

IMAGINE MESA ADVISORY COMMITTEE Work/Innovation Sub-Committee Meeting

November 2, 2017

The Work/Innovation Sub-Committee of the Imagine Mesa Advisory Committee of the City of Mesa met in the Mesa City Plaza, sixth floor 650-B conference room, 20 East Main Street, on November 2, 2017 at 5:30 p.m.

SUB-COMMITTEE PRESENT

Levi Leyba, Lead
Greg Arnett
Linda Moeser

SUB-COMMITTEE ABSENT

Kelly Smith

STAFF PRESENT

Aric Bopp
Tom Ellsworth
Mischelle Durkovic
Shalae Steadman
Jeff McVay

1. Call to Order

Sub-Committee Lead Levi Leyba called the meeting to order at 5:36 p.m.

2. Approval of Minutes from October 19, 2017 Sub-Committee Meeting

A motion to approve the Work/Innovation Sub-Committee minutes from the October 19, 2017 meeting was made by Greg Arnett; seconded by Linda Moeser; the motion was carried by a vote of 3-0.

3. Hear presentations on requested information

Jeff McVay, Downtown Transformation Manager, from the City Manager's Office, presented on the barriers to entry for business coming to Mesa and what progress has been made. The Sub-Committee commented on the successes that the town of Gilbert is experiencing. Jeff mentioned that a significant difference between the Town of Gilbert and the City of Mesa is that Gilbert owns the land that businesses are built upon.

Jeff also addressed that the Town of Gilbert removed the upfront costs, but the City of Mesa does not have that luxury. There was a strong push for ImagineMesa ideas to include more restaurants downtown. However, we do not own the downtown area where the restaurants would be. Jeff stated the once there are over 5 to 6 successful restaurants, the area is identified as a "destination".

To attract more restaurants, Mesa is doing the following—

1. Small business startup utility rate incentive. We allow for 25% discount for three years water and electric provided that the business can prove that two jobs were created.
2. Make the environment more attractive through façade improvement
 - a. Trees are cheapest and most economic benefit we can do.

3. Three future projects:
 - a. Country Club and Main (Bailey brakes) 20K feet will be made available for commercial retail with 200 new apartments created. They will be Market rate, one, two, and 3 bedrooms.
 - b. Sprinklers are required and the Community Development Block Grant (CDBG) provides up to 20K to business provided that two jobs were created.
 - c. The Grid (next to Benedictine), 800 parking spaces available and just over 100 spaces used. November 20th to Council, 300 new units and 14,000 square feet commercial space. Developer unknown.
 - d. Drew parking (Parking lot west of Heritage) 15 story hotel and apartment complex.

Entry barrier costs removal is not an option for us. However, the number one factor to increasing the success downtown is having more (rooftops) is having residents live right next to the Arts Center. The environment is also very important and therefore needs to be attractive.

Diversity is a key component, but not just regarding population. Diverse or full life cycle is possible with residents raising families in the same area where in the future, they can retire.

One of the many positives taking place is that intrapreneurship is abounding in the downtown area. There are only two national chains in the vicinity. Jeff did provide information that Council has provided direction to procure a master plan for site 17.

The Mayor also has an Initiative to create an innovation district. Create synergies and identify what the niche is for medical devices, tech etc. However, we don't want to compete with those that are nearby.

4. Discuss and Evaluate Ideas

The Sub-Committee continued to ensure that the combination of the three remaining ideas remained solid and encompassing and include:

- Innovation District – Education and incubating creativity together. Bring a major, top-tier university to the City and supporting HeatSync. Idea relates to 1, 2a, 2b, 2c, 2d, 2e, and 6a.
- STEM – Tech Training for kids – become the STEM Hub (Science, Technology, Engineering, and Mathematics) by focusing on the Code Academy, bringing the Challenger Space Center to Mesa, and build an Observatory. Idea relates to 8, 20, and 21.
- Technological Mesa – Create an environment for Mesa to become a tech test bed. Bring free WIFI and more technology to Mesa. Idea relates to 10.

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Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al 480-644-2767.

5. Begin Finalizing Recommendations

The Sub-Committee began to populate the matrix with the three ideas that will be taken to Council.

Discussion ended with how we accomplish these, and the need for a capital outlay movement which would be determined by Council.

6. Identify information needed for the next sub-committee meeting

The Sub-Committee will pick up with the matrix sheet. Also, since the next meeting did not have a guest speaker, even more concentrated efforts would be put forth to ensure the three ideas taken to Council will help support revitalization in the downtown Mesa area.

7. Scheduling of Meetings and General Information

The next sub-committee meeting will be held at 5:30 p.m. on November 16, 2017.

8. Adjournment

A motion to adjourn the meeting was made by Linda Moeser and seconded by Levi Leyba; the motion was carried by a vote of 3-0. The meeting was adjourned at 7:33 p.m.

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