

**MEETING MINUTES**  
**Office of Economic Development**  
Economic Development Advisory Board  
57 E. 1<sup>st</sup> Street, Mesa, AZ 85201  
Lower Level Council Chambers

Date: November 1, 2022 Time: 7:30 am

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**MEMBERS PRESENT**

Rich Adams, Chair (Virtual)  
Brian Campbell  
Michelle Genereux  
Steve Henderson  
Kathleen “KJ” Jolivette (Virtual)  
Christopher Nickerson  
Dominic Perry  
Laura Snow

**EX-OFFICIO**

Mayor Giles (Excused)  
Chris Brady  
Sally Harrison  
James Kasselmann  
Natascha Ovando-Karadsheh  
Jennifer Zonneveld, Vice Chair

**STAFF PRESENT**

William Jabjiniak  
Lori Collins  
Chris Molnar  
Jaye O’Donnell  
Maribeth Smith

**MEMBERS ABSENT**

N/A

**GUESTS**

Councilmember Elect Alicia Goforth  
Councilmember David Luna (Virtual)

**1. Chair’s Call to Order**

Vice Chair Zonneveld called the November 1, 2022, meeting of the Economic Development Advisory Board to order at 7:42 a.m.

**2. Items from Citizens Present - None**

**3. Approval of Minutes from October 4, 2022, Meeting**

Vice Chair Zonneveld called for a motion to approve minutes. A motion was made to approve the October 4, 2022, minutes by Brian Campbell, seconded by Christopher Nickerson.

Upon tabulation of votes, it showed:

AYES – Adams, Campbell, Genereux, Henderson, Jolivette, Nickerson, Perry, Snow

NAYS – None

Vice Chair Zonneveld declared the motion carried by unanimous vote.

**4. Hear from Councilmember David Luna regarding economic development in District 5**

Vice Chair Zonneveld thanked Councilmember David Luna for joining the Board virtually.

Councilmember Luna thanked the Board for the invitation to speak with them and highlight some of the activities that have taken place throughout his time in office. He also thanked Mr. Brady and Sally Harrison for their leadership over the years. Councilmember Luna has appreciated working with members of the Board and has always respected the Board’s recommendations.

Councilmember Luna introduced his assistant, Antonia Mejia, and thanked her for work on a wonderful video showcasing what's happened in District 5 during his time in office. The video included conversations with Director of Economic Development Bill Jabjiniak, Falcon Field Airport Director Corrine Nystrom, and Mark Gaspers of Boeing regarding the branding efforts in the Falcon District, the recently installed murals on McDowell Road, and the growth of Nammo Defense, MD Helicopters, Boeing, Urbix and Amazon. The Maricopa Association of Government Economic Development Committee Executive Chair Eric Anderson also shared a message regarding Councilmember Luna's involvement and contributions since 2013, particularly in economic trade missions to both Mexico and Canada.

Councilmember Luna thanked Bill, Jaye, Rich and Natascha for their efforts in creating the strategic plan for the Falcon District. He felt it was a catalyst for the economic development growth in and around the airport. Mr. Luna also appreciated Dominic Perry and Brian Campbell's support of his efforts over the years in District 5 making it a great place to live and work. It has been a team effort. He introduced Councilmember Elect Alicia Goforth and invited her to discuss her vision and plans for District 5.

Alicia Goforth thanked Councilmember David Luna for his service and hard work during his time in office. Her plan is to continue the work that Councilmember Luna started, helping to make Mesa a great place to live. She is excited to begin in January and dedicate her time and energy and helping to shape the City's future. She mentioned Councilmember Luna worked on the 2014 general plan, and he's just missing the next one in 2024. Ms. Goforth said it's one of the most important tasks we have in front of us as a city and a council. Setting out a clear vision that brings clarity internally and externally and gaining input from all the stakeholders ensures we can be proactive and not reactive as a city. She realizes that sometimes you have to shift, you have to pivot, but once we state our community values and we align those, hopefully they shouldn't change much. She is looking forward to being part of that process. Ms. Goforth is excited to get to know each member of the Board and would welcome the chance to get their thoughts and perspectives on Mesa as a whole, as well as economic development specifically. She thanked Councilmember Luna again for his service.

Councilmember David Luna thanked Ms. Goforth for speaking and stated that District 5 will be in good hands. He appreciated her making the decision to pursue the role as city councilmember for District 5. The video that was shared will be posted on social media. He thanked the Board again for their time and support over the years.

Natascha Ovando-Karadsheh thanked Councilmember Luna for his service stating it has been an absolute pleasure working with him on so many different projects. He has been an incredible supporter of District 5, and she is excited to see what Mr. Luna does next.

Rich Adams commented that Councilmember Luna is a great friend and a great servant leader. Rich appreciated his leadership and insight in all the projects they've worked on together.

Mr. Jabjiniak stated that economic development is a long-range game. Councilmember Luna's continued support has been a tremendous asset for all of us. We look forward to working with Councilmember Elect Goforth as we continue to work towards our goals.

##### **5. Hear a presentation on the reaccreditation process to maintain the Office of Economic Development's Accredited Economic Development Organization (AEDO) designation**

Vice Chair Zonneveld thanked Councilmember David Luna and introduced the next presenter, Chris Molnar, management assistant II with the Office of Economic Development.

Bill Jabjiniak stated this presentation will provide an overview of the accreditation process and the Board's role. He mentioned that he is a member of the AEDO committee which reviews accreditation applications.

Chris Molnar greeted the Board and stated she has the pleasure of coordinating the 2023 AEDO Accreditation. AEDO or the Accredited Economic Development Organization is the official accreditation program of the IEDC, the International Economic Development Council. Their directory currently lists just 68 AEDOs in North America. Three others in Arizona (Gilbert, Scottsdale, and Queen Creek) also hold the accreditation. Mesa became accredited in 2017 and reaccredited in 2020. The department will apply for reaccreditation in 2023 and a site visit will be required. AEDOs must be reaccredited every three years. Benefits of accreditation allow for outside review and solicitation of recommendations for continuous improvement, which we continually strive for. It also signifies to our key stakeholders that we are a topnotch organization who can be trusted. We receive exclusive use of the AEDO logo, which we have on our presentation today, a link to our website on their home page, as well as a plaque to display.

Bill Jabjiniak commented that one of the best things to come from being part of the committee is having other high performing organizations across the country as well as Canada and Mexico reach to us. After our initial accreditation, we received a call from Florida regarding our strategic plan and we provided generalized guidance to them as they structured their own plan. This program is about raising the profession as well as performing at a very high level.

Chris Molnar reviewed the documentation that will be submitted such as financial statements, strategic and marketing plans, the last three years' accomplishments, any significant organizational changes, succession plan, ethics training, as well as letters of support. Recommendations from our 2020 submission will also be reviewed. It was recommended that we continue the enhancement of our business retention and expansion program, which was also recommended in 2017, provide our staff the necessary resources and support to pursue and earn their CECD designations, as a certified economic developer, as well as continuing to advocate for the city's investment in infrastructure that directly supports our business expansions in new locations. Our deadline for reaccreditation is August 2023, and we intend to submit by the end of March with a site visit in the spring or summer of 2023.

Mr. Jabjiniak shared that the accreditation group recommended that, as a large city, we should have a dedicated business retention expansion position and Mr. Brady agreed. That additional position allowed us to make great strides towards enhancing relationships with our existing businesses. In addition, Mayor Giles, Mr. Brady, and councilmembers were included in visits with major employers

Brian Campbell encouraged the Board to be available during the site visit and/or provide a letter of support. Having participated in the initial and subsequent accreditations, the accreditation team appreciates that connection to stakeholders.

Mr. Adams stated that he can make some very positive comments in these areas about the progress the department has made in attracting high quality, high wage jobs to Mesa.

Bill Jabjiniak stated that if the site visit timing aligns, we will include the review team in an advisory board meeting. If not, we may schedule a visit with one of you as an employer. This designation is a challenge. It encourages our department to continually improve and strategize. Thinking back to where we were a few years ago having conversations about the size of the buildings and the lack of high ceilings or large floor plates. The Board and department looked at the issue in detail and strategized about attracting speculative development which has resulted in landing large scale projects.

Ms. Ovando-Karadsheh reiterated what Ms. Goforth mentioned in aligning our vision in the strategic plan. Jaye O'Donnell did a wonderful great job on the Office of Economic Development Strategic Plan. Now, what is that next catalyst that will drive the next piece of growth. This is the perfect time for this focus with council change, a new strategic plan, and the upcoming general plan process. How does it all align toward the city's future 10 years from now?

Bill Jabjiniak commented that while he has worked on redevelopment elsewhere, Mesa is just now shifting focus. How do we reposition older assets? Think about that strategically as a group.

Ms. Ovando-Karadsheh requested the Board schedule a bus tour of the areas that are best suited for redevelopment. She requested OED provide examples of great redevelopment for reference and then discuss areas like the Broadway Corridor, east Main Street, and the Fiesta District. Redevelopment is more difficult than turning raw dirt into buildings and something that we haven't focused on before.

Rich Adams commented that he was glad we were talking about the general plan. It is critical that the plan be correctly oriented towards the economic development directions we want to take, and we feel are important. Additionally, redevelopment should also be a key part of that discussion.

Mr. Jabjiniak shared that Mesa is participating in a sustainable cities pilot program through SRP. Environment, social, and governance (ESG), are becoming sustainability standards for companies today. Designation as an SRP Sustainable City may demonstrate Mesa's sustainable assets and opportunities. We will provide additional information as the program unfolds.

## **6. Director's Report**

Bill Jabjiniak offered congratulations to Chair Adams. Rich was named the President and CEO of the Credit Management Association, one of the oldest and largest business credit organizations around.

Chair Rich Adams appreciated the comments, thanked Vice Chair Zonneveld for acting as Chair and departed for another meeting.

Mr. Jabjiniak listed a few upcoming events. Apple celebrates their five-year anniversary today in Mesa. They are a quiet but important part of the community and continue to invest in their facility. The Eastmark Center of Industry, developed by IndiCap, will break ground on November 15. ElectraMeccanica is planning a grand opening on December 12 for their facility directly south of Dexcom's Regional Distribution Center. Just last week, the department was awarded an Arizona Association for Economic Development Golden Prospector award for deal of the year – The Metaverse Moves to Mesa. It highlighted the creativity and structure of the Meta deal.

Laura Snow asked when you look at greenfield sites versus redevelopment, what is your best guess on when the city will reach full build out of major parcels.

Bill Jabjiniak stated that we are not out of land, there are plenty of opportunities in different parts of the city. In southeast Mesa, land is turning over from long-term owners to developers; however, how quickly that land will be developed is unknown. Currently, there is an extremely large number of square footage proposed and under construction in southeast Mesa, but it's unlikely that every project proposed will be built. In other parts of the city, redevelopment is the key. It's next to impossible to locate big industrial brands in areas other than southeast Mesa because those companies require a minimum of 30 acres that is not adjacent to residential.

Mr. Jabjiniak thanked Councilmember Luna and Councilwoman Elect Goforth for attending. He mentioned that the Board invites Councilmembers individually every other year to stay current on each District's needs and initiatives.

**7. Other Business**

The next Economic Development Advisory Board meeting will be on Tuesday, December 6, 2022.

**8. Adjournment**

Vice Chair Zonneveld called for a motion to adjourn. A motion was made to adjourn the meeting at 8:32 a.m. by Steve Henderson, seconded by Dominic Perry.

Upon tabulation of votes, it showed:

AYES – Campbell, Genereux, Henderson, Jolivette, Nickerson, Perry, Snow

NAYS – None

Vice Chair Zonneveld declared the motion to adjourn carried by unanimous vote.

Submitted By:

  
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William J. Jabjiniak  
Economic Development Department Director