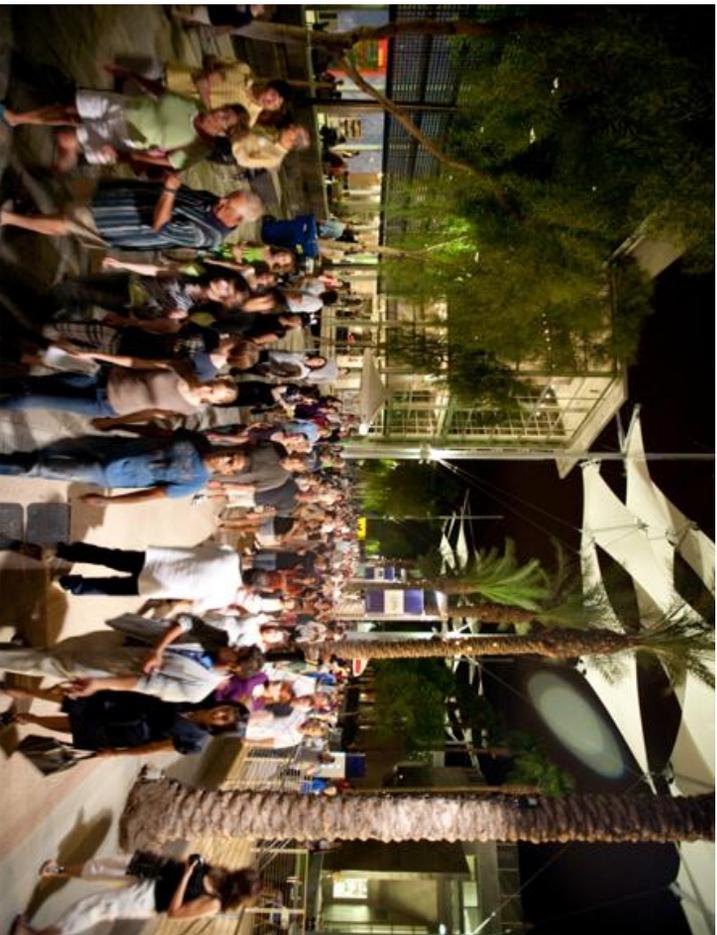
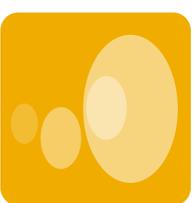


# Mesa Festival of Creativity

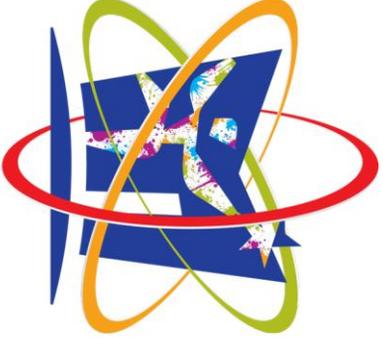
March 9-18, 2012



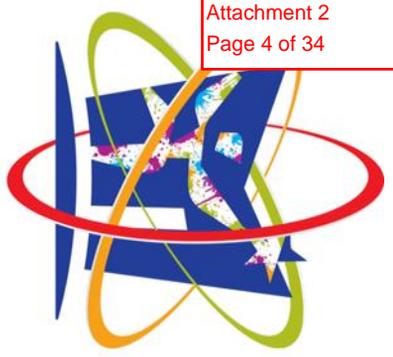
# The Mesa Arts Center (and gradually expanded to stretch down Main Street)



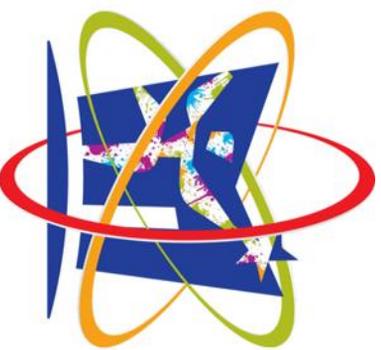
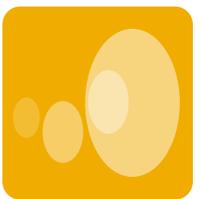
An immersive  
experience celebrating  
the creativity of artists,  
participants and  
community.



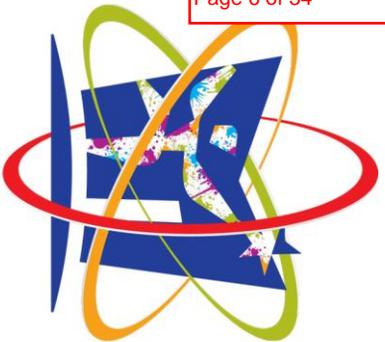
MESA FESTIVAL OF CREATIVITY



# Featured Performers & Activities

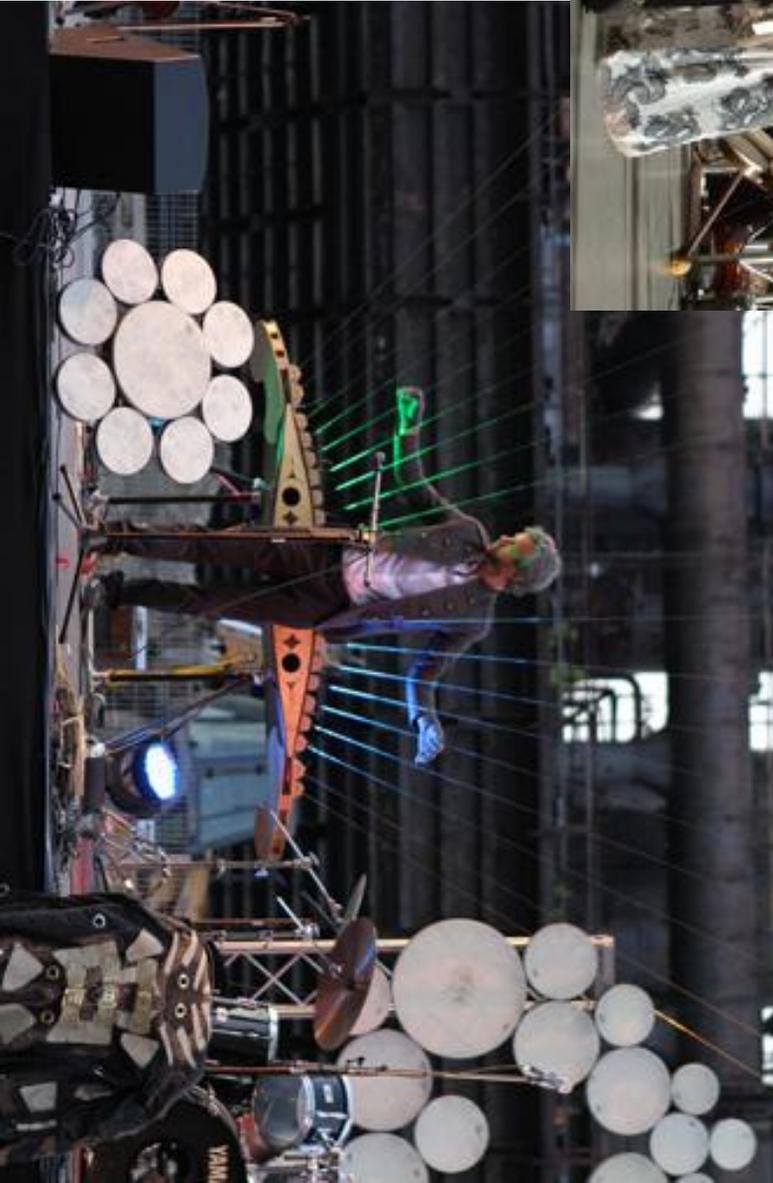
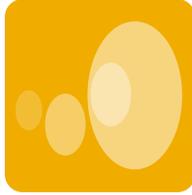


MESA FESTIVAL OF CREATIVITY

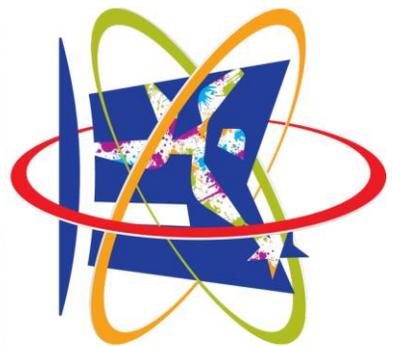


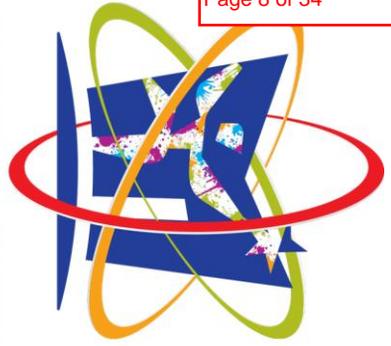
## Mass Ensemble

- Design and play original percussion and stringed instruments
- Earth Harp is world's largest stringed instrument
  - Mass Ensemble will “play” the Ikeda Theater

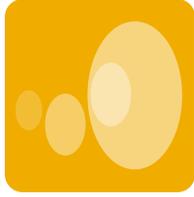


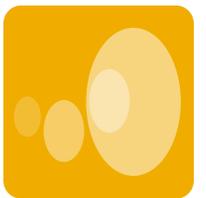
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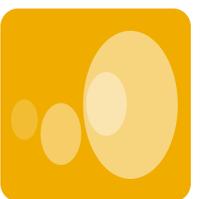
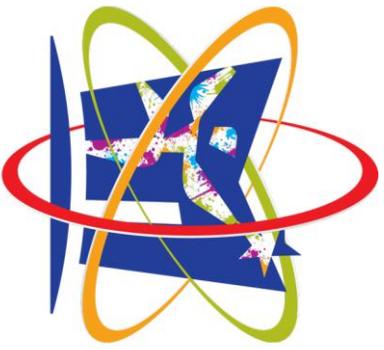


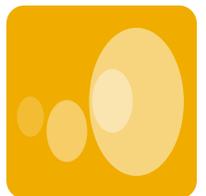
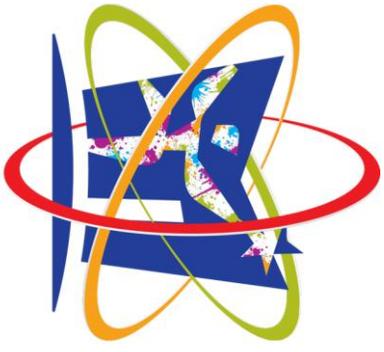


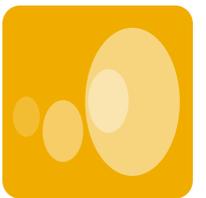
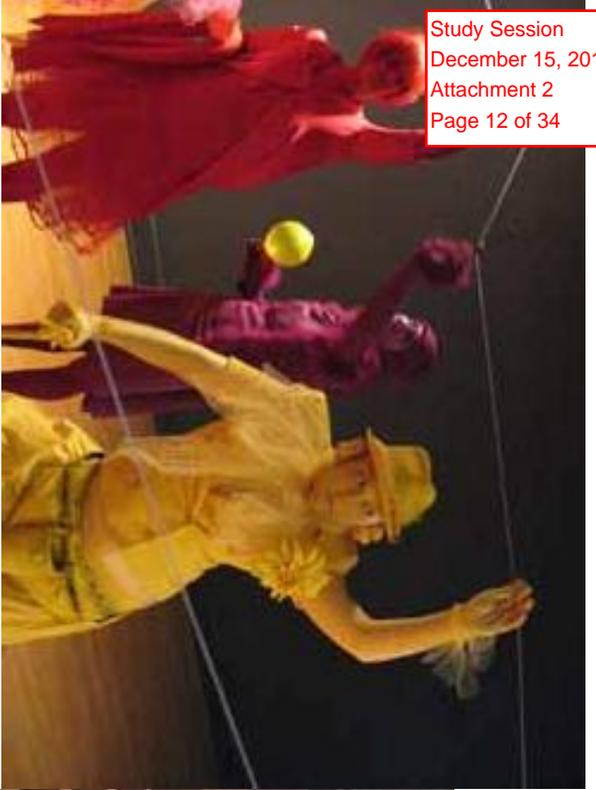
Transfix



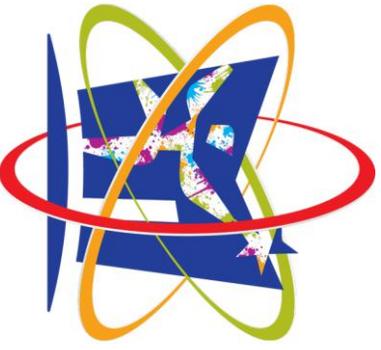
Atmospheric Theatre  
Performances  
--performers are like living  
sculpture







Spectrum



MESA FESTIVAL OF CREATIVITY





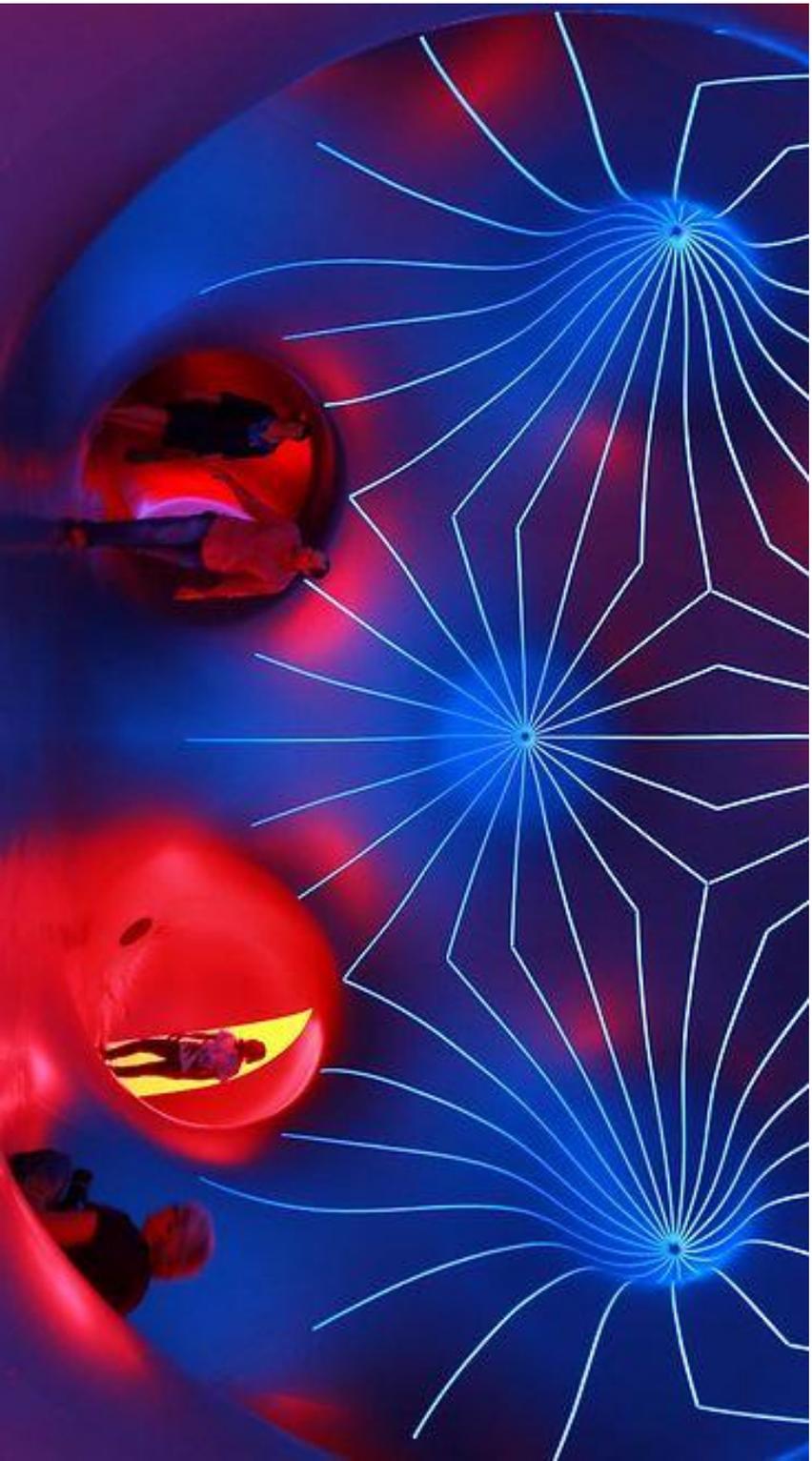
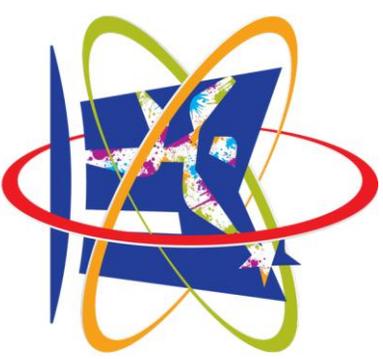
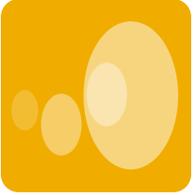
MESA FESTIVAL OF CREATIVITY



**MIRAZOZO**  
Architects of Air



By Alan Parkinson  
AMOCOCCO Artist

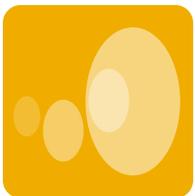




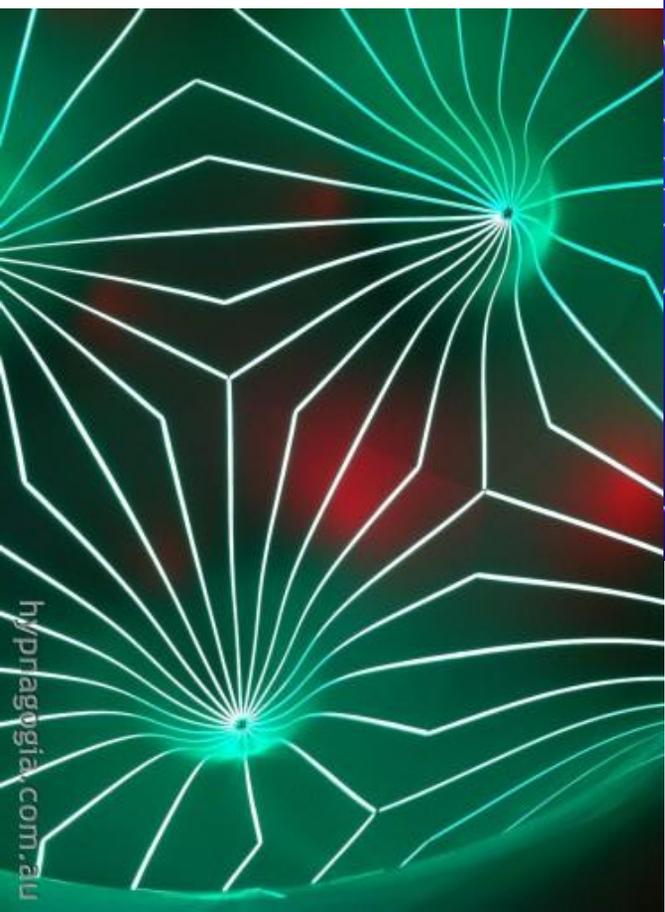
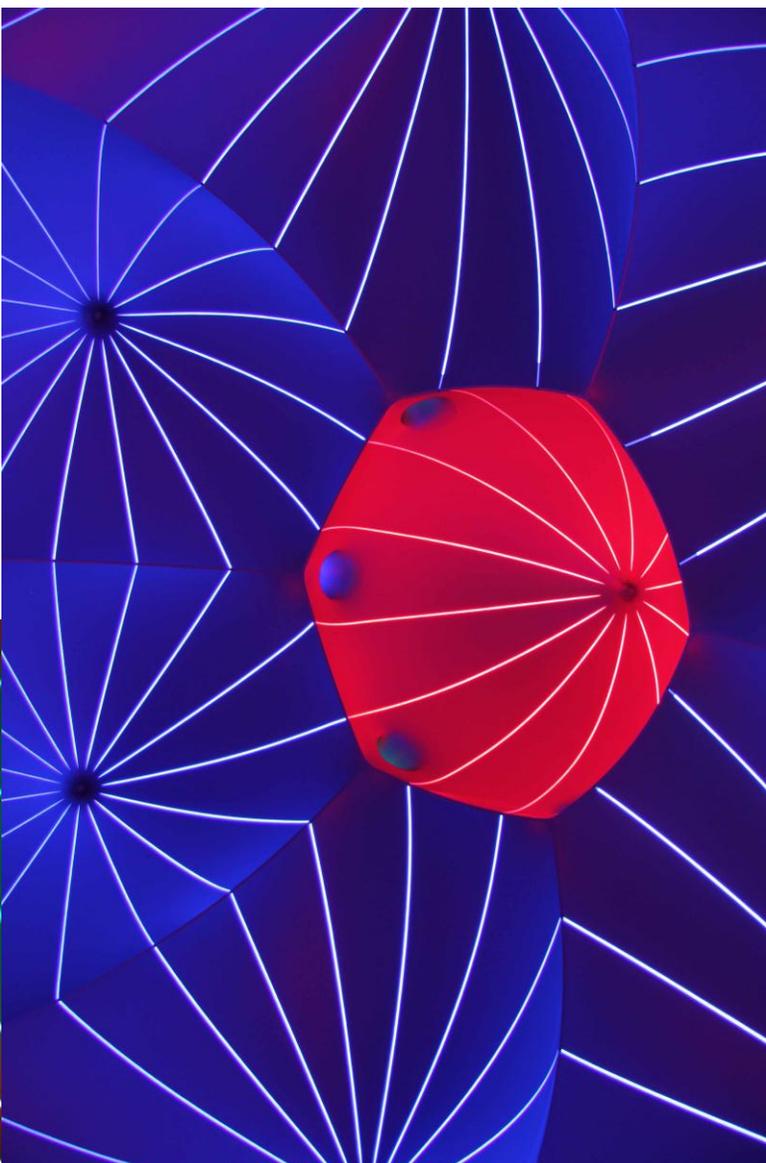




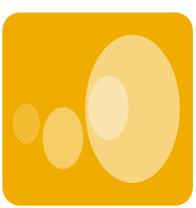
MESA FESTIVAL OF CREATIVITY



- 16,000 people visited AMOCOCO in March 2010
- Public and Media Response were extremely positive



# Interactive Art & Technology Project

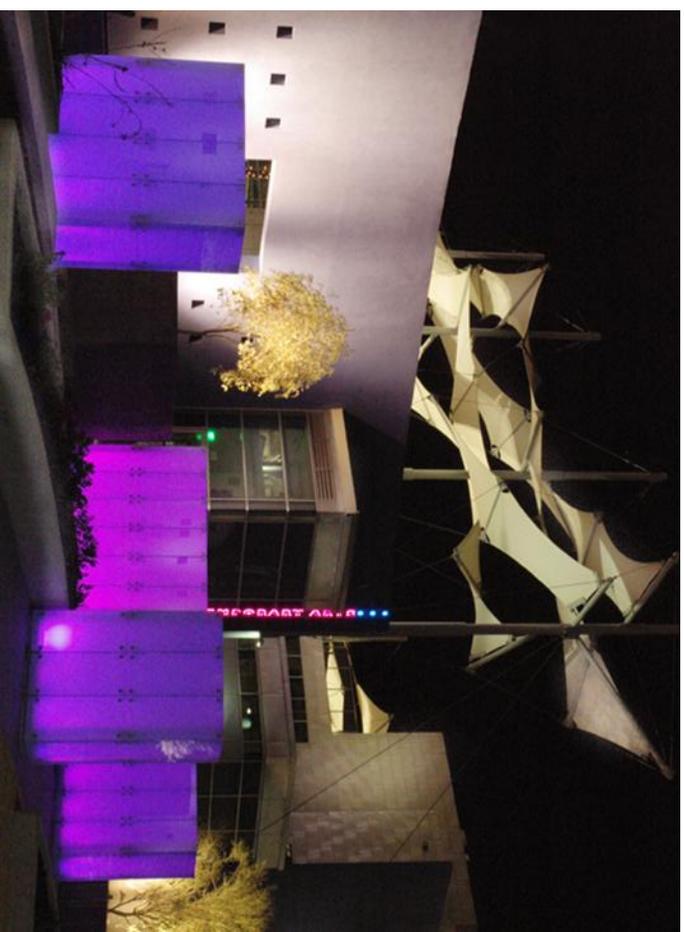


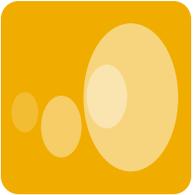
Commissioned Works will use Sounds and Light Projections to Engage the Public, under the theme: “The Desert is My Playground”

Interaction from Visitors will generate sound, lights, movement

## Collaborative Partners:

- Heat Sync Labs
- University of Advancing Technology Faculty & Students
- ASU Graduate Students from Arts, Media & Engineering, Music departments
- Southwest Scrap Exchange Artists



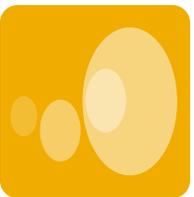


## Break Dancer & Visual Artist Joseph “Sentrock” Perez

Joseph Perez breaks new ground with his Sound in Color series, featuring large, colorful canvases created while break dancing



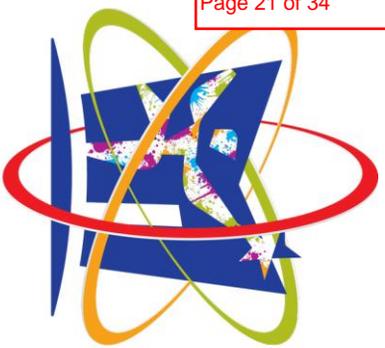
MESA FESTIVAL OF CREATIVITY



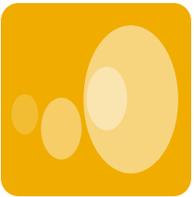
This creative invention at 2011 Bumbershoot in Seattle plays music through the pipes when the wheel is turned

## Interactive Sculptures/Creative Inventions Display

- Invitations for participation will be issued to regional artists and inventors for a display of existing pieces of interactive sculpture, creative invention and kinetic art



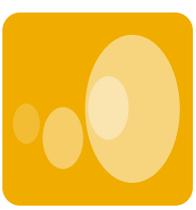
MESA FESTIVAL OF CREATIVITY



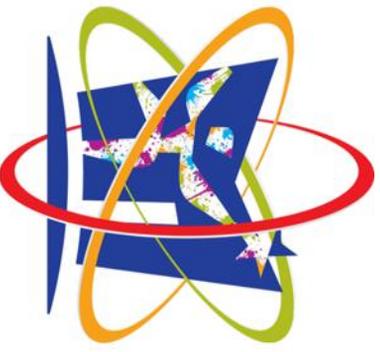
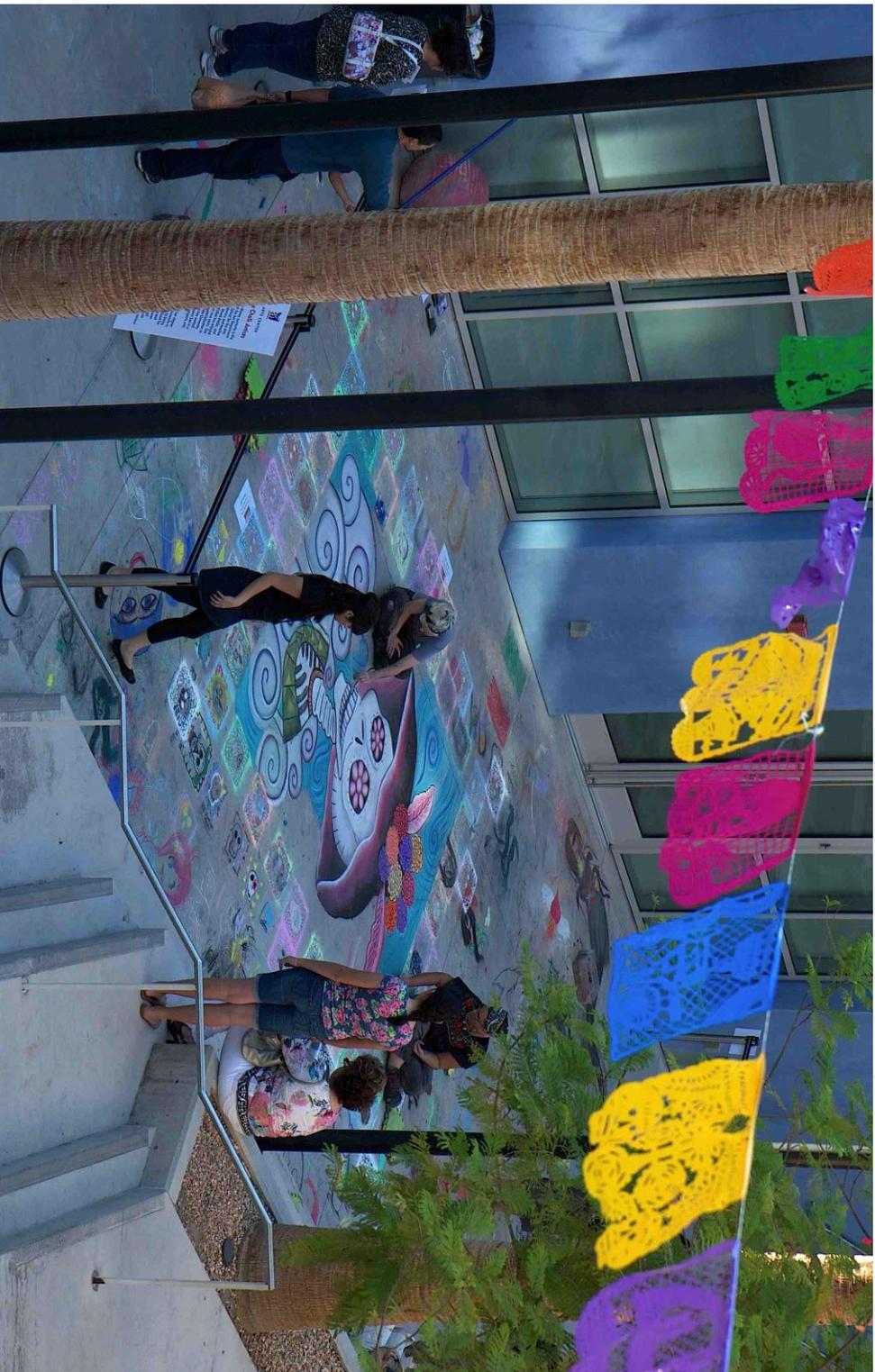
- ## Interactive Sculptures/Creative Inventions Display
- Work will be displayed on festival grounds for visitor interaction

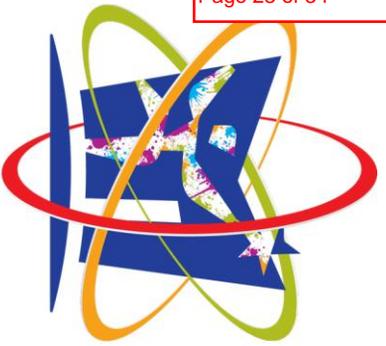
## Large-Scale Artists' Chalk Drawing

Artists Kyllan Maney & Lauren Lee will create desert-themed pavement art that connects MIRAZOZO to the festival core



Artists engaged for Dia de Los Muertos (below) will create larger installation





MESA FESTIVAL OF CREATIVITY

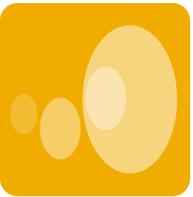
# Community LEGO Sculpture

## Large-scale Community Building Project led by Building Bonanza



10-Foot Tall LEGO sculpture will  
fit the theme:

“The Desert is My Playground”



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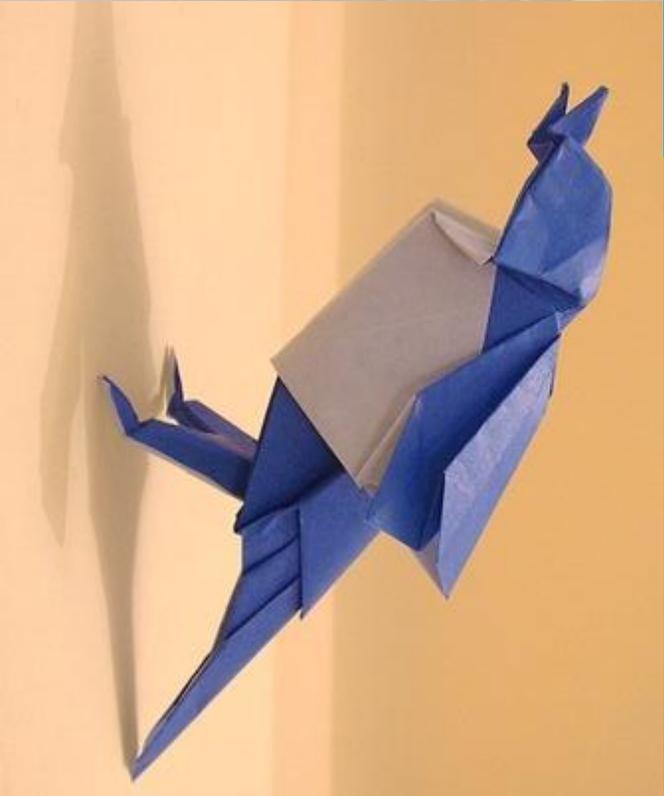
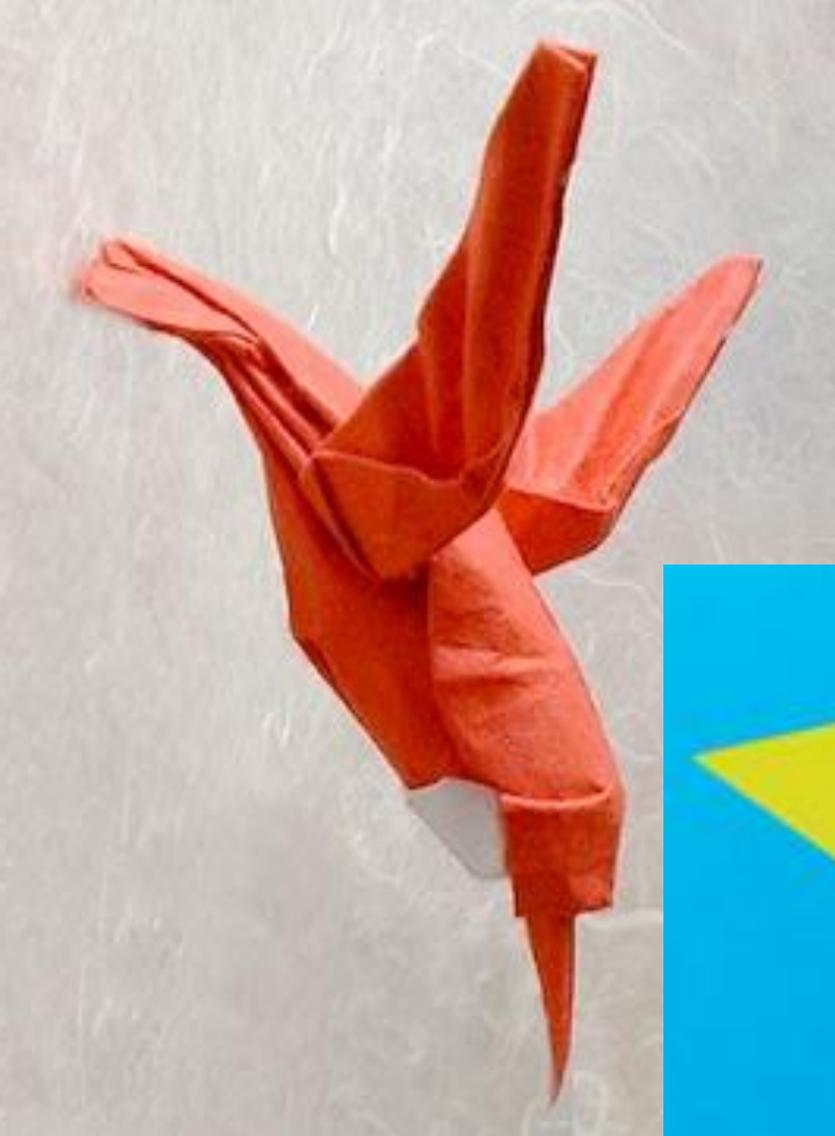
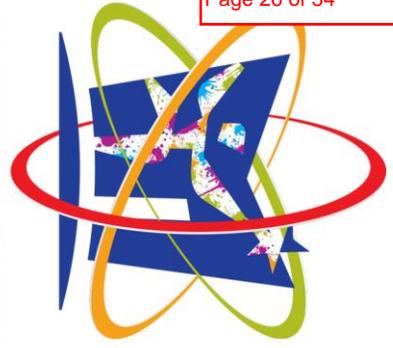
Visitors will help create building block sections to construct the large-scale installation—a multi-colored Saguaro surrounded by smaller, single-colored, cacti and bushes



Visitors will create Origami Birds, which  
will fill the trees  
at MAC and along Main Street



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# Community Weaving Project Returns!

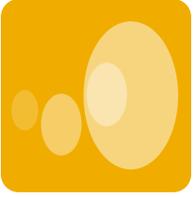
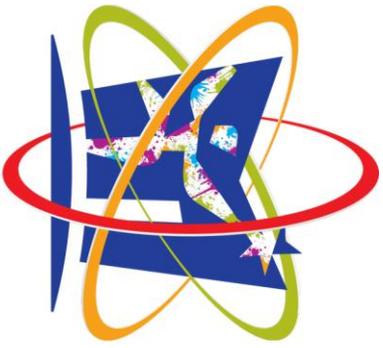
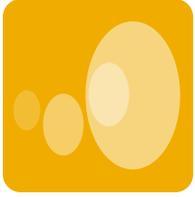
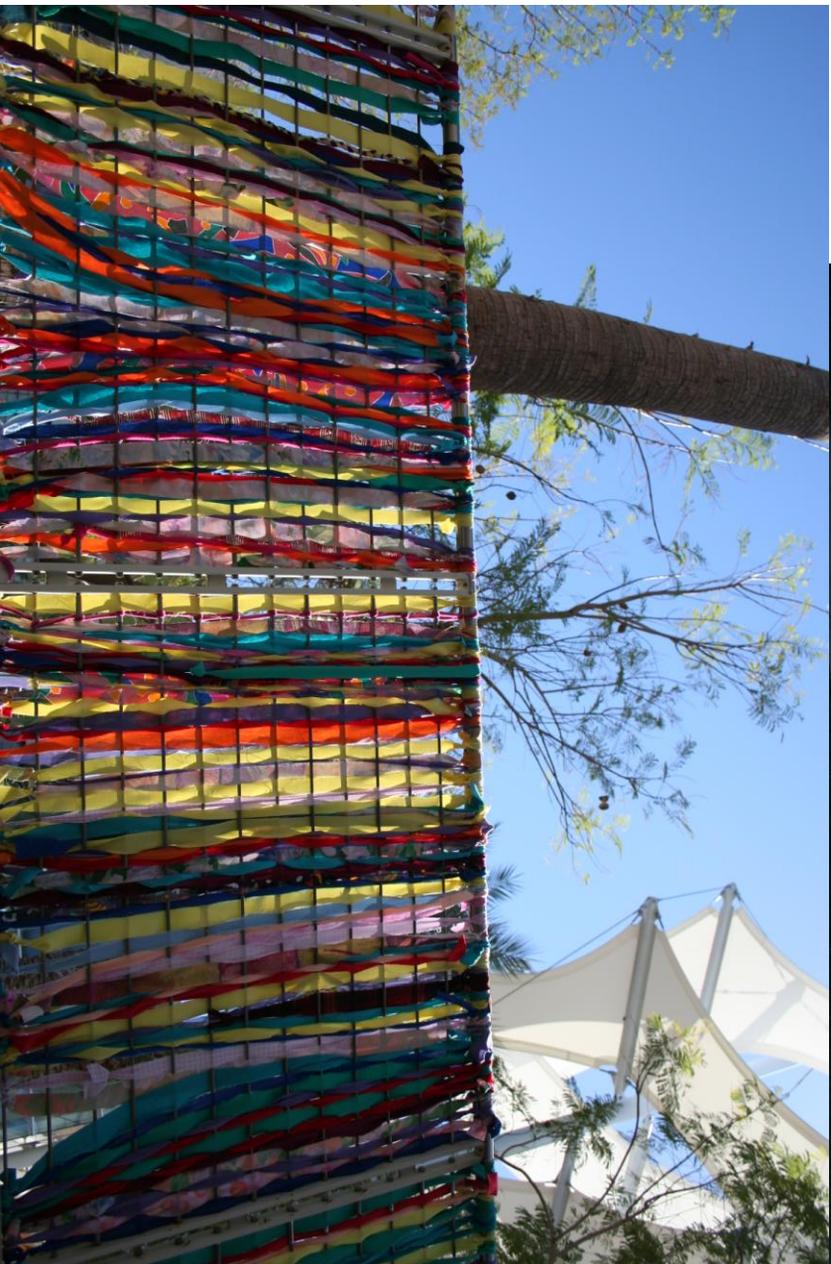


PHOTO 2010, visitors  
contributed to this weaving  
for 10 days, creating the  
colorful fabric of our  
community



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# Studio Sampler

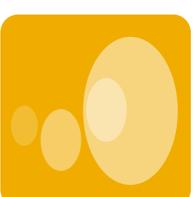
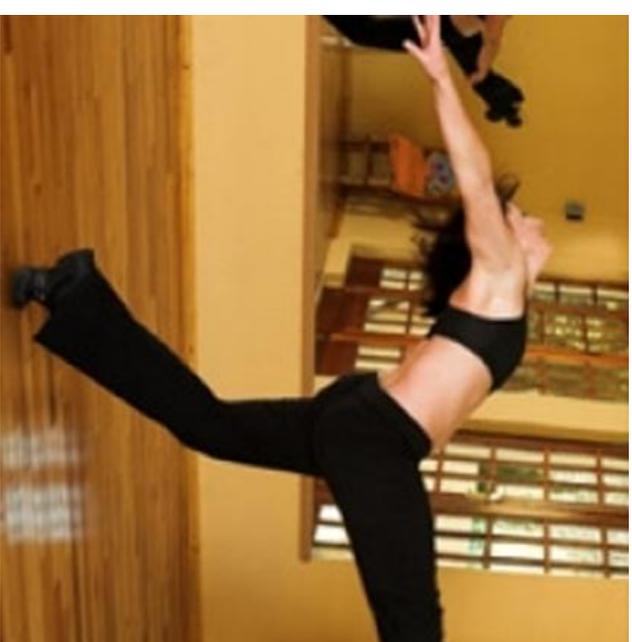
## One-hour Art Workshops

One workshop each day; \$5 per person, designed for families

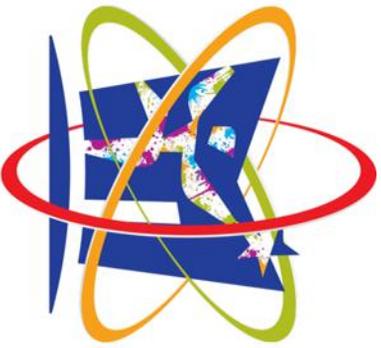
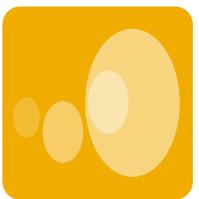
- Puppet-making
- Theater Games
- Mask-making
- Ceramics
- Drawing
- Painting
- Jewelry-making



Longer (3-4 hour) workshops offered throughout week



# win Ailey American Dance Theater: Workshops & Master Classes



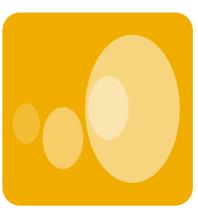
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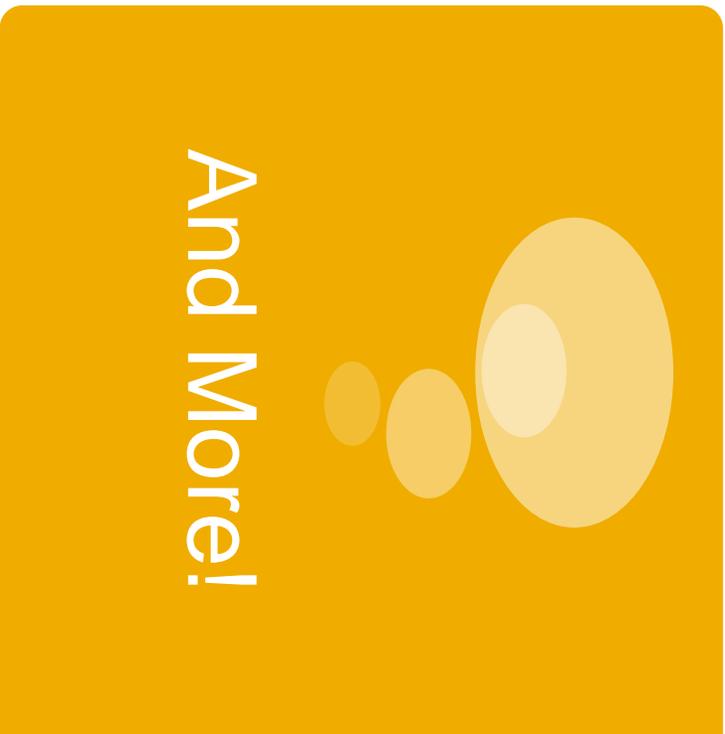
# Mesa Contemporary Arts



## March 2011 Exhibitions:

- 33<sup>rd</sup> Annual Contemporary Crafts
- Barbara Smith
- Docents Select II
- Best of the Arizona Watercolor Association
- Shadow Kansas, a solo exhibition by Phoenix artist Jeff Falk





- Extraordinary Performers on the festival grounds
- Ticketed Performances in the MAC Theaters include:
  - Lily Tomlin
  - Taylor's Irish Cabaret
  - Southwest Shakespeare's production of *Art*

