

## COUNCIL MINUTES

December 7, 2017

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 December 7, 2017 at 7:30 a.m.

### COUNCIL PRESENT

John Giles  
David Luna  
Mark Freeman  
Christopher Glover  
Francisco Heredia  
Kevin Thompson  
Jeremy Whittaker

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

#### 1. Review items on the agenda for the December 11, 2017 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.

City Manager Christopher Brady stated that due to a protest on item #4-g, the agenda item will be replaced with a contract extension on the current contract to allow time for the protest and appeal process to be completed.

#### 2-a. Hear a presentation, discuss, and provide direction on the Imagine Mesa Citizens Committee's recommendations.

Imagine Mesa Advisory Committee Co-Chair Terry Benelli introduced Co-Chair Levi Leyba, Committeemember Jo Martin, and Committeemember Deanna Villanueva-Saucedo who displayed a PowerPoint presentation (**See Attachment 1**) related to the Imagine Mesa Citizens Committee's recommendations.

Mr. Leyba recognized the Imagine Mesa Advisory Committee for their work on the Imagine Mesa project.

Mr. Leyba reviewed the Imagine Mesa strategies that aimed to engage Mesa residents, businesses and visitors to share ideas for shaping Mesa's future. (See Page 3 of Attachment 1) He noted that there were five subcommittees: Play, Home, Green Future, Work and Innovation.

Ms. Benelli highlighted the campaign results and emphasized that the committee reviewed all 465 ideas submitted. (See Page 4 of Attachment 1)

Ms. Benelli stated that the Imagine Mesa Advisory Committee held nine meetings between August 14 and November 16, 2017 where the committee broke into four sub-committees and reviewed, discussed, and prioritized the Imagine Mesa ideas. She noted that the sub-committees reviewed the ideas through a high-low impact and high-low effort matrix. (See Pages 7 and 8 of Attachment 1)

Ms. Martin reported that the Play sub-committee had the most submitted ideas. She reviewed the top three ideas as follows (See Pages 9 through 11 of Attachment 1):

- Multi-purpose, multi-field youth and amateur sports complex
- Bike/pedestrian trail program
- Park features and 2012 park bond continuation

In response to a question posed by Councilmember Freeman, Ms. Martin replied that residents would like parks in all areas of Mesa. She pointed out that modifying existing parks to include destination facilities and/or features, such as a shade structure, would draw in more people outside of the community.

In response to a question from Mayor Giles, Ms. Martin reported that the Play sub-committee had not discussed development of a sports complex and stated that the role of the committee was to determine the three ideas for staff and Council to consider.

In response to a question posed by Councilmember Whittaker related to trail amenities, Ms. Martin responded that in order to attract businesses as destination places near the trails, the City could offer incentives, such as subsidizing rent.

Discussion ensued relative to pools, partnerships with schools, school funding cuts, and maintenance costs.

Ms. Martin stated that splash pads are not feasible due to costs since state law classifies them as pools and they must be maintained as one.

Ms. Villanueva-Saucedo reviewed the top three Home sub-committee ideas as follows (See Pages 12 through 14 of Attachment 1):

- Code Enforcement: Proactive code compliance officers
- Control of the feral cat population
- Increase number of police officers

In response to a question posed by Councilmember Thompson, City Attorney Jim Smith responded that the updated changes in the Municipal Code will include a prohibition on bandit signs.

In response to a question from Vice Mayor Luna, Ms. Villanueva-Saucedo clarified that proactive code enforcement refers to actively looking for bandit signs versus receiving a complaint then taking action.

Discussion ensued regarding bandit signs, use of a City application for submitting a picture/location of the bandit sign, and staffing which includes volunteers.

In response to a question posed by Councilmember Thompson, City Manager Christopher Brady replied that the feral cat issue is handled by Maricopa County since it is a Countywide issue. He noted that this issue is ongoing and suggested that focusing resources on programs such as the trap, neuter, release program is the best way to respond.

Ms. Benelli reviewed the top three Green Future sub-committee ideas as follows (See Pages 15 through 17 of Attachment 1):

- Light rail to extend to Superstition Springs Mall and more bus routes on north/south between Gilbert Road and Power Road in east Mesa
- Food waste composting facility/anaerobic digestion
- Expand bulk pick-up and large metal City clean-up bins available to neighborhoods

Ms. Benelli explained that a majority of the ideas submitted were specific to transportation and that the Transportation Department is already addressing them.

Discussion ensued relative to the need for improved transportation in certain areas of the City, such as bus routes on the east side of the City.

Ms. Benelli stated that the Green Future sub-committee reviewed the bulk pickup idea and confirmed that no surrounding cities provide “free” bulk pickup.

In response to a question posed by Councilmember Freeman, Mr. Brady reported that funding for special pickups are fee based and included on the utility bill and expanding days would result in a rate increase.

Ms. Benelli noted that the current fee on the utility bill is \$.43 which is a low amount and an increase would be feasible.

Mr. Leyba reviewed the top three Work and Innovation sub-committee ideas as follows (See Pages 18 through 20 of Attachment 1):

- Create an Innovation District and Technology Committee
- Build a Science, Technology, Engineering, Arts, and Mathematics (STEAM) Center on Las Sendas Mountain
- Create a Restaurant Innovation District

Mr. Leyba pointed out that the City owns many parcels throughout the City and suggested a reduction on some street sizes in order to create areas where restaurants could be located to create destination places.

Mr. Leyba explained that the remaining slides depict ideas that were submitted and that the Imagine Mesa Advisory Committee wanted to acknowledge those ideas. (See Pages 21 through 23 of Attachment 1)

In response to a question posed by Councilmember Whittaker, Mr. Brady clarified that the obstacle for the Landing at Lehi Falls idea came down to funding and property ownership.

Ms. Benelli requested that the Imagine Mesa Advisory Committee continue to communicate and provide suggestions on ideas and provide Council with updates.

Mayor Giles encouraged feedback from the Imagine Mesa Advisory Committee.

Councilmember Glover recommended that staff incorporate the short-term ideas into the current budget cycle which includes solid waste and code compliance. He added that for the long-term ideas such as bike/pedestrian trails, that staff evaluate the costs of the projects to determine the need for a future bond election and/or place them on the Capital Improvement Project (CIP) list.

In response to a question posed by Vice Mayor Luna, Mr. Brady stated that staff would not be able to provide costs on the projects by January. He explained that staff will provide a combined list of the projects and return to Council in January for discussion.

Councilmember Whittaker requested that staff incorporate the ideas into the City's Strategic Plan.

Mayor Giles thanked the Committeemembers for the presentation.

3. Information pertaining to the current Job Order Contracting Projects.

(This item was not discussed by the Council.)

4. Hear reports on meetings and/or conferences attended.

Councilmember Heredia:

Council Toy Drive Delivery

Vice Mayor Luna:

Mesa Hispanic Network Lunch and Learn

5. Scheduling of meetings and general information.

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

Saturday, December 9, 2017, 8:00 a.m. – Household Hazardous Waste Collection Event

Saturday, December 9, 2017, 10:00 a.m. – Mesa Arts Festival

Monday, December 11, 2017, 5:15 p.m. – Study Session

Monday, December 11, 2017, 5:45 p.m. – Regular Council Meeting

6. Adjournment.

Without objection, the Study Session adjourned at 8:49 a.m.

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JOHN GILES, MAYOR

ATTEST:

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DEE ANN MICKELSEN, 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 7<sup>th</sup> day of December, 2017. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

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(Attachments – 1)



# IMAGINE MESA

IT ALL STARTS WITH A **SPARK** OF IMAGINATION.  
YOUR IDEAS, OUR FUTURE.

Share your ideas for making Mesa amazing!

- Terry Benelli, [terrybenelli@mesa.com](mailto:terrybenelli@mesa.com), Co-Chair
- Levi Leyba, Committee Co-Chair
- Jo Martin, Committee Member
- Deanna Villanueva-Saucedo, Committee Member

# Imagine Mesa Advisory Committee

**Terry Benelli: Co-Chair**

Executive Director, Local Initiatives  
Support Corporation

**Levi Leyba: Co-Chair**

Creative Entrepreneur

**Greg Arnett**

Owner, Sunburst Shutters and Window  
Fashions

**Jake Brown**

Attorney

**Winnie Kho Kaplan**

Realtor and Executive Director, Arizona  
Asian American Association

**Patrick Kee**

Instructional Designer

**Matt Law**

Creative Services Manager, First Solar

**Jo Martin**

Owner, TM3 Consulting

**Frank Mizner**

President, Dobson Ranch HOA Board  
of Directors

**Linda Moeser**

Life Group Care Coordinator, Central  
Christian Church

**Justin Murdock**

Chair, City of Mesa Parks & Recreation  
Advisory Board

**Jenni Richardson**

Community Volunteer and Mesa Public  
Schools Governing Board member

**Gina Rodriguez**

General Manager, Arizona Golf Resort

**Kelly Smith**

Founder & CEO, Prenda

**Deanna Villanueva-Saucedo**

Board Chair, Mesa Association of Hispanic  
Citizens

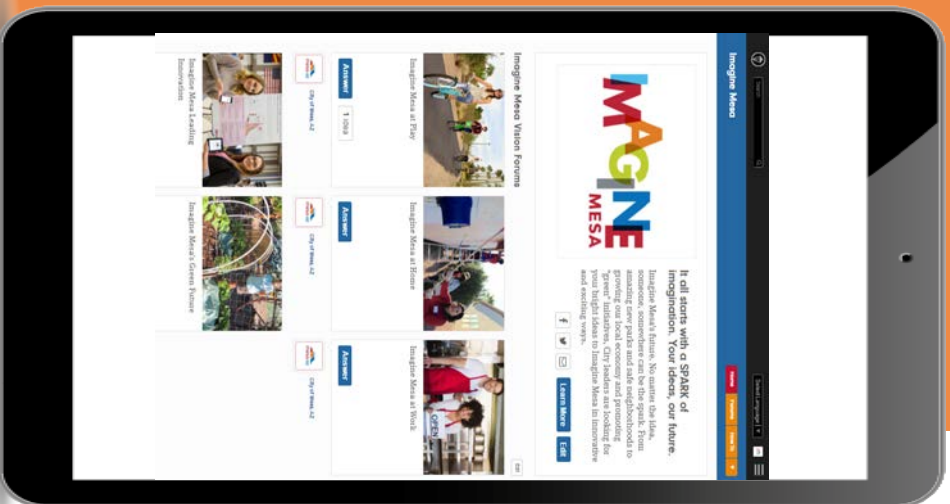
# Imagine Mesa Strategies

Imagine Mesa aimed to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future by:

- Using digital strategies that compelled engagement
- Developing diverse communications and content that was appealing to multiple interests
- Utilizing data from social media and website interactions to ensure community-wide representation







## Campaign Results

- 67,111 visitors to the website
- 10,113 active participants
- 465 ideas submitted
- 26 events and presentations by committee members
- 24 events and presentations by staff
- 137 City social media posts that showed up in **238,000** social media feeds
- **2.9 million** digital campaign impressions
- **4,872** new followers on main City social media channels since campaign kick-off





TOTAL VISITS



BOUNCE  
RATE



TIME ON SITE



PAGES PER  
VISIT

## NEIGHBORLAND BENCHMARKS: SAN FRANCISCO

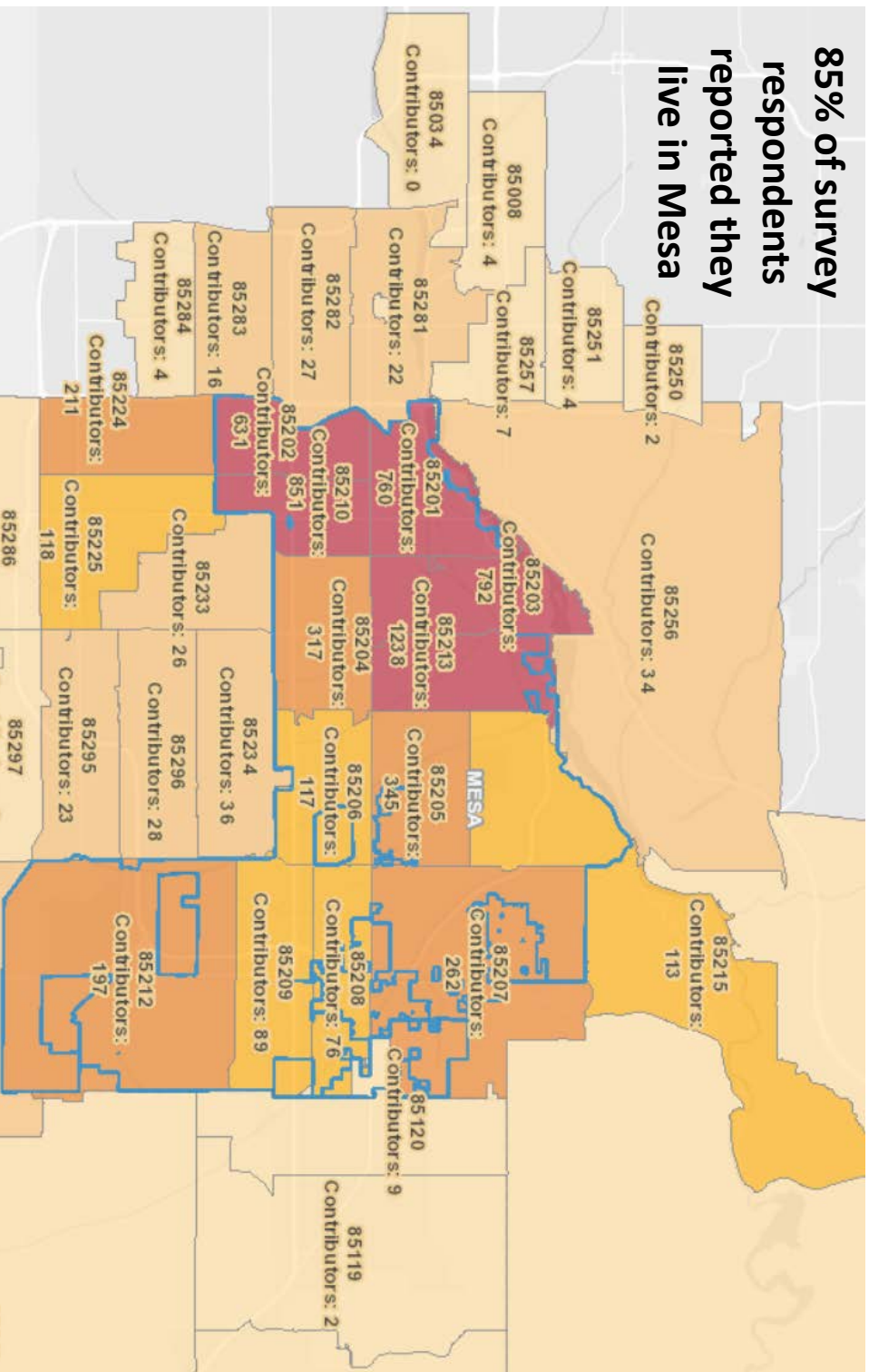
Visits:  
78,801

Bounce Rate:  
58%

Time on Site:  
2:43

Pages Per  
Visit: 3.2

## 85% of survey respondents reported they live in Mesa



**Jurisdiction**  
MESA

**Contributors**

- 0 - 9
- 10 - 36
- 37 - 118
- 119 - 345
- 346 - 1238

**Note**  
\* Contributor count per ZIP Code area is based on data for those that provided their ZIP Code

# Imagine Mesa Advisory Committee



- 15-member citizen advisory committee
- Tasked with evaluating and prioritizing ideas
- 9 committee meetings from August 14 - November 16



## Committee Review Process

- Evaluated, discussed and prioritized ideas
- Success factors used to help evaluate
  - *Existing programs, potential costs/revenues, public support (Me Too's), existing infrastructure and assets, Impact/Effort Matrix*
- Subcommittees
  - Work and Innovation
  - Green Future
  - Home
  - Play

# Imagine Mesa at Play

## 1. Multi-purpose, multi-field youth and amateur sports complex

- Support Red Mountain Youth Sports Complex
- Year round professional quality fields
- Field house to provide indoor sports and events
- Will encourage additional supporting development

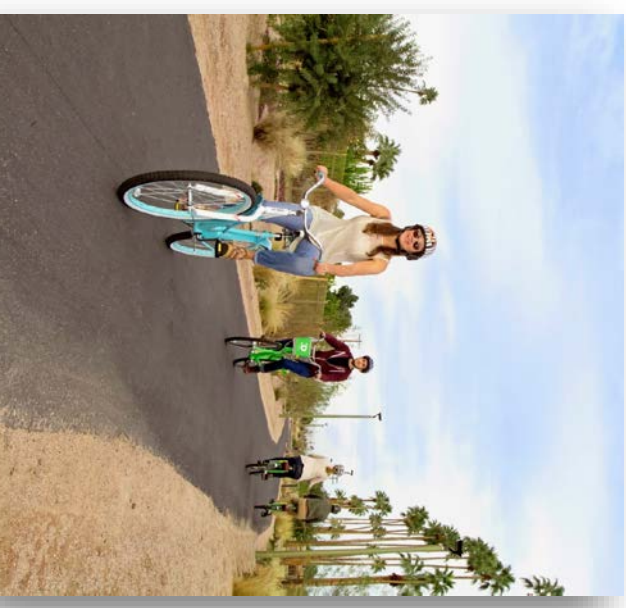




# Imagine Mesa at Play

## 2. Bike/pedestrian trail program

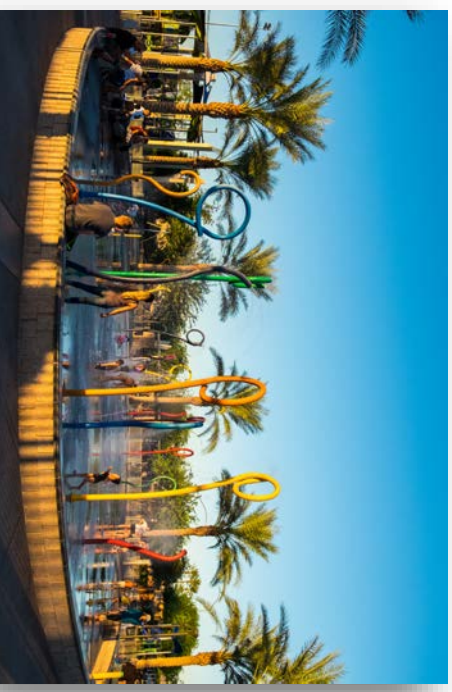
- Continue the creation of an exceptional citywide trail system
- Incorporate art, restrooms, etc.
- Seek opportunities for economic development adjacent to trail system catering to trail users (coffee shop, bike shop, restaurants, etc.)
- Connection to destinations and regional trail systems



# Imagine Mesa at Play

## 3. Park features and 2012 park bond continuation

- Consider new high-impact destination facilities and features (ex. splash pads, shade structures, dog parks, skate features, etc.)
- Fund the remainder of the 2012 park bond projects that were not entirely completed (Signal Butte & Elliot Park, Monterey Park, and the Federal Building)





# Imagine Mesa at Home

## 1. Code Enforcement: Proactive code compliance officers

- Suggest adding two new full-time officers and two part-time officers with an emphasis on proactive enforcement
- Proactively address bandit signs and other code issues



# Imagine Mesa at Home

## 2. Control of the feral cat population

- Work with Arizona League of Cities and Towns to lobby the State and ask them to consider changes to how cats are classified
- Support City of Mesa staff as they continue researching best practices and models across the country for ideas on how to work with this issue
- Increased funds for targeted Trap Neuter Release in problem areas



# Imagine Mesa at Home

## 3. Increase numbers of police officers

- Many of the comments related to “more” police and public safety while others referenced increased enforcement and community-focused service
- Focus on community interactions and proactive enforcement with a dedicated team in each district
- Similar to the Community Actions Teams utilized in years past in each police district



# Imagine Mesa's Green Future

## 1. Light rail to extend to Superstition

**Springs Mall and more bus routes on north/south roads between Gilbert and Power in East Mesa**

- Explore expanding the current direction of Transit to increase accessibility east of Gilbert Road
- Pursue at least one north/south bus route between Gilbert and Power roads. Options are Greenfield Road and/or Val Vista Drive



# Imagine Mesa's Green Future

## 2. Food waste composting facility/anaerobic digestion

- Increase diversion of waste out of the landfill, reducing costs of disposal
- Turn food waste into a commodity, cost avoidance
  - **Anaerobic Digestion**
    - Renewable Natural Gas
    - Electricity
  - **Compost**
- Pilot program – technical and financial
  - Partnership with ASU and Water Resources on bench scale testing
  - Partnership with EVIT and Bashas on food waste composition





# Imagine Mesa's Green Future

## 3. Expand bulk pick-up days and large metal

### **City clean-up bins available to neighborhoods four times per year**

- Increase the bulk item program from 2 days per week to 4 days per week, scheduled service
- Invest in expanding the marketing efforts
- Expand Clean Sweep/Green Sweep roll-off box metal-bin program from 1 time per year to 2 times per year (per neighborhood).



# Imagine Mesa Work and Innovation

## 1. Innovation District and technology committee

- Build/adapt space to bring a major, top-tier university downtown
- Support HeatSync
- Add a co-working space for new businesses and startups
- Create, fund, and empower a committee/process to make Mesa a test bed for cutting edge technology



# Imagine Mesa Work and Innovation

## 2. Build a STEAM center on Las Sendas Mountain

- Include an observatory at the highest and darkest point in Mesa and code academy





# Imagine Mesa Work and Innovation

## 3. Create a restaurant innovation district

- Find a City space and create a restaurant innovation district



# Support Existing Projects

Idea	Committee Support/Rationale
1. Library in Eastmark or SE Mesa	Support Library's need analysis for this area of Mesa
2. For Mesa address the homeless situation	Support the work and continued convening of the Mayor's Homelessness Taskforce
3. For the Broadway Rd corridor to look nice and attract more businesses	Continue work on the Broadway Corridor transportation plan
4. Honor military, police, and fire with banners displayed downtown	Keep the current banner program that spotlights military and first responders
5. A new fire station in Eastmark	Support the Fire & Medical Department's study/needs analysis
6. Early education opportunities for young learners in Mesa	Continued support for early learning initiative in Mesa

# Honorable Mentions

Idea		Committee Support/Rationale
1. Little free library in neighborhoods		Ask Neighborhood Outreach to develop a pilot program with minimal cost and offer to registered neighborhoods
2. Entry / monument signs into Mesa		Ask Transportation to conduct an analysis of what entry points into Mesa are viable for signs and potential cost
3. Downtown to be serviced by expanded City chilling system		Potential for downtown businesses to subscribe if chillers are expanded for large scale projects in the future
4. The Landing at Lehi Falls		Potential future project when financing is available and land ownership issues are resolved
5. Food Forest, community garden, nursery, community education center and farmers market		Potential for future urban agriculture, food forests, and green infrastructure

# Top 10 Most Popular Ideas

Idea	Me Toos
1. Bring an ASU campus to Downtown Mesa - without a tax increase.	435
2. Multi-purpose, multi-field youth and amateur sports complex.	421
3. Site 17 (University & Mesa Drive) to be AMAZING.	360
4. A food forest, community garden, nursery, community education center, and a farmer's market downtown.	330
5. More covered parks and splash pads.	308
6. More bike and pedestrian paths that keep riders separated from street traffic.	247
7. Free bulk pick up days.	232
8. The Landing At Lehi Falls.	227
9. More indoor recreation space for kids and adults to gather year-round to exercise and play.	210
10. A new fire station in Eastmark.	195

