



General Plan Advisory Committee (GPAC)

Minutes

Location: First Fidelity Bank Building on the 3rd floor
63 E. Main Street

Date: December 11th, 2023 Time: 4:30 p.m.

MEMBERS PRESENT:

Ron Williams, Chair
Scott Thomas, Vice-Chair
Megan Neal
Ivonne Garcia Rodriguez
Jessica Sarkissian
Jocelyn Skogebo

MEMBERS ABSENT:

Sarah Frechette

STAFF PRESENT:

Jeff Robbins
Rachel Nettles
Ashley Scott

GUESTS:

1. Call meeting to order.

Chairperson Williams called the meeting to order at 4:31 pm.

2. Approval of minutes from the September 25th, 2023 and October 23rd, 2023 General Plan Advisory Committee meeting.

Chair Williams called for the approval of minutes from the September 25, 2023, and October 23 meeting. Committee member Sarkissian motioned, and Committee member Skogebo seconded the motion. Upon tabulation of the votes, it showed:

AYES: Williams, Garcia Rodriguez, Neal, Skogebo, Sarkissian

NAYES: None

ABSENT: Thomas, Frechette

3. Hear a presentation about the draft 2050 General Plan and public engagement approach for early 2024.

4. Discuss and provide recommendations to staff regarding the 2050 General Plan's public engagement approach for early 2024.

Vice Chair Thomas asked if any of the General Plan Open houses are going to be televised on Channel 11 for the public. Staff answered no they will not be televised on Channel 11.

Committee Member Garcia Rodriguez encouraged her fellow committee members to attend the General Plan Open House meetings. She expressed they would get great first-hand experience of the residents' opinion of the 2050 General Plan.

The Committee wanted to know what the flow of the General Plan Open House meetings would be. Staff responded at this moment they are unsure since they have been focused on the draft of the 2050 General Plan and they are still working on the details of the meeting.

Chairperson Williams asked staff has there had been any new recommendations to help get the word out about the City of Mesa 2050 General Plan. Mr. Robbins said the City has strategically saved a lot of its budget for the General Plan now for the mass call to the public to let them know that the City of Mesa 2050 General Plan is happening. Also, the City has been working on the promotion plans for the last month and a half, so they are ready to share the content on January 4th.

Mr. Robbins mentioned the video on the official General Plan website will be paired down into 30-second social ads. The campaign is focused on the keywords of the vision of the City. So the City can target a certain audience for example parks, and this would be "Playful Mesa".

The first call to action is to review the plan and the second call to action is to take the survey and tell the City what you think. There is a second survey that's through Zencity and not the City. The City won't promote this survey and the point of the survey is to target people that typically aren't engaged in government. It is a survey that a person doesn't have to know anything about the government.

Mr. Robbins did an overview of the budget and stated that they have a \$30,000 ad buy for the City and Mr. Robbins asked the Committee for their thoughts on this. Mr. Robbins stated that they have been working with the Public Information Office to figure out the ad buy. The newspaper placement is the buy is the largest buy. Vice Chair Thomas asked do people still read the newspaper and staff answered yes. However, the newspaper will unintentionally target people outside Mesa, some of the newspapers that will have the ad are *The Republic*, *The Tribune*, and *La Prensa*. The reason why they decided on the newspaper is because there is a different demographic than the social media demographic.

Vice Chair Thomas asked what the duration of the newspaper ads? Staff were not sure of the duration of the newspaper ad but will find out and will let Vice Chair Thomas know.

The committee recommended that staff spread the word about the 2050 General Plan by displaying signs and explaining what it is to citizens. The committee asked about doing ads on the utility bills. Mr. Robbins said the City does not do this anymore.

Mr. Robbins mentioned the City has 11 bus shelter ads for the 2050 General Plan. There are 8 that are Citywide and then 3 that are Spanish only. The ads will run from December 1st to April 1st.

5. Hear a presentation and discuss how the GPAC recommendations from the last meeting connect to content in the draft 2050 General Plan.

Mr. Robbins made an introduction and explained at the last General Plan Advisory Committee meeting the Committee gave staff recommendations for public engagement in the 2050 General Plan. The staff took the recommendations that were given by the Committee and made action items for them each in the Action Plan that responded to the recommendations.

Ms. Nettles stated the Action Plan is specific actions to accomplish the strategies the City plans to take on. This Action Plan is in a separate document that is a companion document to the General Plan, and the City wants to be able to update the document periodically. So, every year the City wants to be able to evaluate their progress and report on it. The document would be a living document.

Here are the recommendations that the Committee made to the staff and the action items that the staff paired with the recommendations from the Committee.

- Redevelopment of West Mesa
 - Creating infill and redevelopment guides
 - Text amendments
 - Implementing the redevelopment plan
 - Seeking out public/private projects to look at catalyst site

- Character Area Development
 - Create distinct places throughout the City
 - Neighborhood planning to define those areas
 - Update quality design guidelines and create several different guidelines various areas within the City

- Housing Plan
 - Creating more options for housing
 - Reviewing text amendments and code so the City can encourage different types of housing
 - Incentivizing small lots
 - High-density housing near transit

- Employment Diversity
 - Looking at different design standards and text amendments
 - Placetype Map

- Explore what could be prohibiting or making it more difficult for entertainment uses to develop
 - Promote Mesa as a regional commercial entertainment and tourist destination

- Expand Social Services for the City
 - The City works as a partner for this
 - Building up workforce and education for the City

Chairperson Williams asked if the City considered expanding the social services, and would this affect the budget that is already in place for those services? Ms. Nettles answered that the City doesn't provide many services and it wouldn't be expanding social services. The City would take on the role of supporting the partners and encouraging those who do provide the social services.

- Small Assistance Program
 - Sustaining our business climate
 - Creating a repository of information and enhancing websites for small businesses
- Structure Shade Areas
 - Increase the shade around the City and review design guidelines and text amendments
 - Creating a shade plan
- Transportation
 - Master Trail Plan
 - Looking at the functions of the streets and how they accommodate more modes
 - Active Transportation Plan
 - Create a Downtown Multi-Mode plan
 - Safety Plan for Transportation and annual safety audit

Committee Member Skogebo asked what the Safety Plan means for the Transportation Department. Staff answered it means a Citywide inventory to identify certain areas in the City that would be

hotspots and what treatments the City would need to incorporate in various areas. Then every year Transportation would do an inventory to track and inform the Capital Improvement Program group.

Committee Member Garcia Rodriguez mentioned the Transportation Department should look at the City of Gilbert and what they are doing in their city. The street name is lit late at night so citizens can see it and the busier roads with bike lanes are painted green. Committee Member Garcia Rodriguez asked to go back to Slide 17 of the presentation and encourage the City to put housing as the maintain priority with apartment development.

6. Items from citizens present.

Marilyn Crosby, President of the Lehi Community Association, told the Committee good job on the hard work and she is interested in reviewing the draft of the General Plan.

Chair Williams told Ms. Crosby thank you for being a concerned citizen and showing up.

7. Adjournment.

Without objection, the General Plan Advisory Committee adjourned at 5:57 pm.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the General Plan Advisory Committee meeting of the City of Mesa, Arizona, held on the 11th day of December 2023. I further certify that the meeting was duly called and held and that a quorum was present.



JEFF ROBBINS,
SENIOR ECONOMIC DEVELOPMENT PROJECT MANAGER

