

City of Mesa
Downtown Vision Ad-Hoc Committee

57 E. 1st Street
Mesa Fire Station 201 Community Room
360 East First Street
Tuesday, October 14, 2014
4:00 p.m.

MEMBERS PRESENT

Jo Wilson, Chairperson
Debby Elliott
Marco Meraz
Lorenzo Perez
Steve Chucri
Charles Huellmantel
Rich Marchant

STAFF PRESENT

Natalie Lewis
Jim Smith
Jeff McVay
Angelica Guevara
Sara Sorensen
Gail Vangen
Andrew Calhoun

Meeting Minutes:

1. The Downtown Vision Ad-Hoc Committee meeting was called to order at 4:02p.m. by Chairperson Jo Wilson.
2. Chairperson Wilson asked for a motion to approve the September 30, 2014 Meeting Minutes of the Downtown Vision Ad-Hoc Committee. Committee Member Charles Heullmantel motioned to approve the Minutes as written, Committee Member Lorenzo Perez seconded and the motion unanimously passed.
3. Deputy City Attorney, Jim Smith, provided a PowerPoint presentation and discussion on Open Meeting and Conflict of Interest laws, and discussed the City of Mesa's guidelines for conducting meetings.
4. Angelica Guevara, Senior Planner, Development and Sustainability, provided a PowerPoint presentation and summaries of prior years' definitions of "Downtown Mesa." A short discussion ensued regarding boundaries. It was agreed that a new map(s) showing the core downtown square and a few miles surrounding downtown should be provided to continue the discussion at the October 28th meeting.
5. Jeff McVay, Project Manager, Development and Sustainability, provided PowerPoint presentations on the Central Main Plan and the Mesa City Center Concept. He stated that the Central Main Plan began in 2009 through a Department of Energy Grant – part of the Stimulus Plan – to plan a more energy efficient area. It encompassed 3.75 square miles of the 136 sq. miles the City of Mesa occupies. Mr. McVay outlined the five guiding principles and goals of the total plan including;
 - Prosperous Community,
 - People Friendly,
 - Pedestrian Oriented,
 - Environmentally Conscious
 - Diversity and Distinction.

The plan was broken down into six segment areas of the city, each with its own individualized goals and objectives. Mr. McVay went on to discuss the City Center Design Competition and the three design finalists. A recommendation for the winning design will go to Council in November.

6. Sara Sorensen, Project Manager, Economic Development, discussed the research and information capabilities the Economic Development Department can provide to the Committee. She illustrated information such as:

- Basic Demographics,
- Demographics within a specified radius,
- Light Rail usage statistics,
- Traffic Counts.

Ms. Sorensen asked the Committee members to consider what information would be helpful for future meetings and to request that information through Natalie Lewis and/or herself by phone or email. A request was made for Light Rail Usage and Age of User information if available. There is also interest in downtown visitor statistics and demographics, if available.

7. Chairperson Jo Wilson provided a hand-out outlining the procedural timeline for the Committee to finalize and present its recommendations to City Council. Natalie Lewis, Assistant to the City Manager, discussed the Committee meetings planned through spring 2015.

- October-December 2014 will be focused on information gathering sessions, augmented by outside presenters, as well as a focus on learning about existing plans related to downtown.
- A community outreach program will be planned for January and February to solicit the broader public's ideas and opinions and to ensure that the eventual vision and goals created by the Committee are 'owned' by downtown stakeholders and the Mesa community.
- The month of March and first half of April will be when the Committee will work to draft and refine the initial vision and goal report.
- The second half of April will be used by the Committee to finalize the vision and goal report and recommendations.
- Presentation to Council could be planned for early May 2015.

8. Chairperson Wilson discussed agenda items for the October 28, 2014 meeting and that the main presentation items will be made by:

- Mesa Chamber of Commerce
- Visit Mesa

A request was made to receive the Agenda prior to the day of the meeting.

9. Chairperson Wilson called for items from citizens present and there were none.
10. There was a motion and a second to adjourn the meeting at 5:35 p.m.