



# COUNCIL MINUTES

February 22, 2024

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 February 22, 2024, at 7:30 a.m.

## COUNCIL PRESENT

John Giles  
Francisco Heredia  
Jennifer Duff  
Mark Freeman  
Alicia Goforth  
Scott Somers  
Julie Spilsbury

## COUNCIL ABSENT

None

## OFFICERS PRESENT

Christopher Brady  
Holly Moseley  
Jim Smith

Mayor Giles conducted a roll call.

### 1. Review and discuss items on the agenda for the February 26, 2024, Regular Council meeting.

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

Conflict of interest: None

Items removed from the consent agenda: None

Responding to a request from Councilmember Freeman regarding Item 4-e, (**Approving and authorizing the City Manager to enter an amendment to the advanced metering infrastructure/smart metering solution project agreement to update the project scope and increase the project dollar limit to \$86,404,000 for the initial term, which will implement smart meters throughout the City of Mesa utility service areas.**), on the Regular Council meeting agenda, Deputy City Manager Candace Cannistraro introduced Water Resources Director Christopher Hassert and Business Services Director Ed Quedens. She provided an overview of the increased costs associated with the Advanced Metering Infrastructure (AMI) project as a result of supply chain issues; cost increases ranging from 10% to 35.5% for component parts, meters, labor, an increase in quantity, and changes to the scope of work. She stated that approximately 30 full-time employees and contractors are installing, exchanging, and retrofitting meters throughout the city.

In response to multiple questions from Councilmember Freeman, Ms. Cannistraro explained that the increase in the water meter boxes was the result of an increase in the equipment quantity and the need for additional work. She described the quantity increase and additional work involved in repairing the meter site prior to the installation of the meters. She noted at the completion of the AMI project, every single water meter in the City of Mesa (COM) will have been examined, evaluated, and repaired.

In response to a question from Councilmember Freeman, City Manager Christopher Brady said that the cost increase for the AMI project is covered by the water utilities, which will be spread out over a period time, and customers will be able to obtain a more accurate reading of their consumption.

Mr. Hassert added that the new meters will save customers money on water leak detection, and the City will save approximately two million gallons of water daily. He pointed out that the Business Services team, in conjunction with the Purchasing Department, have scrutinized the vendor's cost claims over the last two and a half years, and instead of a cost escalation of 50%, there is only a 13% increase.

Ms. Cannistraro reported that the gas and water meter prices are now fixed in the contract and will not change over the lifetime.

In response to a question from Councilmember Freeman, Ms. Cannistraro commented that the full implementation of the meters is expected to be completed by the end of 2026. She mentioned that currently customers were unable to view their water consumption on the portal due to a delay; however, the City is searching for options and will return to Council with a selection that meets customer's needs.

In response to multiple questions from Councilmember Goforth, Ms. Cannistraro remarked that the City has installed or converted 4.5% of the total 155,000 water meters, 12.5% of gas meters, and 22.3% of electric meters. She advised that the current contract is only for existing meters; however, the City is always installing new meters and new developments will already have smart meters. She added that the AMI project is a bond funded project with multiple commodities: water bonds, gas bonds, and electric bonds, which are included in the utility rate and are part of the utility bond program through different areas.

In response to a question from Mayor Giles, Ms. Cannistraro answered that the completion date in 2026 includes all three surface areas, gas, electric and water, with water being the largest.

In response to a question from Councilmember Spilsbury regarding Item 4-h, **(Calling the Primary Election for July 30, 2024, including designating election dates and providing the last date for candidates to file nomination papers.)**, on the Regular Council meeting agenda, City Clerk Holly Moseley reported that the COM will notify residents of the new primary election date and candidate filing dates by locally publishing a newspaper article and a press release, as well as posting information on social media and on the City's website. She noted the state will also share the updated information in their newsletter and online.

In response to a question from Mayor Giles, Ms. Moseley stated that the new primary election date is July 30, 2024.

In response to a question from Councilmember Goforth regarding Items 4-a and 4-b, **(Approving and authorizing the City Manager to execute a waiver of the Arizona Department of Transportation's (ADOT) four-year notice provision for right-of-way abandonment as allowed by A.R.S. §28-7209. Execution of the Waiver will allow ADOT to proceed with the abandonment and transfer to the City of previously identified traffic interchanges at the Red Mountain Freeway (Loop 202) and University Drive) and (Approving and authorizing the City Manager to execute a waiver of the Arizona Department of Transportation's (ADOT) four-year notice provision for right-of-way abandonment as allowed by A.R.S. §28-7209. Execution of the Waiver will allow ADOT to proceed with the abandonment and transfer to the City of previously identified areas on Southern Avenue and Hawes Road at the Red Mountain Freeway (Loop 202) and the U.S. 60 traffic interchange.)**, on the Regular Council meeting agenda, Deputy Transportation Director Orlando Otero explained that staff have been working with ADOT to return the right-of-way to the COM. He shared that after ADOT has constructed the infrastructure, the City will continue with maintenance and anything that does not have ADOT infrastructure will resume back to the City.

2-a. Hear a presentation, discuss, and provide direction on the proposed Mesa Zoning Code Text Amendments related to allowing billboards that meet specific requirements.

Planning Director Mary Kopaskie-Brown introduced Assistant Planning Director Rachel Nettles and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Kopaskie-Brown reviewed the purpose of the proposed text amendment and discussed the criteria for site eligibility of billboards. (See Pages 2 and 3 of Attachment 1)

In response to a question from Councilmember Freeman, Ms. Kopaskie-Brown stated that only two properties along the U.S. 60 meet all of the criteria for placement of billboards.

Ms. Kopaskie-Brown explained the location standards, which allow for two billboards on a site as long as the eligibility requirements are met. (See Page 4 of Attachment 1)

In response to a question from Councilmember Freeman, Ms. Kopaskie-Brown replied that a 1,200-foot separation requirement for billboards is measured from parcel line to parcel line.

In response to a question from Vice Mayor Heredia, Ms. Kopaskie-Brown affirmed that there are many existing billboards in the county islands that are not within the city limits and mentioned that static billboards are grandfathered in and will not be affected by the text amendment. She emphasized the text amendment is only for new billboards within the city.

Ms. Kopaskie-Brown reported that based on research conducted by staff, the number, size, and height standards for billboards are fairly common industry standards. (See Pages 5 and 6 of Attachment 1)

Ms. Kopaskie-Brown advised that the billboard regulations will apply to both static and electronic billboards. She indicated that the digital display standards would require a Development Agreement (DA) so that AMBER Alerts, and various events that occur within the city can be published on those billboards. (See Page 7 of Attachment 1)

Ms. Kopaskie-Brown reviewed the illumination standards for billboards, which include dimmers on all digital billboards for a lower glow of the billboards to protect the night skies. (See Page 8 of Attachment 1)

In response to a question from Councilmember Spilsbury, Ms. Nettles replied that single family homes will not be affected by the two sites of the billboards, which are the old Fiesta Mall and Mesa Community College (MCC).

Ms. Kopaskie-Brown discussed the process and staff recommendations for the proposed Mesa Zoning Ordinance Billboard text amendments. She pointed out staff voted for approval of the recommendations 5-0. (See Pages 9 and 10 of Attachment 1)

In response to a question from Councilmember Somers, Ms. Kopaskie-Brown replied that a maintenance standard for the billboards is included in the ordinance.

Discussion ensued relative to placement of billboards, type of developments located near billboards, funding programs at MCC, sensitivity to single family residences, educational attainment, rezoning, annexations, and other potential sites.

Mayor Giles thanked staff for the presentation.

2-b. Hear a presentation, discuss, and provide direction on the draft Mesa 2050 General Plan including an overview of “The People” Chapter and “The Economy” Chapter, and on the draft Action Plan.

Planning Director Mary Kopaskie-Brown introduced Assistant Planning Director Rachel Nettles, Project Manager Jeff Robbins, and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Kopaskie-Brown provided an outline of the 2050 General Plan (GP) update. She stressed that the presentation would focus on Chapters 2, the People, and Chapter 4, the Economy, of the GP update. (See Pages 2 and 3 of Attachment 2)

Ms. Nettles commented that the feedback received from the public outreach is critical and assists the City in determining how the future of Mesa should be developed. She reported the people are one of the core values of the public outreach. She mentioned the general public stated that family and friends were the primary reasons they love Mesa. She reviewed the concepts for building a strong community. She provided an overview of the guiding principles to build great neighborhoods and the various strategies that staff will employ. (See Pages 4 through 8 of Attachment 2)

Ms. Nettles summarized the key themes of the public outreach concerning the history, arts, and cultural resources section, which include celebrating the culture and heritage of residents, as well as educating them about different cultures and the history of the city. She described the strategies that will be used to address the guiding principles. (See Pages 9 and 10 of Attachment 2)

Ms. Nettles emphasized that the social services provided within the COM are important components of ensuring Mesa’s community members have access to resources and opportunities to thrive. She shared the strategies concerning human services for the COM. (See Pages 11 and 12 of Attachment 2)

Ms. Nettles discussed public safety and the results of the public outreach that demonstrated Mesa is a safe city. She commented that residents want Mesa to remain a safe city where they can raise their families. She reviewed the strategies to strengthen trust in public safety. (See Pages 13 and 14 of Attachment 2)

In response to a question from Mayor Giles, Ms. Nettles responded that in terms of higher education attainment, the COM performs slightly lower than surrounding cities and the county. She advised that the GP addresses workforce education, higher education, and development within the COM.

In response to a question from Councilmember Freeman related to the preparedness for large-scale public safety incidents, Mr. Brady read a statement from the GP. He described the language written as an integrated response and collaboration for public safety, rather than any individual events.

Mr. Robbins pointed out the three sections related to the Economy section in Chapter 4 of the GP. He discussed the public outreach results, including the need to attract high-end manufacturing with high design standards and breaking up the warehouse massing in a single location. He stated another goal is retaining companies through business retention and expansion, and connecting graduates with Mesa-based employers when it comes to workforce development. He highlighted the strategies that will be used for Economic Development. (See Pages 15 through 19 of Attachment 1)

Mr. Robbins summarized the section of Environment, Conservation, Energy and Water. He shared the topics of the public outreach feedback and discussed the strategies. He noted that state statute requires that the City protect future aggregate resource extraction in order to create buffers, to enable and support Mesa's economy, and protect the health of its residents. (See Pages 20 through 22 of Attachment 1)

In response to a question from Mayor Giles, Ms. Nettles replied that since the Climate Action Plan (CAP) has already been adopted, it has been incorporated into the GP.

Ms. Kopaskie-Brown clarified that rather than mimic the language in the CAP and GP, staff wanted to capture their essence and value in the GP, as those individual plans will be updated more frequently, and the GP is not updated on a regular basis.

In response to questions from Councilmember Duff, Mr. Robbins answered that feedback indicated that air quality was a minor concern, whereas water was the major concern. He noted that the initial outreach was conducted during a drought season and water was the main focus.

Ms. Kopaskie-Brown explained that air quality standards are included in the CAP and share the same goals as the GP; therefore, an action for the air quality standards does not need to be included in the GP.

Mr. Robbins discussed the key themes that emerged from the public outreach and the existing conditions report, as well as the strategies. (See Pages 23 and 24 of Attachment 2)

Ms. Kopaskie-Brown provided an overview of the Action Plan, which is a standalone implementation tool organized under the guiding principles to demonstrate how each of the

principles would be implemented over a one-to-three-year period. She explained during the next budget cycle, as staff completes the 10-year planning cycle and if the plan is adopted by Council and ratified by residents, resources will be examined for those actions and how they relate to each department's annual plans. He noted that staff ensures that the yearly budget plans and action plans are tied together. (See Pages 25 through 27 of Attachment 2)

In response to a question from Councilmember Spilsbury, Ms. Kopaskie-Brown noted that staff is working with each of the departments to identify the actual metrics or tasks that were completed as part of the Action Plan. She explained the process of reporting the progress of the Action Plan.

Councilmember Spilsbury suggested an updated and simplified chart to report on the progress of the Action Plan.

In response to a question posed by Councilmember Duff, Mr. Brady mentioned that Council has an opportunity to provide feedback on the Action Plan when staff returns to Council at a future budget discussion or Council priority discussion.

In response to a question from Vice Mayor Heredia, Mr. Brady confirmed that the annual report is given to the State, as well as the Council.

Vice Mayor Heredia suggested keeping the public informed of the City's accomplishments in order to build trust within the community. He expressed informing the public of the work and efforts of the Action Plan.

In response to multiple questions from Councilmember Goforth, Mr. Brady explained that during a budget discussion, the Council determines the allocation of resources and the priority. He advised that at the next Council priorities discussion, Council can discuss which one of the 89 actions plan items is a priority for the coming year and if there are resources available to support the priority.

Ms. Nettles mentioned there is still an opportunity to provide comments on the GP through March 4<sup>th</sup>. She shared the schedule of several upcoming open houses in each one of the districts and encouraged participation. She shared the upcoming dates for the study sessions, recommendations, and the final action prior to going on the ballot. (See Pages 28 and 29 of Attachment 2)

In response to a question from Mayor Giles, Mr. Robbins stated that approximately 10,000 residents have participated in the City's outreach through various streams.

Mayor Giles thanked staff for the presentation.

(Mayor Giles declared a recess at 8:59 a.m. The meeting reconvened at 9:10 a.m.)

2-c. Hear a presentation, discuss, and receive an update on Mesa Business Builder @ The Studios.

Economic Development Director Jaye O'Donnell introduced Economic Development Project Manager Kelley Keffer and displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. O'Donnell outlined the agenda for the update on Mesa Business Builder (MBB) @ The Studios presentation. (See Page 2 of Attachment 3)

Ms. O'Donnell provided some history of the MBB @ The Studios which was originally presented conceptually a couple of years ago as the Small Business Learning Lab to be funded by American Rescue Plan Act (ARPA) dollars. She stated the mission of the Office of Economic Development is to advance businesses and grow quality jobs and reviewed the lines of service. She shared that the MBB @ The Studios fits well into the family of brands. (See Pages 3 and 4 of Attachment 3)

Ms. O'Donnell discussed the programs and services available under the MBB umbrella, which have steadily grown, and provided statistics and updates for each. (See Page 5 of Attachment 3)

In response to a question from Councilmember Spilsbury regarding how a small business owner would navigate MBB @ The Studios, Ms. O'Donnell replied that resources are available on the website, [www.mesabusinessbuilder.com](http://www.mesabusinessbuilder.com), and they may contact Mesa Economic Development Department as well.

In response to a question from Vice Mayor Heredia, Ms. O'Donnell answered that staff are working on ways to integrate educators, case managers, workforce service providers, and employers into the small business programming.

Ms. Keffer shared the vision and mission statement for MBB @ The Studios. She indicated that the MBB @ The Studios is a place that promotes the adoption of digital development tools, offers access to state-of-the-art equipment, and provides spaces for skill building and networking opportunities for Mesa's small businesses to promote resiliency in today's economy. She stated the target audiences will utilize the MBB @ The Studios as a place for businesses to connect with resources and identify solutions to solve problems or overcome challenges. She anticipates that their audiences will use the space as a venue to meet with their target groups and deliver services. (See Pages 6 and 7 of Attachment 3)

Ms. Keffer described the multi-use professional space, technology, and amenities of the MBB @ The Studios, which provides a physical extension for the City's Small Business Assistance Program in a variety of collaboration areas. (See Page 8 of Attachment 3)

Ms. Keffer discussed the community partners that can benefit from the MBB @ The Studios by offering direct in-person services, training, and education at one site. She stated the MBB @ The Studios also serves as an extension for City departments to have a physical presence to meet with businesses and extend their services. (See Pages 9 and 10 of Attachment 3)

Ms. Keffer presented conceptual designs for the upper floor with an estimated opening in May of 2024. She described the reception area, a multi-use space that can be utilized for large groups or closed off for privacy and can be set up in a classroom style with tables and chairs to accommodate up to 80 guests. (See Page 11 of Attachment 3)

Ms. Keffer reviewed the proposed schedule when the MBB @ The Studios opens that will enable staff to gauge demand and plan for the increased activity. She indicated the schedule for training and events will include workshops on venture capital and angel investors, workforce, job fair, artificial intelligence (AI) for manufacturers, professional service businesses, succession

planning, business valuations, equipment training, and a variety of other workshops and trainings on a wide variety of business topics. (See Page 12 of Attachment 3)

Ms. Keffer mentioned that the primary goal of MBB @ The Studios is to deliver value, education, and training to the business community through Mesa's ongoing Small Business Assistance Program. She reviewed the types of programming businesses have requested, with marketing being the number one request. (See Page 13 of Attachment 3)

In response to a question from Councilmember Somers, Ms. Keffer explained that the types of programs offered depend on the type of business. She explained that entrepreneurs have different needs than small businesses; entrepreneurs are seeking venture capital, equity investment capital, and other forms of financing for the purpose of building scalable businesses, whereas small businesses are seeking loans.

In response to a question from Councilmember Duff, Ms. Keffer replied that the City intends to have scheduled hours for bankers or professionals in the field so that businesses can drop in and meet or speak with a banker and learn more about their needs.

Ms. Keffer stressed that the purpose of using professionals or businesses is to create a learning environment, not an advertisement for a specific business or professional.

In response to a question from Vice Mayor Heredia, Ms. O'Donnell stated that staff will assess the demand for various languages and may assist with translators or interpreters, and possibly offer workshops in specific languages.

Ms. Keffer explained the process for the space reservation system, which will allow for online bookings of rooms and equipment within the space. She advised that regular policies and procedures will be in place for guests that visit and use the facility, as well as an electronic acknowledgment. She indicated that since the venue has special equipment, there will be regularly scheduled trainings to provide guests with information and instruction on how to use the equipment appropriately, followed by a certificate of approval. (See Pages 14 and 15 of Attachment 3)

Ms. O'Donnell discussed the staffing requirements for the venue to operate, serve the clients, and offer scheduled programming throughout the week. She added the intention is to reach out to Mesa's educational partners to provide internships as a way to engage students. (See Page 16 of Attachment 3)

Ms. O'Donnell reviewed the budget and stated that the American Rescue Plan Act (ARPA) contributions for the projects are \$4.897 million for construction, furniture, fixtures and equipment. She pointed out that this fiscal year, the City has requested a contingency for \$171,758, and \$530,000 for the fiscal year 2024/2025 operating budget. She discussed the next steps in preparing for the launch event, which will take place in May of 2024. (See Pages 17 and 18 of Attachment 3)

In response to a question from Mayor Giles, Ms. O'Donnell explained that the City contracts with the Mesa Chamber of Commerce to provide programming and services for the Small Business Assistance Program. She mentioned that the Mesa Chamber of Commerce will be a great partner,



along with others like the Asian Chamber of Commerce and the East Valley Hispanic Chamber of Commerce.

In response to multiple questions from Councilmember Spilsbury, Ms. O'Donnell confirmed that MBB @ The Studios will not have specific open hours, everything needs to be pre-scheduled and staff is flexible for those requiring evening or weekend hours. She stated that MBB @ The Studios will be open to the public, and being a Mesa resident is not a requirement.

In response to a question from Councilmember Goforth, Ms. O'Donnell reported that key performance indicators (KPI) have been set up to determine the number of events, number of attendees, and number of certificates awarded for the equipment and workshops. She commented that currently staff measures the success of the Small Business Assistance Program by the number of utilized hours and would like to do the same with MBB @ The Studios.

Ms. Keffer added that they are working on utilizing the scheduling software to track traffic throughout the space, as well as a heat map to determine what areas of the City people are traveling from, and how much time individuals utilize the facility.

In response to a question from Vice Mayor Heredia, Ms. Keffer explained that Mesa participates in a monthly coordination meeting with ASU, and the intention is to collaborate with ASU as they are also users in the same building, augmenting what is already happening within the ecosystem rather than duplicating it.

Responding to multiple questions from Councilmember Duff, Ms. O'Donnell indicated that the budget would cover both floors as an integrated space. She noted training can be conducted on the second floor due to the location of the computer lab, while training is being conducted on the lower level due to the location of the augmented reality/virtual reality (AR/VR) lab. She affirmed both spaces will be ready soon.

Mayor Giles thanked staff for the presentation.

2-d. Appointment to the Economic Development Advisory Board.

It was moved by Councilmember Somers, seconded by Vice Mayor Heredia, that the Council concur with the Mayor's recommendations and the appointments be confirmed. **(See Attachment 4)**

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury  
NAYS – None

Carried unanimously.

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

3-a. Economic Development Advisory Board meeting held December 11, 2023.

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

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury  
NAYS – None

Carried unanimously.

4. Current events summary including meetings and conferences attended.

Mayor Giles and Councilmembers highlighted the events, meetings and conferences recently attended.

5. Scheduling of meetings.

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

Monday, February 26, 2024, 5:15 p.m. – Study Session

Monday, February 26, 2024, 5:45 p.m. – Regular meeting

6. Adjournment.

Without objection, the Study Session adjourned at 9:59 a.m.

ATTEST:



  
\_\_\_\_\_  
JOHN GILES, MAYOR

  
\_\_\_\_\_  
HOLLY MOSELEY, 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 22<sup>nd</sup> day of February 2024. I further certify that the meeting was duly called and held and that a quorum was present.

  
\_\_\_\_\_  
HOLLY MOSELEY, CITY CLERK

lr  
(Attachments – 4)



# City Council

## Mesa Zoning Ordinance

# Billboard Text Amendments

Mary Kopaskie-Brown, Planning Director

Rachel Nettles, Assistant Planning Director



February 22, 2024



# Purpose – Proposed Text Amendment

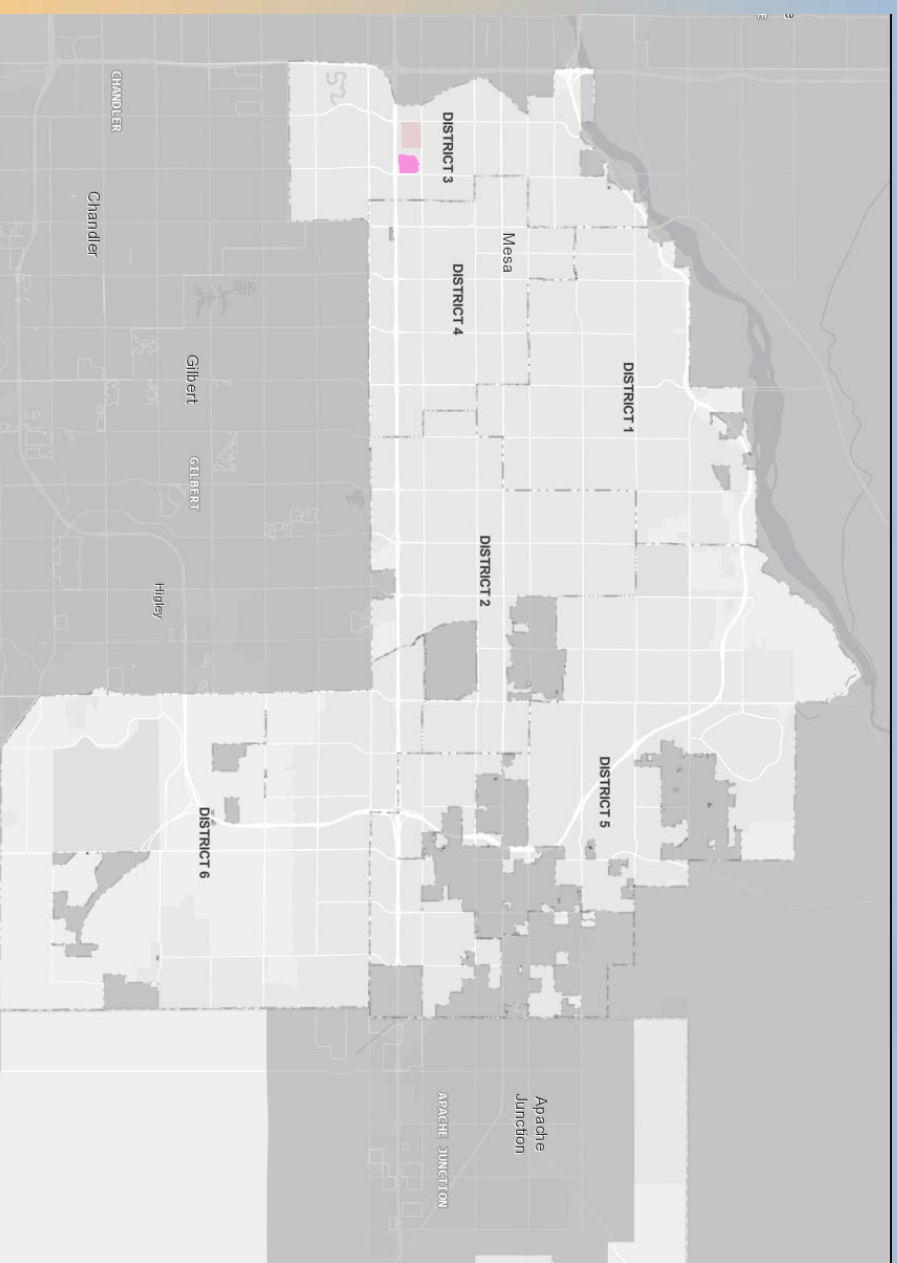
- Create opportunities for:
  - Development/redevelopment of larger sites
  - Partnerships with private organizations - messaging on City activities and public service announcements
- Develop Standards
  - Enhance the City's built environment
  - Respond to the Market





# Site Eligibility

- Recommended Zoning Districts
  - Public/Semi-Public
  - Mixed Use
  - Infill Development District 2
- Site = 50 acres or greater
- Freeway Frontage = Min. 1,500 feet





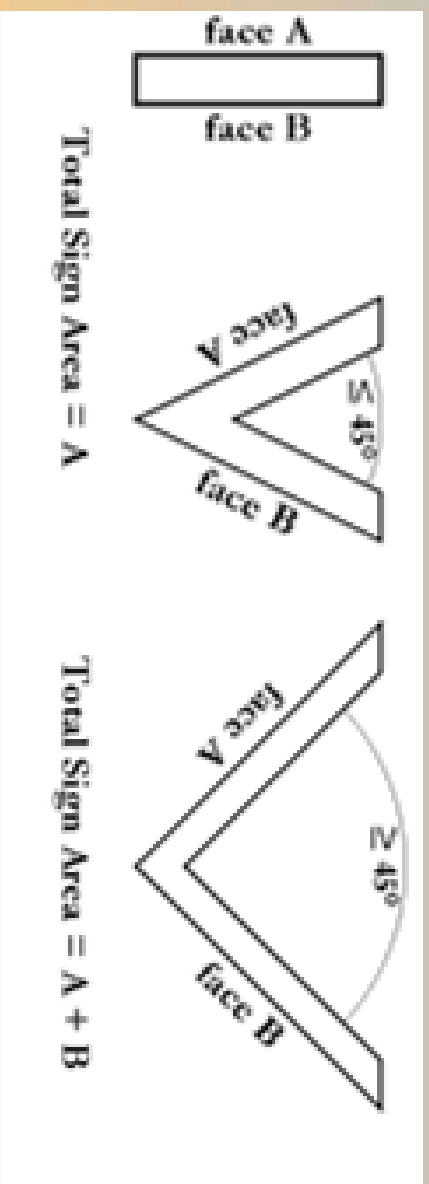
# Location Standards

- Placed within 250 feet of the freeway
- Setback from residential zone or use (unless part of a mixed-use development) = 500 feet
- Separation from another billboard = 1,200 feet
  - Includes billboards in adjacent communities
  - Includes billboards that are existing or proposed
- Separation from existing or proposed Freeway Landmark = 1,200 feet



# Number and Size Standards

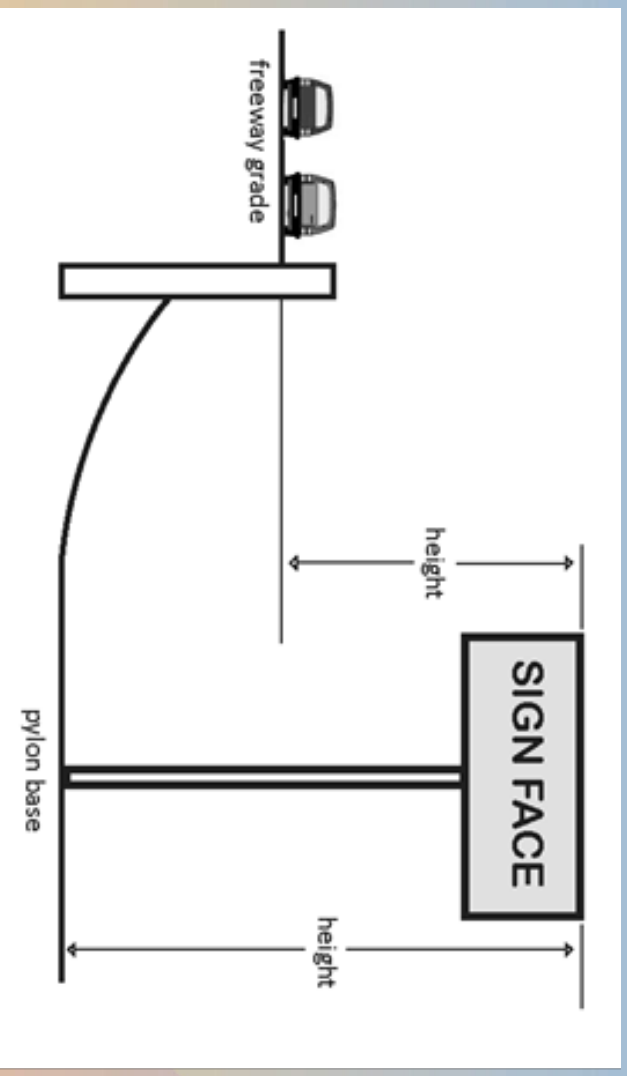
- Maximum Number = 2 billboards per site
- Maximum sign area/face = 672 square feet + 20% for embellishment





# Height Standards

- Maximum Height
  - 48 feet above the adjacent freeway grade or elevation
  - Inclusive of all embellishments or attachments
  - No more than 70 feet above the site's finished grade







# Digital Display Standards

- Network time and federal, state, and local public service announcements required
- No animation, flashing, blinking, or moving lights
- Display may not change sooner than every 8 seconds
- No transition allowed between copy/message



# Illumination Standards

- Dimmers on all digital billboards from sunset to 11:00 p.m. (maximum of 300 nits)
- All illumination extinguished from 11:00 p.m. to sunrise
- All illumination standards apply to static billboards



## Process

- Billboard Overlay District
- City Council/Legislative Approval (Rezoning)
  - Discretion for each case
  - No Ordinance Sunset
- Development Agreement
  - Public Service Announcement content
  - With Property Owner
  - With Billboard Owner



# Staff Recommendation

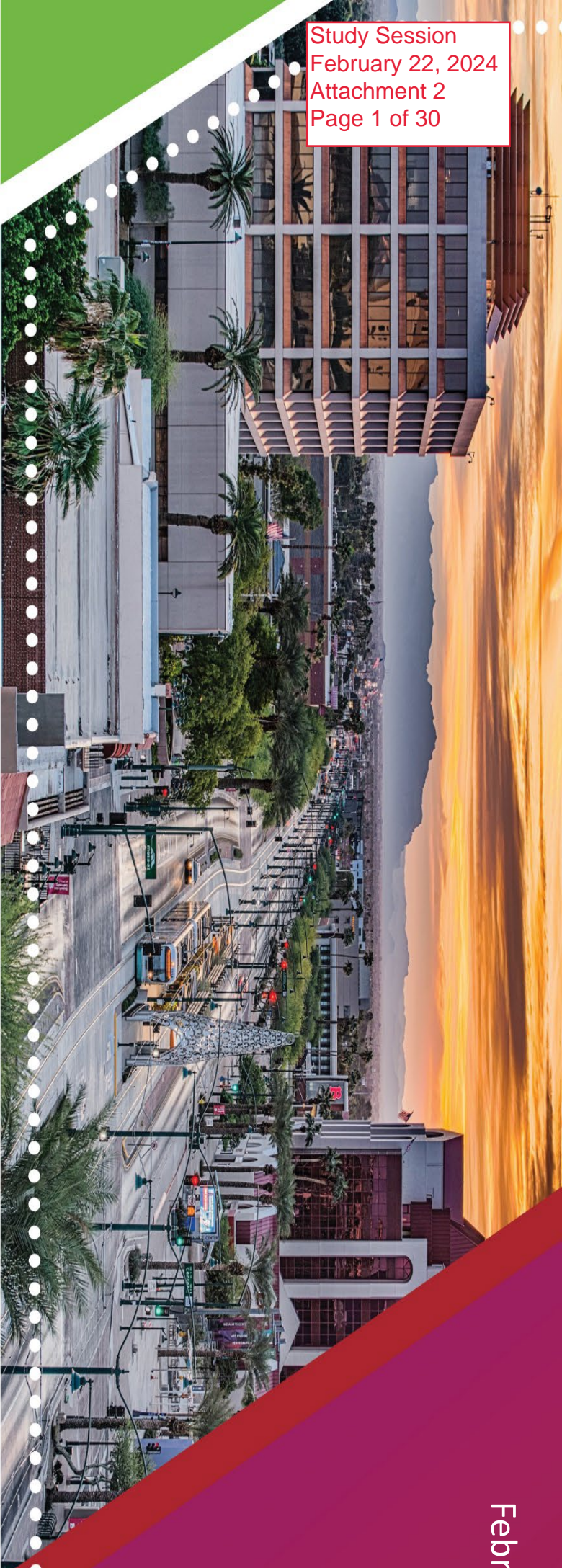
***Staff recommends that the City Council adopt the proposed Mesa Zoning Ordinance Billboard text amendments***

Planning and Zoning Board Recommendation:  
Approval of the MZO text amendments (Vote 5-0)



# Questions?





# 2050 General Plan Update

**Mary Kopaskie-Brown, AICP**  
Planning Director

**Jeff Robbins, CECD**  
Project Manager

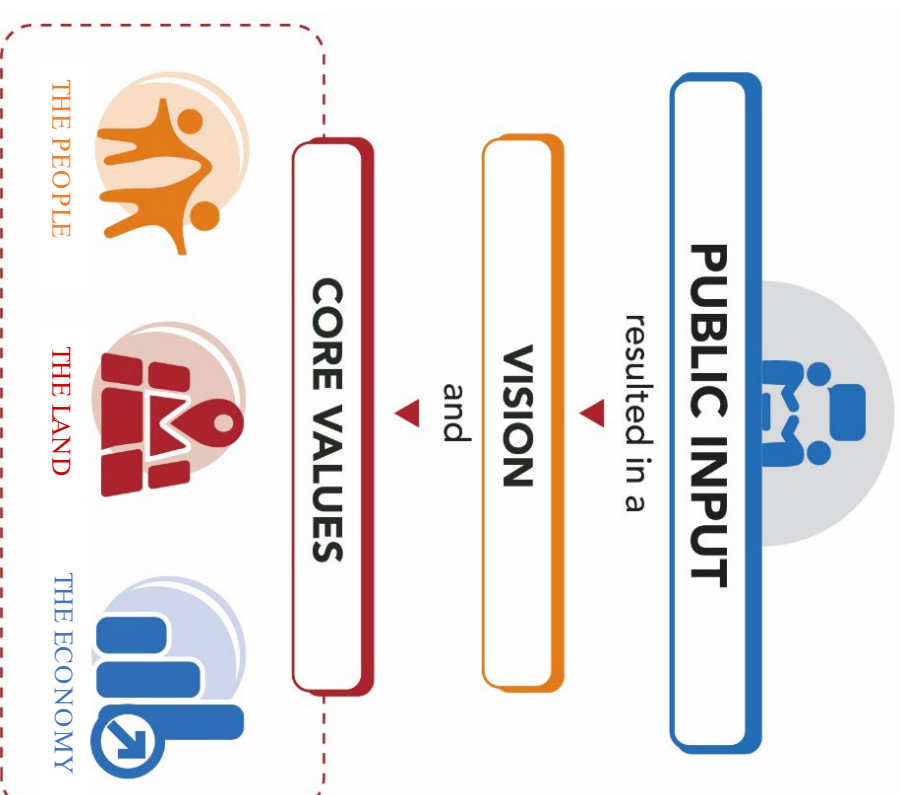
**Rachel Nettles, AICP**  
Assistant Planning Director

# GENERAL PLAN ORGANIZATION

5 Chapters Organized around  
3 Core Values

- Introduction
- **The People**
- The Land
- **The Economy**
- Implementation

Action Plan



# PRESENTATION OUTLINE

- Chapter 2 - The People
- Chapter 4 - The Economy
- Action Plan
- Next Steps



# THE PEOPLE



# CHAPTER 2 - SECTIONS



## Great Neighborhoods

Our Neighborhoods are Vibrant, Diverse,  
and Safe Places Where Our People Thrive



## History, Arts, and Cultural Resources

Our Community Values Our Heritage and  
Embraces its Diverse Culture



## Human Services

Our Human Services are Compassionate  
and Equitable



## Public Safety

Our City Is Safe and has Exceptional Public  
Safety Services

# GREAT NEIGHBORHOODS

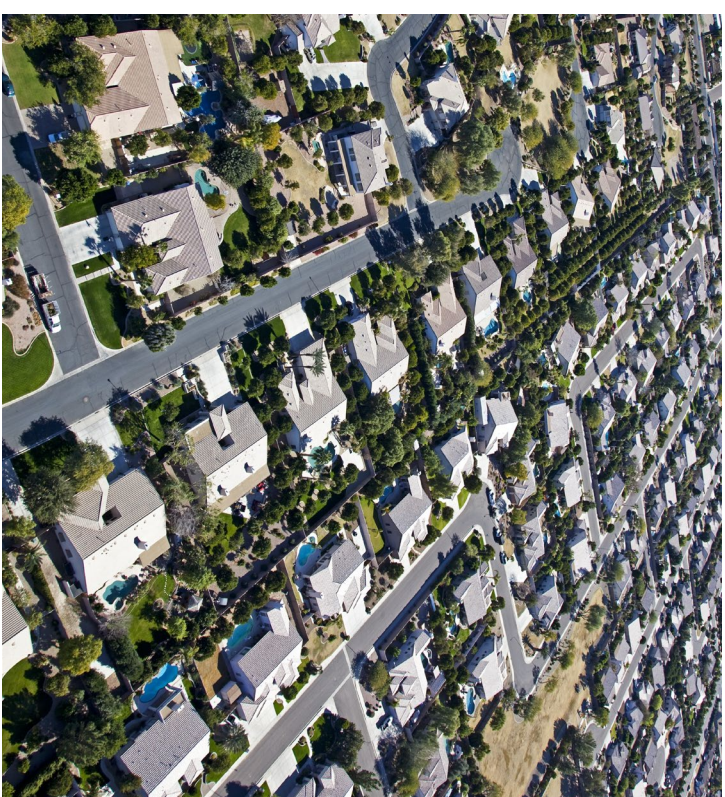
## Guiding Principle - Our Neighborhoods are Vibrant, Diverse, and Safe Places Where Our People Thrive

Key themes emerged from Public Outreach and the Existing Conditions report:

- Community Character
- Complete Communities
- Neighborhood Revitalization

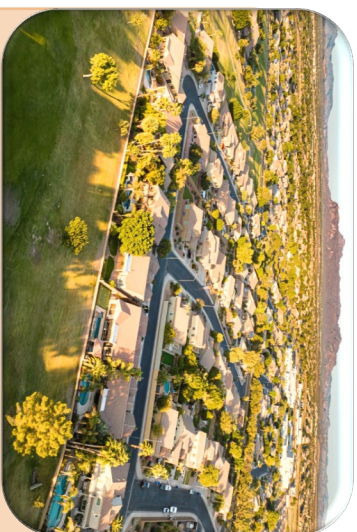
Great Neighborhood section acknowledges:

- The unique character of our neighborhoods adds vibrancy and vitality to Mesa
- Neighborhoods are more than places to live; they foster social interaction to connects us to our communities
- Neighborhoods are dynamic and change over time

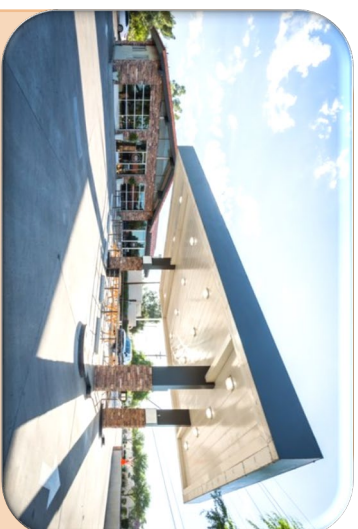


# GREAT NEIGHBORHOODS

Guiding Principle - Our Neighborhoods are Vibrant, Diverse, and Safe Places Where Our People Thrive



Promote complete communities in both existing and new neighborhoods



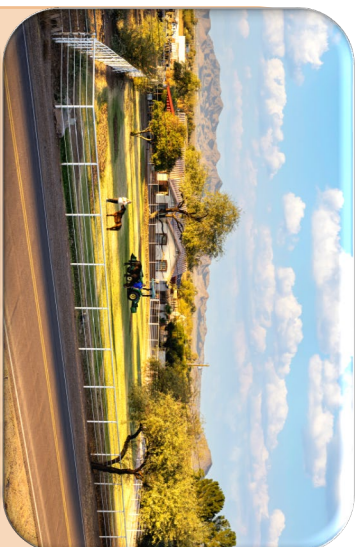
Promote adaptive reuse and infill as tools to rejuvenate established neighborhoods



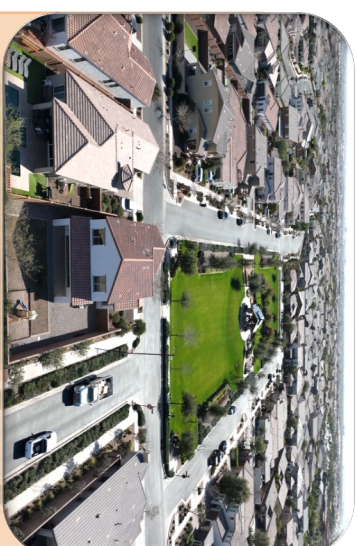
Continue to provide robust code compliance programs to ensure neighborhoods are clean and well-maintained

# GREAT NEIGHBORHOODS

Guiding Principle - Our Neighborhoods are Vibrant, Diverse,  
and Safe Places Where Our People Thrive



Use neighborhood planning to engage local communities and define neighborhood specific character, values, and policies



Improve street and open space network connectivity within neighborhoods and to local amenities

# HISTORY, ARTS, AND CULTURAL RESOURCES

## Guiding Principle - Our Community Values Our Heritage and Embraces its Diverse Culture

Key themes emerged from Public Outreach and the Existing Conditions report

- Museums and The Arts
- Public Events
- Public Art

History, Arts, and Cultural Resources section acknowledges:

- Our diverse culture and heritage welcomes people from all backgrounds
- Historic neighborhoods and landmarks are not just relics - but living spaces that contribute to our identity
- Supporting strong and diverse arts and cultural programs and institutions benefit the City economically



# HISTORY, ARTS, AND CULTURAL RESOURCES

Guiding Principle – Our Community Values Our Heritage and Embraces Its Diverse Culture



Enhance community character and heritage by identifying and preserving significant historic sites, properties, structures and districts



Support and encourage a variety of artwork in public places, such as parks, public buildings, and plazas



Promote and expand access to arts and culture opportunities across the City



Expand Mesa's reputation as an arts and culture tourism leader in Arizona

# HUMAN SERVICES

## Guiding Principle - Our Human Services Are Compassionate and Equitable

Key themes emerged from Public Outreach and the Existing Conditions report

- Education
- Social services
- Libraries
- Addressing homelessness

Human Services section acknowledges:

- Mesa is committed to supporting compassionate, equitable, and high-quality human services
- Human services - largely the function of nonprofit agencies in partnership with the City - ensure that residents can achieve their full potential
- Mesa is an education-friendly City - schools are a priority





# HUMAN SERVICES

## Guiding Principle - Our Human Services Are Compassionate and Equitable



Provide leadership and collaborate with community agencies to encourage and promote the development and expansion of human services programs



Increase awareness of and access to information about social service programs and options available in Mesa



Support an intentional local community response to homelessness with housing and supportive services



Support high-quality early childhood, primary, secondary, and higher education attainment in Mesa

# PUBLIC SAFETY

## Guiding Principle - Our City is Safe and Has Exceptional Public Safety Services

Key themes emerged from Public Outreach and the Existing Conditions report

- Safe City
- Public safety education
- Building trust and relationships

Public Safety section acknowledges:

- Public safety is a key contributor to the quality of life in Mesa
- Mesa is committed to delivering top-tier police, fire, and emergency medical services
- Mesa is well-prepared to handle large-scale public safety incidents, with up-to-date protocols aligned with national standards



# PUBLIC SAFETY

## Guiding Principle - Our City is Safe and Has Exceptional Public Safety Services



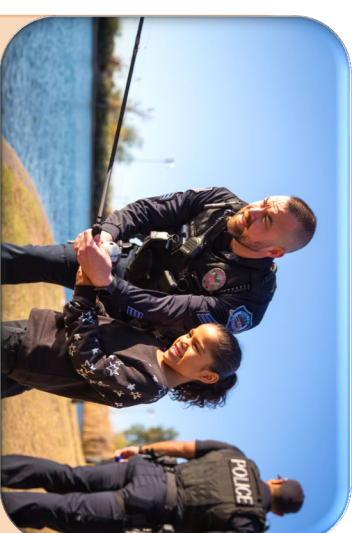
Continue to provide high-quality and responsive police, fire, and medical services to all residents and businesses



Prepare for large-scale public safety incidents



Provide preventative safety education to Mesa residents and businesses



Continue to strengthen trust between public safety and the public

# THE ECONOMY

Ultimaker



# CHAPTER 4 - SECTIONS



## Economic Development

Our Economy is Innovative and  
Prosperous



## Environment, Conservation, Energy, and Water

Our City is Resilient and Sustainable



## Public Facilities and Services

Our Public Service Enterprises are Efficient,  
Reliable and Cost-effective

# ECONOMIC DEVELOPMENT

## Guiding Principle - Our Economy is Innovative and Prosperous

Key themes emerged from Public Outreach, Existing Conditions, and Economic Development Strategic Plan

- Attract quality jobs and support small businesses
- Protect airports from nearby incompatible land uses
- Promote tourism through quality development
- Support workforce development
- Diversify economic development opportunities in southeast Mesa

Economic Development section acknowledges:

- Our location provides a competitive advantage that helps attract target industries
- Mesa must continue to innovate and be competitive in the national market
- Our approach to economic development must be multi-faceted

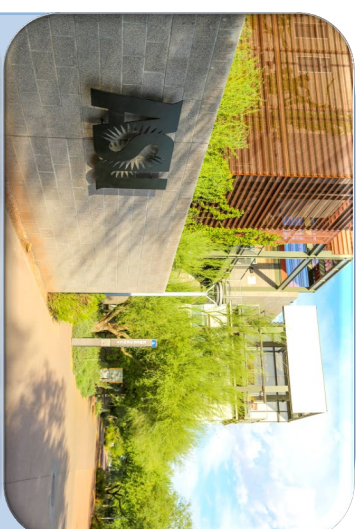


# ECONOMIC DEVELOPMENT

Guiding Principle – Our Economy is Innovative and Prosperous



Attract businesses and employers that create jobs with wages at or above the regional average



Invest in education and workforce development for Mesa residents and employees.



Sustain a business climate that fosters entrepreneurs and small business

# ECONOMIC DEVELOPMENT

Guiding Principle - Our Economy is Innovative and Prosperous



Protect and promote Mesa's airports as global connections for tourism and business development



Promote Mesa as a regional commercial, entertainment, and visitor destination attracting quality product development



# ENVIRONMENT, CONSERVATION, ENERGY, AND WATER

## Guiding Principle - Our City is Resilient and Sustainable

Key themes emerged from Public Outreach, Existing Conditions, Climate Action Plan, Water Resources Master Plan

- Ensure a continuous supply of water and energy
- Be a good steward of our natural resources

Environment, Conservation, Energy, and Water section acknowledges:

- Mesa's natural resources are valuable assets
- Mesa's pursuit of resilience and sustainability must respond to local conditions and Mesa should consider efforts within the larger context
- Mesa is committed to proactively and responsibly protecting and conserving our environment and natural resources

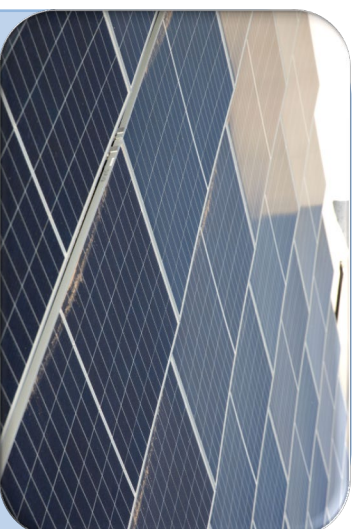


# ENVIRONMENT, CONSERVATION, ENERGY, AND WATER

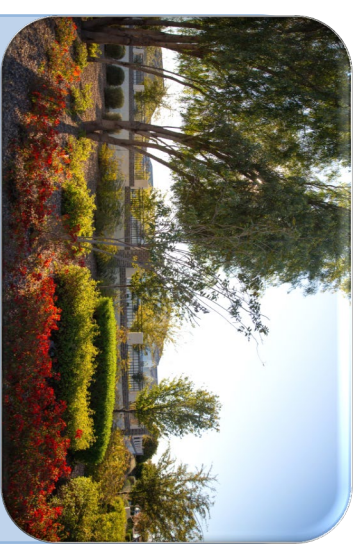
Guiding Principle - Our City is Resilient and Sustainable



Manage our water resources to improve and safeguard water supply and dependability



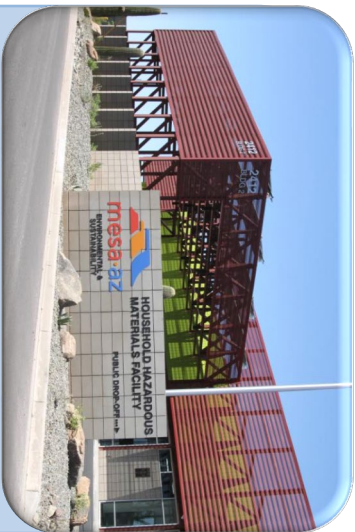
Promote energy conservation and renewable energy generation



Improve stormwater management and water quality through sustainable development practices

# ENVIRONMENT, CONSERVATION, ENERGY, AND WATER

Guiding Principle - Our City is Resilient and Sustainable



Promote sustainable practices that foster resilient systems and reduce hazard risks



Protect future aggregate resource extraction (*required by State Statute*)

# PUBLIC FACILITIES AND SERVICES

Guiding Principle - Our Public Service Enterprises are  
Efficient, Reliable, and Cost-Effective

Key themes emerged from Public Outreach and the Existing Conditions report

- Responsible fiscal management
- Leverage technology

Public Facilities and Services section acknowledges:

- Public facilities and services reflect basic functions provided by government to the community
- Mesa owns and operates nearly 500 facilities across the City and employs approximately 4,900 employees that help provide services for the community



# PUBLIC FACILITIES AND SERVICES

Guiding Principle - Our Public Service Enterprises are  
Efficient, Reliable, and Cost-Effective



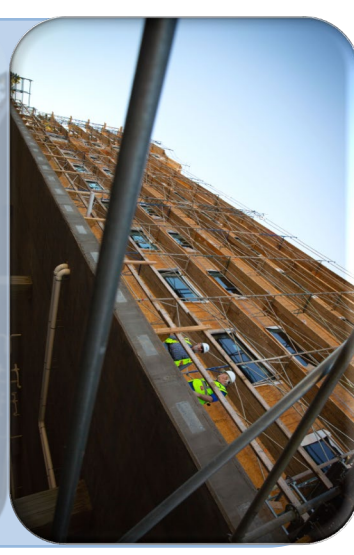
Provide fiscally sound planning, design, and construction of public facilities



Continue to implement smart city strategies in the planning, operation and delivery of public facilities and services

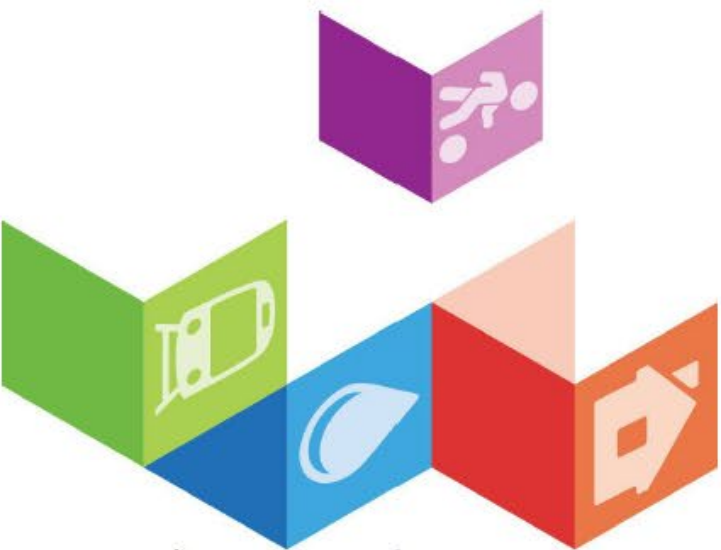


Provide sustainable energy, water, sewer, solid waste, and storm sewer services to residents



Ensure that private development contributes its fair share towards the construction and maintenance of public infrastructure *(required by State Statute)*

# ACTION PLAN



tomorrow's

**mesa**

*moving forward together*

MESA GENERAL PLAN 2050

# ACTION PLAN

- Standalone implementation tool
- Actions organized under the General Plan’s Guiding Principles
- Each Action describes:
  - Activity to undertake
  - Responsible departments (Lead & Support)
  - Status (Not Started, In Progress, Complete)

## Tomorrow’s Mesa 2050 General Plan Guiding Principles

**The People**  
Great Neighborhoods  
Our neighborhoods are vibrant, diverse, and safe places where our people thrive.  
History, Arts, and Cultural Resources  
Our community values our heritage and embraces its diverse culture.  
Human Services  
Our human services are compassionate and equitable.  
Public Safety  
Our City is safe and has exceptional public safety services.

**The Land**  
Housing  
Our housing is attainable for all.  
Circulation and Mobility  
Our transportation network is efficient, safe, and well-connected.  
Parks and Open Space  
Our parks and open spaces offer rich recreation and support active lifestyles.  
Land Use and Urban Design  
Our City offers integrated and balanced land uses with a variety of neighborhoods and business opportunities.

**The Economy**  
Economic Development  
Our economy is innovative and prosperous.  
Environment, Energy, and Water  
Our City is resilient and sustainable.  
Public Facilities and Services  
Our public service enterprises are efficient, reliable, and cost-effective.



### Action Plan - The People

NO.	ACTION	RESPONSIBILITY	STATUS
<i>Our Neighborhoods are Vibrant, Diverse, and Safe Places Where Our People Thrive.</i>			
1	<b>Promote Mixed Housing Types.</b> Review the Zoning Ordinance to identify opportunities for and propose text amendments to diversify permissible housing types.	<b>Lead:</b> Development Services <b>Support:</b> N/A	Not Started
2	<b>Implement Redevelopment Plans.</b> Identify opportunities to revitalize the Redevelopment Areas through signage, landscaping, Planning tools, and other placemaking strategies to encourage private property to redevelop.	<b>Lead:</b> Development Services Downtown Transformation Economic Development <b>Support:</b> N/A	In Progress

# ACTION PLAN

- Used to report out on progress of the General Plan - Annual Report to the State
- Supports the implementation of the General Plan
- Staff currently evaluating the Action Plan with all Departments
  - Effective after General Plan Adopted
  - Yearly coordination of resource allocation (budget - each June)





# INPUT OPPORTUNITIES

Resources Available at [Tomorrow'sMesa.com](https://tomorrowsmesa.com)

- Leave comments directly on plan pages or send via traditional mail
- Take a Survey
- Leave comments directly on the Land Use Map

## .....District Open Houses

February 22 (D2) Taylor Junior High on February 22nd from 5-8 PM (705 S 32nd St)

February 23 (D1) February 23rd from 6-9 PM (807 N Stapley Dr.)

February 24 (D3) February 24th from 6-9 PM (2719 S Reyes)

February 29 (D5) February 29th from 5-8 PM (7550 E Adobe St.)

March 1 (D6) Gilbert Community Education Center on March 1st from 6-9 PM (6839 E Guadalupe Rd.)

March 2 (D4) Charles K. Luster Building Community Room on March 2nd from 6-9 PM (640 N. Mesa Dr.)

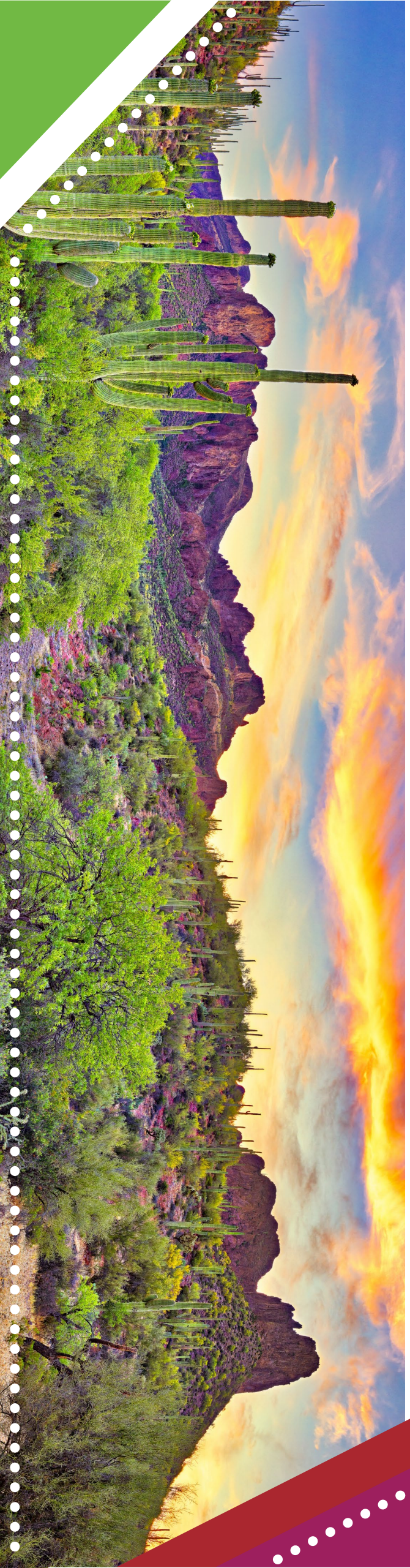
# UPCOMING MEETINGS

- February.....Study Session - The Land and Implementation
  - .....Study Session - The People, The Economy & Action Plan
  - April.....P&Z Hearings and recommendation
  - .....General Plan Advisory Committee recommendation
  - .....Study Session - Public Feedback Summary
  - May.....Public Hearing & Council Action
- Ratification by Mesa Voters November 5, 2024***

# Questions?



tomorrow's  
**mesa**  
*moving forward together*  
MESA GENERAL PLAN 2050





# Mesa Business Builder @ The Studios

Prepared for:

**Mesa City Council**  
February 22, 2024

**Jaye O'Donnell, Economic Development Director**  
**Kelley Keffer, Economic Development Project Manager**

# Agenda

## BUILDING SPACE FOR NEW BUSINESSES

- Mesa Office of Economic Development Overview
- Mesa Business Builder - Review of Programs & Services
- Mesa Business Builder @ The Studios
- Venue Schedule for Opening
- Programming & Staffing - Next-level Business Support

# City of Mesa Office of Economic Development

## LINES OF SERVICE





Mesa  
**BUSINESS  
BUILDER**

---

@ THE STUDIOS

# Mesa BUSINESS BUILDER

INFORMATION & COMMUNICATIONS



EDUCATION & TRAINING



SPECIALTY SPACES





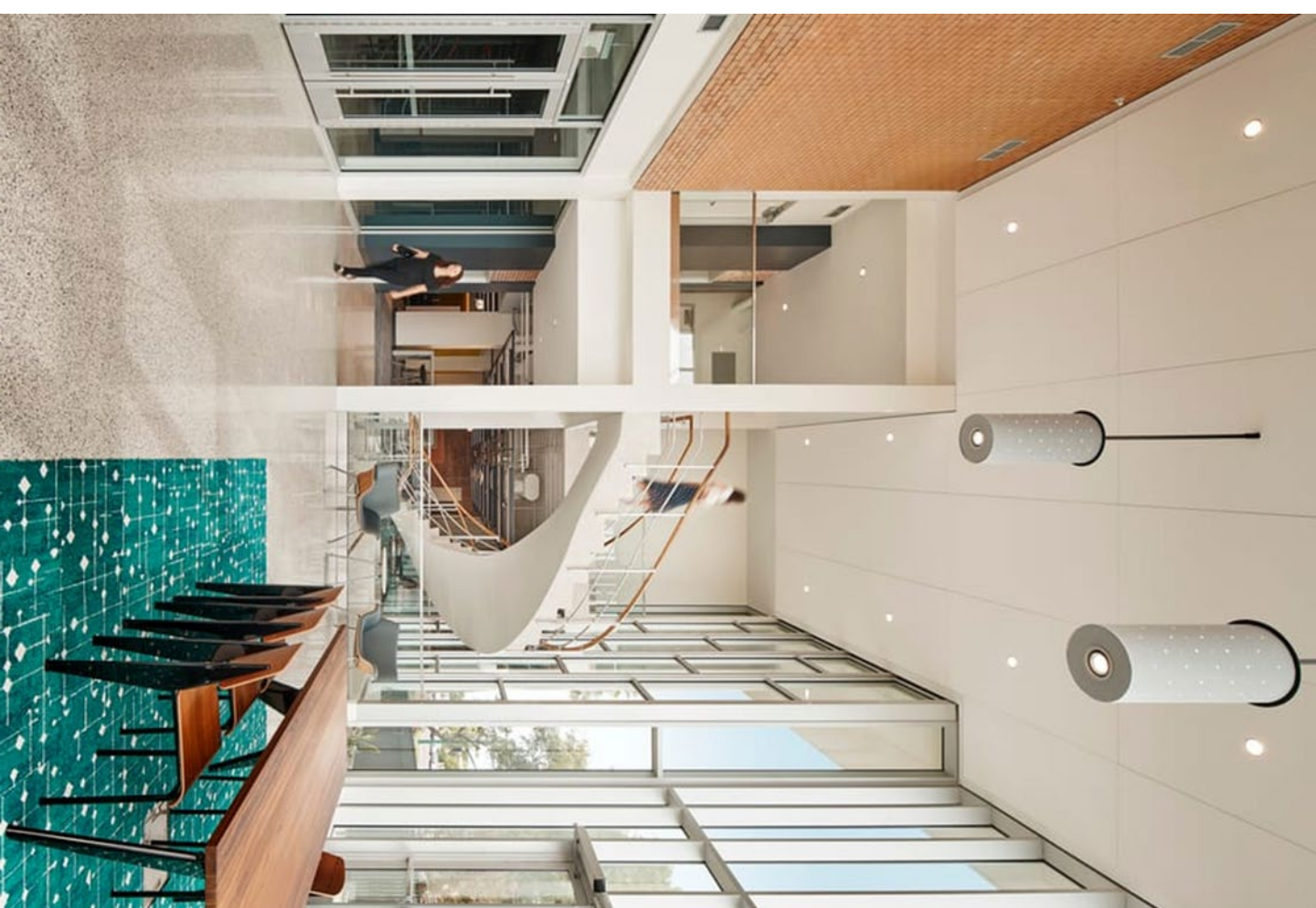
# Vision & Mission

## VISION

Mesa Business Builder @ The Studios is the heart of Mesa's small business and entrepreneurship community.

## MISSION

Mesa Business Builder @ The Studios provides connectivity and access to resources and organizational partners for small businesses and entrepreneurs to improve their core business practices to grow and prosper.



# Target Audiences

## MESA'S BUSINESS COMMUNITY

- Entrepreneurs & small businesses
- Medium-sized businesses
- Workforce development service providers
- School districts / charters
- Career and technical education programs
- Industry associations and training providers
- Youth entrepreneurship programs
- Development Services Small Business Assistant services



# Assets & Amenities

## TECHNOLOGY AND BUSINESS

- One-on-one meeting spaces
- Conference rooms & event spaces
- Computer lab & software
- Technology & tech tools
- VR/AR studio/screening room
- Podcast booth & sound equipment
- Business equipment



Photo credit: Podcast Tables Shop

# Mesa Business Builder @ The Studios

## PARTNERS

- Mesa Chamber of Commerce
- Local First Arizona
- HUUB/COHOOTS
- East Valley Hispanic Chamber
- Prestamos
- Workforce Development Providers
  - Mesa CAN
  - Pipeline AZ
- Mesa Community College
- Benedictine University
- ASU/ASU @ The Studios
- Mesa Public Schools
- Young Adult Entrepreneurship Programs
- Other community partner organizations

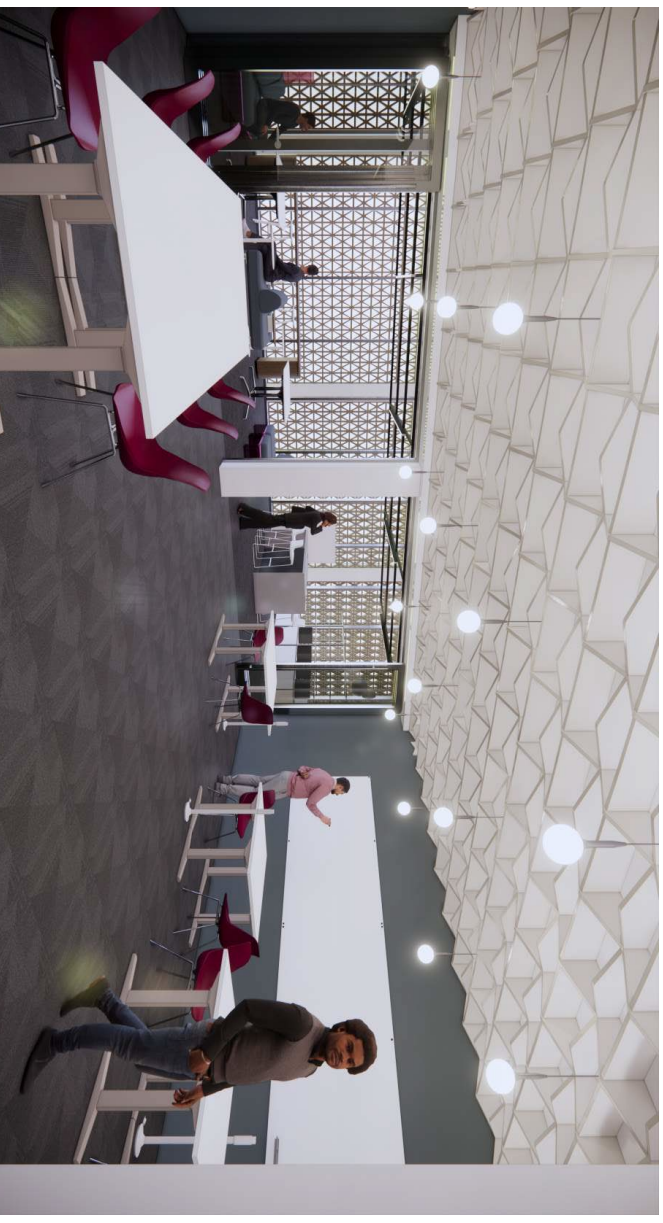
# Mesa Business Builder @ The Studios

## CITY OF MESA PARTNER DEPARTMENTS

- Development Services Department
- Office of Education & Workforce
- Mesa Public Library
- THINKspot
- Mesa Arts Center
- Public Safety - forum for businesses to learn about crime prevention, cyber security, etc.



# Interior Design



# Specialty Space: A Venue for Advancing Business

## PROPOSED SCHEDULE

- The venue will be open based on scheduled programming
- Intention is to host 2-4 events or trainings p/week initially
- Partners are being engaged to build out the schedule of events for the first several months
- Trainings and workshops will also be scheduled so businesses can learn how to use AR/VR and podcast studios, and other technology

# Programming

## TYPES OF PROGRAMMING

- Bridging the Digital Divide (Technology)
- Finance & Business Operations Planning
- Marketing
- Restaurant & Retail Specialty Services
- Workforce Development, Training, Skills Development
- Website Consulting & Development
- Computer Literacy Classes





# Space Reservations

## RESERVATIONS SYSTEM

- Room reservation software will be incorporated for users to book spaces for meetings, events, and training.
- Longer events/meetings may require charges.



# Operations

## EQUIPMENT

- Standard operating procedures will be developed for use of Mesa Business Builder @ The Studios and its equipment.
- The Center will be outfitted with specialty equipment. All users will be required to complete training to learn how to use the equipment.



# Staffing

- Project Manager (full-time)
- Program Assistant (full-time)
- IT Technician/Trainer/Consultant (contractors)
- Student Interns (MCC, ASU, BenuU)



# Budget FY23/24

## FY23/24 OPERATING BUDGET

Staffing	\$ 76,758
Services & Operations	\$ 61,250
Technology & Supplies	<u>\$ 33,750</u>
Total	\$ 171,758

## FY24/25 ONGOING OPERATING BUDGET

Staffing	\$ 213,000
Services & Operations	\$ 270,000
Technology & Supplies	<u>\$ 47,000</u>
Total	\$ 530,000

# Next Steps

- Recruitment of staff
- Selection of security hardware/software & scheduling software
- Development of programming/schedule
- Finalizing marketing plan
- Preparing for launch event

# Questions?

February 22, 2024

TO: CITY COUNCILMEMBERS

FROM: MAYOR JOHN GILES

SUBJECT: Appointments to Boards and Committees

The following is my recommendation for an appointment to the City of Mesa Economic Development Advisory Board:

**Economic Development Advisory Board – Nine-member board.**

Richard (Rick) Blake, District 6. Mr. Blake is currently serving as the Senior Supply Chain/Commodity Director for Virgin Galactic (VG) with a focus on leading supplier selection and contract negotiations with major supplier partners. He has over 30 years of experience in aerospace and aviation in numerous executive leadership roles. He earned a Bachelor of Science in Information Systems and a Master of Business Administration with a focus on information systems from the University of Phoenix. He is also a graduate of the Cornell University, Johnson School of Management Executive Leadership Certification program. His partial term ends June 30, 2026.