



COUNCIL MINUTES

October 4, 2010

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 October 4, 2010 at 5:02 p.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Dina Higgins
Kyle Jones
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Linda Crocker

Councilwoman Higgins participated in the meeting via telephonic equipment.

1. Review items on the agenda for the October 4, 2010 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest declared: None

Items removed from the consent agenda: None

Items added to the consent agenda: None

2. Hear a presentation and discuss status of the Fiesta District/Southern Avenue Streetscaping project.

Economic Development Project Manager Patrick Murphy addressed the Council and said that City Engineer Beth Huning and Transportation Director Dan Cleavenger were also present to discuss the Fiesta District. He displayed a PowerPoint presentation (**see Attachment 1**) and noted that the boundaries of the Fiesta District are the U.S. 60 to the south, the development on the north side of Southern Avenue, the Tempe City limits to the west and Extension Road to the east. Mr. Murphy outlined the history of the project (see page 2 of Attachment 1) and noted that this presentation addresses the streetscape component.

Mr. Cleavenger advised that staff's goal was to complete the Street Name Sign Project prior to the holiday shopping season. He stated that 51 signs, some of which will be illuminated utilizing LED (light-emitting diode) technology, would be placed in 16 intersections (see page 4 of Attachment 1) with installation scheduled for completion by November 1, 2010.

Mayor Smith commented that the signs are simply the beginning of a long process of rebranding the Fiesta District in order to develop future opportunities.

City Engineer Beth Huning noted that in February, the Council authorized staff to proceed with conceptual designs for the Streetscaping Project (see page 5 of Attachment 1) and begin to implement the Fiesta District Handbook along the street corridors. She advised that following a search for a unique consultant, the firm that received the highest ranking in the process (see page 6 of Attachment 1) was the Kreuzer Consulting Group. She stated that the Kreuzer Consulting Group would serve as the Project Manager, along with specialty consultants from the Valley (see page 7 of Attachment 1), and she further stated that the consultants comprise a well-rounded team with extensive experience (see page 8 of Attachment 1).

Ms. Huning outlined the key tasks to be accomplished (see page 9 of Attachment 1). She noted that the City has a \$1 million grant that requires a \$400,000 match for the Fiesta Paseo Pathway Project. Ms. Huning advised that the consultants were requested to provide three different concepts for the project along with the costs for each alternative. She reviewed the projected timeline (see page 10 of Attachment 1) and stated that the alternatives and the estimated cost information would be presented to the Council in late summer of 2011.

Councilmember Finter expressed concern that a project funded by City of Mesa secondary property taxes was awarded to a California firm, although some of the work would be subcontracted to local firms. He noted that contracts for professional services do not require Council approval, but he believed that additional checks and balances should be implemented. Councilmember Finter suggested that a Council Committee review the process in the future.

Ms. Huning explained that this contract accounts for approximately ten to fifteen percent of the design. She said that currently 52 percent of the project is with Valley firms.

In response to comments by Councilmember Finter, Ms. Huning said that gray areas exist when defining a firm as being local. She cited the example of a consulting firm whose owner and the majority of his employees reside in Mesa, but the business address is in another Valley city.

City Manager Christopher Brady said that he was unaware of any procurement process in the country that considered being a "local business" as a major factor in awarding a contract. He noted that local businesses are considered and encouraged, but that is not the primary reason for awarding a contract.

Ms. Huning added that Title 34 of the State Statutes requires that the procurement of consultants and contractors be based on qualifications. She added that consultants are required to explain how Mesa businesses would be utilized in the project.

Councilmember Finter stated the opinion that some subjectivity exists regarding these contracts. He added that professional services account for millions of dollars, and he would like to have a review of the process.

Mayor Smith commented that at one time Mesa firms felt excluded, whether that was real or perceived. He said that the City has been conducting outreach to local firms to explain the City's processes and encourage their participation. Mayor Smith noted that, in addition to a desire to secure the best, the City must comply with State Statutes. He reported that a recent joint outreach with Mesa Public Schools was very successful in attracting a large number of local businesses.

Councilmember Kavanaugh said that the public should be assured that the project is moving forward at a deliberate pace. He noted that the process of retaining consultants and planning the project is very time-consuming, and he thanked staff for their efforts. Councilmember Kavanaugh stated the opinion that the consultant has an excellent record, and he added that many employees of Valley subcontractors on the project may live in Mesa even though the business is located in another municipality.

Mayor Smith thanked staff for the presentation.

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

Vice Mayor Jones: National League of Cities Public Safety and Crime Prevention Steering Committee meeting.

Councilmember Kavanaugh: National League of Cities Information Technology and Communications Committee meeting.

Councilmember Somers: District 6 Pancake Breakfast.

4. Scheduling of meetings and general information.

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

Thursday, October 7, 2010, 7:30 a.m. – Study Session

Saturday, October 16, 2010, 8: a.m. – Rockin' on Ray Road

Saturday, October 23, 2010, 8 a.m. – Mesa's Financial Planning Day at the Convention Center

5. Prescheduled Public Opinion Appearances.

Monica Labadie addressed the Council and stated that she wanted to make the Council aware of two outstanding judgments (copies are available for review in the City Clerk's Office) against Randy Miller of Legacy Sports Group Limited, a firm that made a presentation (a copy of the presentation is available for review in the City Clerk's Office) to Mayor Smith and Tom Ricketts of the Chicago Cubs regarding a proposal to construct the Cubs Stadium. She expressed the hope that the Council would consider this information as the project moves forward.

Mayor Smith clarified, and Mr. Brady concurred, that the City has had no discussions or taken any action since that presentation regarding the site or plans for the Cubs Stadium.

6. Adjournment.

Without objection, the Study Session adjourned at 5:37 p.m.

SCOTT SMITH, MAYOR

ATTEST:

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 4th day of October 2010. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

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Attachment (1)

Status of Fiesta District & Southern Avenue Streetscaping Projects

**FIESTA
DISTRICT**

October 4, 2010

1

Fiesta District



**FIESTA
DISTRICT**

2

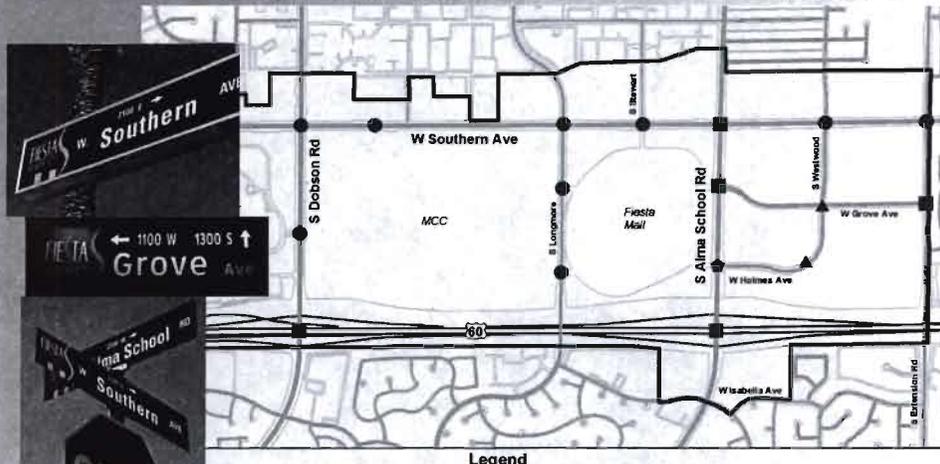
Where We've Been...

- | | |
|-------------------|--|
| March 2004 | • Revitalization Strategy Study |
| April 2007 | • Branding Project Kickoff |
| January 26, 2009 | • Fiesta District Handbook Adopted |
| February 25, 2010 | • Authorized to Proceed with Street Name Sign Project |
| | • \$10M in Street Bond Savings Set Aside for Streetscaping |



Street Signage Project

Estimated Completion: November 1, 2010



Legend

- | | |
|--|---|
| ■ Internally Illuminated Street Name Sign (Fiesta) | ▲ Street Name Sign (Fiesta) |
| ● Metro Street Name Sign (Fiesta) | ■ Internally Illuminated Street Name Sign (No Change) |
| ● Combination Illuminated / Metro (Fiesta) | ● Metro (No Change) |



Streetscaping Project



**Goal: Implement Fiesta District Handbook
Along Street Corridors**

FIESTA DISTRICT

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Streetscaping Project

Search for Unique Consultant

- **20 Statements of Qualifications**
- **4 Firms Shortlisted & Interviewed**
- **No. 1 Ranked Firm:
Kreuzer Consulting Group**

FIESTA DISTRICT

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Consultant Team

- **Kreuzer Consulting Group – Project Managers**
- **Specialty Subconsultants for:**
 - **Environmental Design & Landscaping**
 - **Urban Placemaking**
 - **Wayfinding, Circulation & Identity Programs**
 - **Public Outreach**
 - **Strategic Planning & Development Advice**
 - **Engineering: Traffic, Lighting & Geotechnical**

FIESTA
DISTRICT

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Consultant Team Experience

- **Disneyland Area Streetscaping for City of Anaheim**
- **Platinum Triangle at the Confluence of I-5 & SR-57 Freeways (800 acres), including Intercity Commuter Rail Line, Angel Stadium & Honda Center Arena**
- **Placentia, CA Westgate Transit-Oriented Development surrounding the Metrolink Station (100 acres)**
- **South Arizona Avenue Entry Corridor Landscaping, Chandler, Arizona**

FIESTA
DISTRICT

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Scope of Work

Key Tasks:

- **Apply Handbook to Actual Land Configuration/
Streetscaping**
 - Southern Avenue
 - Fiesta Paseo Pathway
 - Landscaping Concepts for Dobson,
Longmore & Alma School
 - Monumentation and/or Entry Features
Off Freeway
- **Traffic Analysis**

Looking Ahead...

- | | |
|-----------------------------|--|
| October 2010 | <ul style="list-style-type: none">• Project Kickoff |
| June/July 2011 | <ul style="list-style-type: none">• Alternative Development &
Cost Analysis• Traffic Analysis• Public Outreach |
| Late Summer
2011 | <ul style="list-style-type: none">• Present Alternatives &
Findings to Council |

