

COUNCIL MINUTES

May 24, 2018

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 May 24, 2018 at 7:32 a.m.

COUNCIL PRESENT

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

COUNCIL ABSENT

Christopher Glover

OFFICERS PRESENT

Christopher Brady
Agnes Goodwine
Jim Smith

Mayor Giles excused Councilmember Glover from the entire meeting.

Mayor Giles excused Vice Mayor Luna and Councilmember Freeman from the meeting at 8:03 a.m.

- 1-a. Hear a presentation, discuss, and provide direction on a comprehensive update of Mesa's i.d.e.a. Museum master plan site, which includes phased concepts for optimizing existing spaces and program, and space improvements.

This presentation was continued to the May 31, 2018 Study Session.

- 1-b. Hear a presentation, discuss, and provide direction on the release of a request for proposal for the redevelopment of the Serrine House (160 North Center Street) into a "farm-to-fork" restaurant and urban agricultural space, and a Request for Interest in operating a downtown farmers' market.

Downtown Transformation Manager Jeff McVay introduced Management Assistants Jeff Robbins and Mariel Klein, who displayed a PowerPoint presentation. **(See Attachment 1)** He explained support for a community engaged restaurant, farmers' market and urban agriculture center was expressed during the Imagine Mesa Campaign.

Ms. Klein detailed the expected commitments of the City and the developer for the Serrine House. She advised a request for proposals has been submitted and the goal is to find a developer that would transform the space, manage the daily operations, and keep the community informed throughout the process. (See Page 5 of Attachment 1)

Mr. Robbins provided an overview on the proposed farmers' market. He stated a Request for Interest (RFI) has been released to see if there is interest from an operator. He highlighted the responsibilities of the selected market operator and the City. (See Page 8 of Attachment 1)

Mr. Robbins displayed a map showing potential sites for the farmers' market. He clarified that the sites on the map are not the only locations staff is considering and part of the RFI includes receiving feedback from operators on locations that would work out best for a market. He explained the downtown area has been identified by the U.S. Department of Agriculture as being a "food desert" (low-access community to fresh food), therefore a farmers' market in the downtown area would provide easy access to fresh food for the residents in that neighborhood. (See Page 9 of Attachment 1)

In response to a question posed by Councilmember Thompson, Mr. Robbins stated staff is considering the corner of University Drive and Mesa Drive as the location of a farmers' market, however, construction will occur at that site in the future, which will cause the market to be moved. He added if the market is held downtown the additional foot traffic will create positive externalities for the businesses surrounding that area.

Elizabeth Foster, Executive Director for Maricopa County Farm Bureau, expressed excitement for the possibility of a farmers' market in the City. She distributed materials to Council that further describes a food desert area, provides statistics on food insecurity rates, and lists resources to help build the farmers' market. **(See Attachment 2)** She added 61.3% of Mesa households receiving Supplemental Nutrition Assistance Program (SNAP) benefits have children and most of these households are in the food desert area.

Paula Skillicorn, Program Coordinator for the University of Arizona Cooperative Extension, supports a farmers' market in the City and detailed the resources the University of Arizona Cooperative Extension can provide.

In response to a question posed by Councilmember Freeman, City Manager Christopher Brady advised staff will have a better idea of the infrastructure needs for a farmers' market once proposals have been submitted and staff has engaged in conversations with a selected operator of the market.

Councilmember Freeman expressed enthusiasm for a farmers' market in Mesa. He commented that a farmers' market is a great way to provide locally sourced produce to the community and the FFA groups from Westwood High School and Red Mountain High School have expressed an interest in participating in the farmers' market.

Mayor Giles thanked staff for the presentation.

1-c. Hear a presentation and discuss the Council's Strategic Priority for Transforming Neighborhoods including projects, statistics, and key performance indicators.

Budget Director Candace Cannistraro displayed the Council's Strategic Priority dashboard that is available to the community on the City of Mesa's website and introduced Police Chief Ramon Batista, Neighborhood Outreach Coordinator Lindsey Balinkie, Development Services Department Coordinator Christine Zielonka, and Transportation Director RJ Zeder, who contributed to the Transforming Neighborhoods Strategic Priority.

Ms. Zielonka advised the primary focus for code compliance officers are the complaints submitted under the nuisance code and property maintenance code. She reviewed the data displayed on the Transforming Neighborhoods webpage. She noted the decline in code violations from 2005 to 2008 and advised this was due to the reduction in code enforcement staff. She pointed out hiring additional code officers is included in the budget for FY 2018/19 and the goal is to be more

proactive in neighborhoods and educate residents on how to keep the neighborhoods clean. She advised code enforcement officers respond to all code complaints and there are times where a complaint is submitted, however, no violation was found. She displayed a map identifying the cumulative number of code cases by census tract and stated this map helps staff identify neighborhoods that need further assistance in maintaining a safe and attractive living environment.

Mr. Zeder reviewed the graffiti incidents map available on the dashboard and stated staff's goal is to respond to graffiti complaints within one day. He pointed out a pie chart that revealed two-thirds of the graffiti incidents are found by City staff and advised the Transportation Department has dedicated one employee to graffiti abatement. He added that 21% of graffiti complaints are submitted through the Mesa CityLink app, which has become a very useful tool for residents to report graffiti.

In response to a question posed by Councilmember Thompson, Mr. Zeder advised staff takes pictures of the graffiti before it is removed, and these photos can be shared with the Mesa Police Department (MPD) to track gang presence in the community.

Chief Batista highlighted the police clearance rate chart and pointed out the MPD currently has a police clearance rate of 50%. He advised in order to transform a neighborhood it is vital for the MPD to build trust and resiliency with the community, as well as collaborate with other City departments and residents to ensure there is a feeling of safety in the neighborhood. He advised staff is focusing on how to deal with isolated issues in certain neighborhoods and build relationships with residents. He expressed concern with the potential growth and increase in calls for service in the future and having enough staff to keep up with the demand.

Chief Batista reviewed the community events map and pointed out the 600 events held in neighborhoods to educate residents on crime and building a community feeling. He agreed that the MPD and the Transportation Department should work together to minimize the amount of graffiti in the City and advised staff will collaborate on this issue.

Ms. Zielonka described ways residents can connect with each other and learn to effectively utilize City resources. She provided information on neighborhood outreach programs and advised over 58,000 residents are currently using NextDoor, which is a private social network for neighbors and the community. She advised staff is focusing on how the City can be more involved with the NextDoor site and further promote connections between the City and the residents.

Ms. Cannistraro stated the Strategic Priorities database is a living process and allows staff to put a story with the data, describing how the City looks. She further detailed how the database works and ways residents can receive additional data. She pointed out the data will be utilized to find ways to effectively communicate with residents and resolve issues.

In response to a question posed by Councilmember Thompson, Ms. Zielonka advised the complainant always remains anonymous in the code database when a code complaint is submitted. She added staff will never release the name of the complainant to the public.

Mayor Giles recapped the data points presented and advised providing the information allows for transparency with the community. He encouraged the presentation of other Strategic Priorities at future Study Sessions.

Councilmember Heredia thanked staff for putting the database together and providing the data on the website. He suggested linking different programs and resources offered by the City with the respective data.

Mayor Giles thanked staff for the presentation.

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

There were no reports on meetings and/or conferences attended

3. Scheduling of meetings and general information.

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

Thursday, May 24, 2018, 6:30 p.m. – Neighborhood Meeting with Councilmember Heredia

Saturday, May 26, 2018, 10:00 a.m. – City of Mesa Pools open

Thursday, May 31, 2018, 7:30 a.m. – Study Session

4. Adjournment.

Without objection, the Study Session adjourned at 8:38 a.m.

JOHN GILES, MAYOR

ATTEST:

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 24th day of May, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

Sirrine House Development & Farmers' Market

City Council Study Session
May 24th, 2018

Jeff McVay
MANAGER OF DOWNTOWN TRANSFORMATION

Jeff Robbins
MANAGEMENT ASSISTANT II

Maribel Klein
MANAGEMENT ASSISTANT I



Background

Imagine Mesa Campaign

- “Food forest, community garden, nursery, community education center, and farmer’s market downtown”
- “Year-round farmers’ market”

Community Requests from
Historic West 2nd Neighborhood



Sirrine House History

- Built in 1896 as the residence of Joel E. Sirrine and Caroline Sirrine
- City Owned
- Placed on the National Register in 1995
- Currently closed 364 days of the year due to budget cuts in 2006

Sirrine House Description

Listed on National Register of Historic Places

- Architectural changes must be made accordingly

Other structures on property

- Adobe storage structure
- Gazebo

Surroundings

- Southwest Herb Shop- retail space and education center
- Apartment complex
- Historic West 2nd Neighborhood
- Six minute walk from Center Street Light Rail Station

Parking

- Street parking and Mesa Convention Center overflow parking



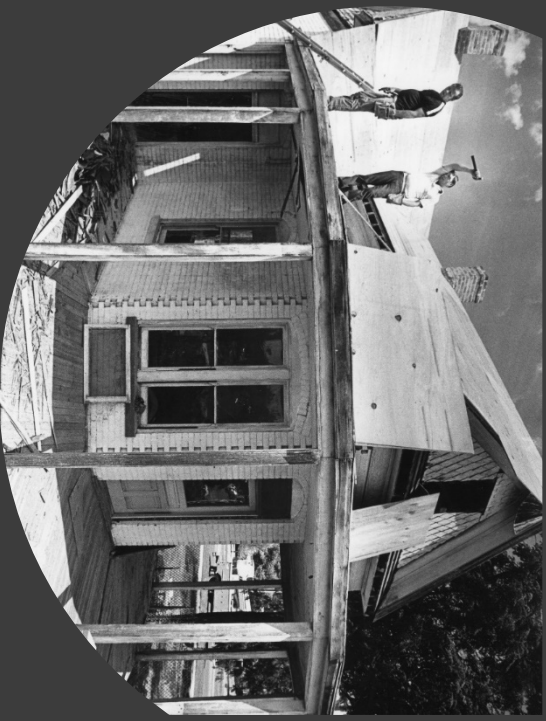
Development Goal

Develop a locally sourced restaurant

Developer

Commitments

- Provide development proposal, business plan and pro forma for development, management, and operations
- Provide for daily management of operations, programs, and activities
- Engage community throughout all phases; development, construction, operation
- Develop opportunities that demonstrate techniques of modern urban agriculture
- Interior requested to be utilized in historic form as dining space



Sirrine House- City Commitments

- Provide a lease for use of Sirrine House space
- Participate in coordination through all phases of development, construction, operation
- Participate in marketing, community outreach, promotion
- Assist in facilitating partnerships with Farm Bureaus (Arizona, Maricopa County), Local FFA's and other groups
- City financial participation will be considered for projects that provide significant public benefit



Farmers' Market

Farmers' Market Primary Business Points

Market Operator's Responsibilities

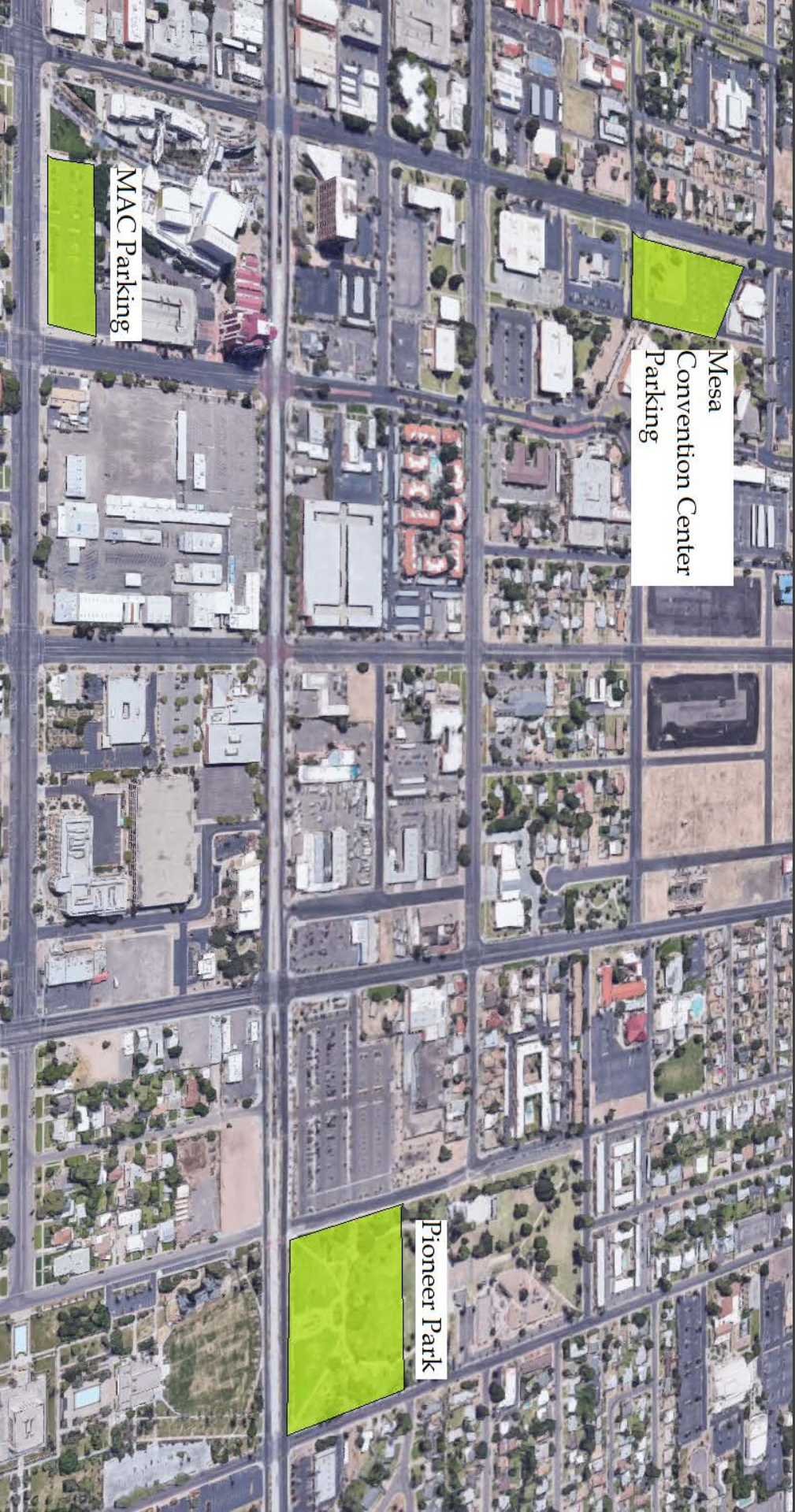
- Manage all aspects of market operations

City's Responsibilities

- Provide a lease for use of selected space
- Be a partner in marketing and advertising



Farmers' Market Locations For Consideration



Sirrine House

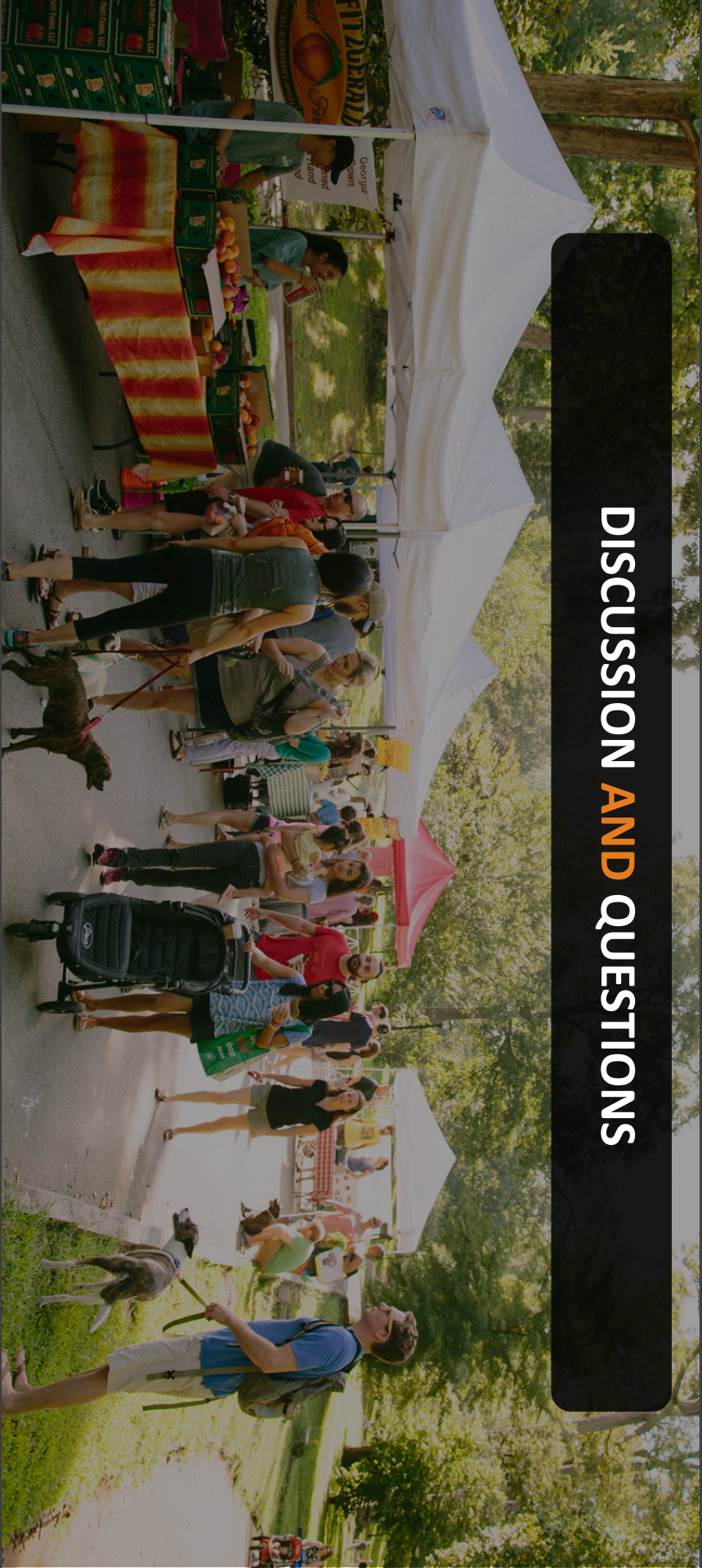
- Evaluate responses, return to Council with a proposal recommendation
- Return to Council with specific business points

Next Steps

Farmers' Market

- Release RFP if RFI demonstrates sufficient interest
- Evaluate responses, return to Council with a recommendation for operator and a location
- Return to Council with specific business points

DISCUSSION AND QUESTIONS



Food Insecurity Rate

County: Maricopa ▼ Measurement Period: 2015 ▼

County: Maricopa

15.0%

Source: Feeding America 

Measurement period: 2015

Maintained by: Conduent Healthy Communities

Institute

Last update: May 2017

COMPARED TO



AZ Counties



U.S. Counties



AZ Value
(15.8%)



US Value
(13.7%)



Prior Value
(15.8%)



Trend

More details:

Gundersen, C. A. Dewey, A. Crumbaugh, M. Kato & E. Engelhard. *Map the Meal Gap 2017: A Report on County and Congressional District Food Insecurity and County Food Cost in the United States in 2015*. Feeding America, 2017.

Graph Selections

INDICATOR VALUES

☒ Change over Time



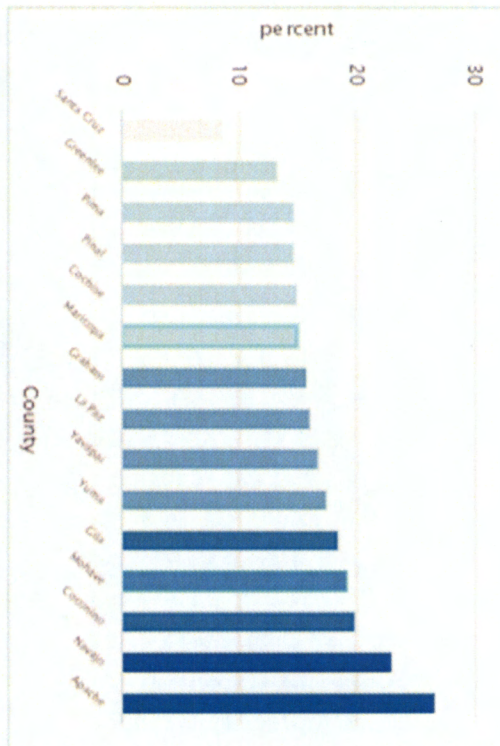
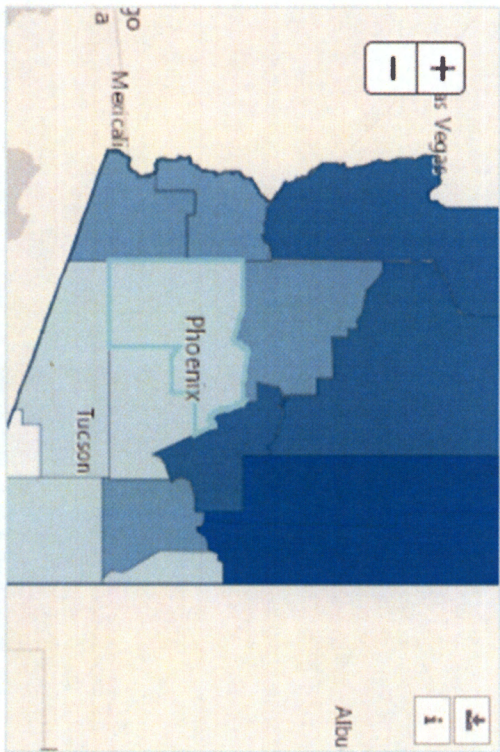
Food Insecurity Rate

County: Maricopa ▼ Measurement Period: 2015 ▼

STATE COUNTIES

SELECT A COMPARISON

Grouped ▼



County	Source	Measurement Period	Percent
Santa Cruz	Feeding America	2015	8.6%
Greenlee	Feeding America	2015	13.3%
Pima	Feeding America	2015	14.6%
Pinal	Feeding America	2015	14.7%
Cochise	Feeding America	2015	15.0%
Maricopa	Feeding America	2015	15.0%
Graham	Feeding America	2015	15.8%

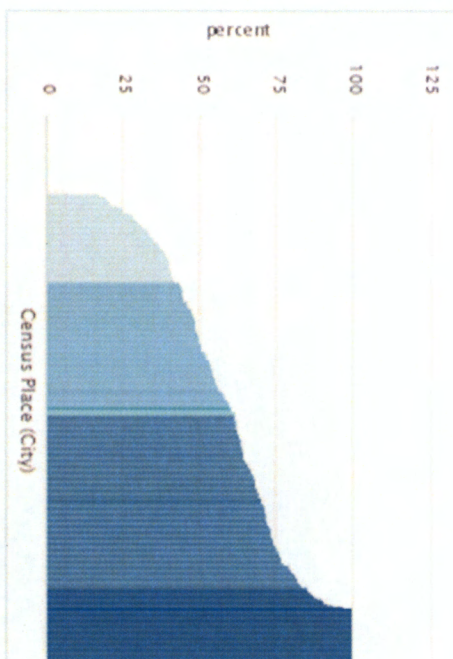
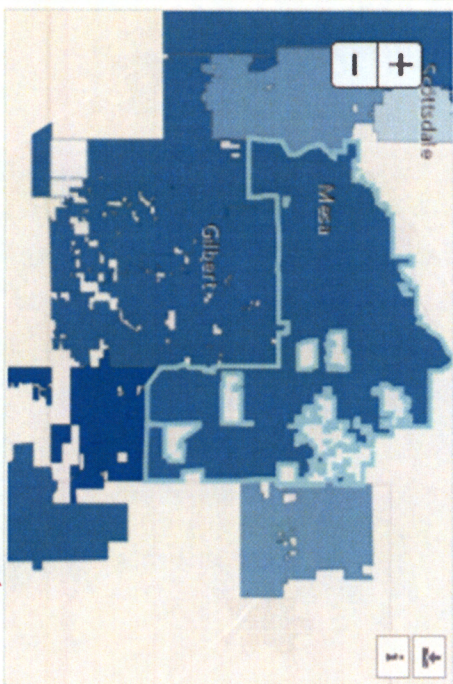
Households with Children Receiving SNAP

Census Place (City): Mesa ▼

Filter: none (all Census Places (Cities))

SELECT A COMPARISON

☒ Grouped ☐ Maricopa, AZ County Value ☐ AZ State Value ☐ U.S. Value



Census Place (City)	Source	Measurement Period	Percent
Pima	American Community Survey	2012-2016	60.0%
Poston	American Community Survey	2012-2016	60.0%
Safford	American Community Survey	2012-2016	60.1%
Miami	American Community Survey	2012-2016	60.8%
Winslow	American Community Survey	2012-2016	60.8%
Casa Adobe	American Community Survey	2012-2016	61.3%
Mesa	American Community Survey	2012-2016	61.4%
Glendale	American Community Survey	2012-2016	61.4%

People with Low Access to a Grocery Store ▼

County: Maricopa ▼ Measurement Period: 2015 ▼


Why is this important?

i The accessibility, availability, and affordability of healthy and varied food options in the community increase the likelihood that residents will have a balanced and nutritious diet. A diet composed of nutritious foods, in combination with an active lifestyle, can reduce the incidence of heart disease, cancer, and diabetes, and is essential to maintain a healthy body weight and prevent obesity. Low-income and underserved areas often have limited numbers of stores that sell healthy foods. People living farther away from grocery stores are less likely to access healthy food options on a regular

More_

County: Maricopa

13.4%

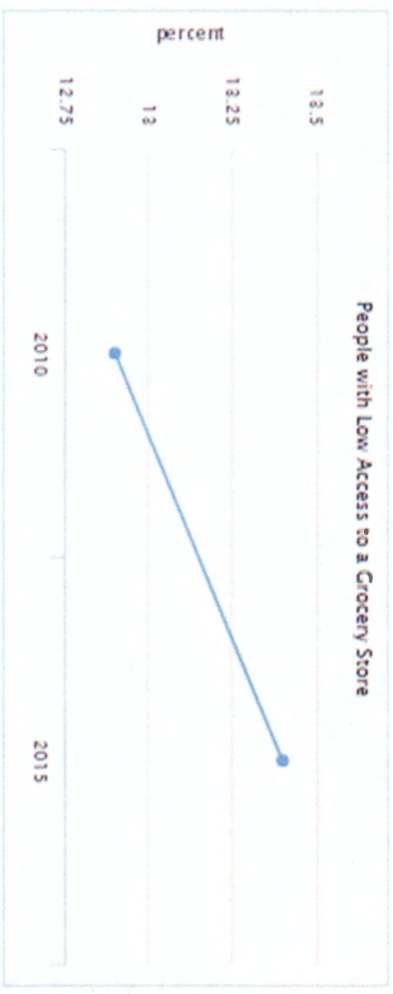
Source: U.S. Department of Agriculture - Food Environment Atlas 
Measurement period: 2015
Maintained by: Conduent Healthy Communities Institute
Last update: October 2017

Graph Selections

INDICATOR VALUES

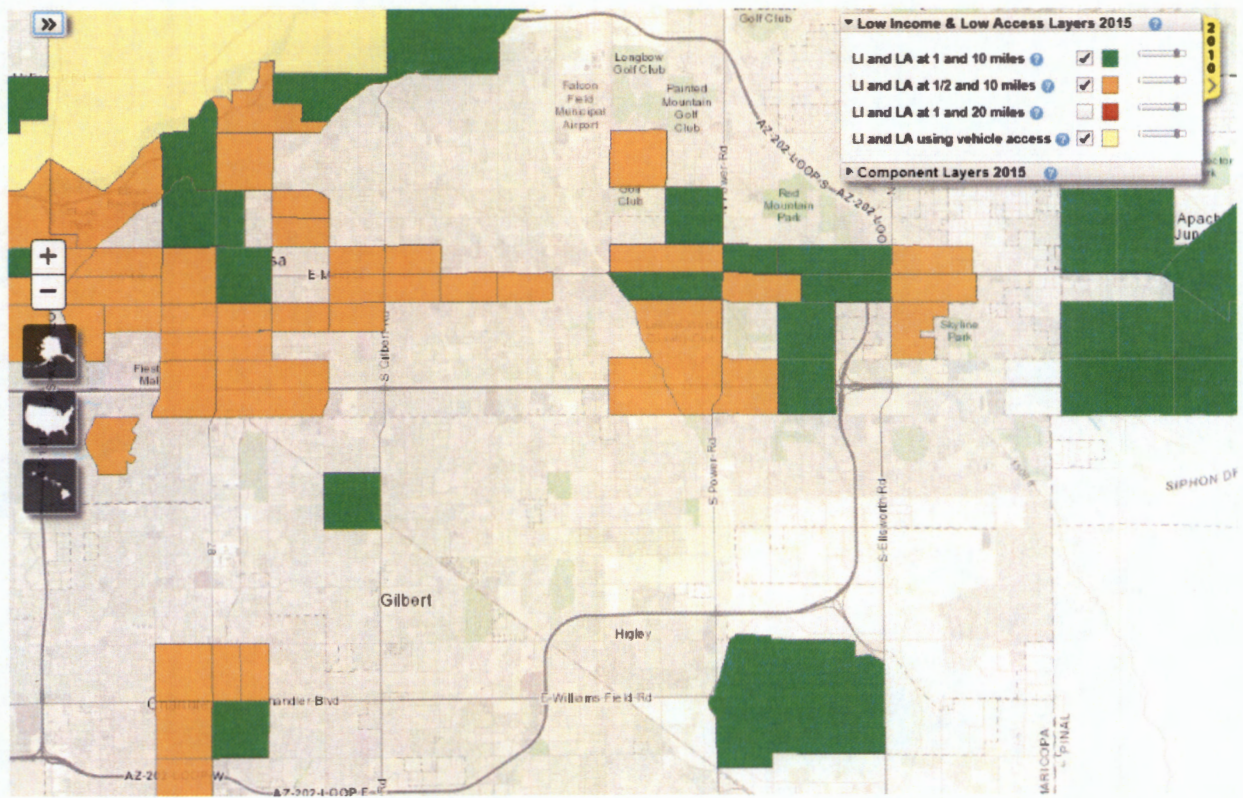
☒ Change over Time

COMPARED TO



Food Desert Areas

The USDA defines what's considered a food desert and which areas will be helped by this initiative: To qualify as a "low-access community," at least 500 people and/or at least 33 percent of the census tract's population must reside more than one mile from a supermarket or large grocery store



Green Boxes are where households must travel more than one mile to a grocery store.

Orange boxes are where households must travel more than a half mile to the grocery store.

Light yellow boxes are where households do not have a vehicle or must travel more than a half mile to the nearest grocery store.

According to a 2017 study by the Innovation Center for U.S. Dairy 7% of adults do believe,

CHOCOLATE MILK

A brown and white cow is positioned on the right side of the image, looking towards the camera. Its head and front legs are visible, and it appears to be looking over the word "MILK" in the title.

COMES FROM ..

BROWN COWS.

Another 48% admitted they did not know
where chocolate milk came from.

Support the Arizona Farm Bureau Educational Farming Company and help the organizations that combat misconceptions such as these. Let's teach consumers the truth about their food!

Your tax-deductible contribution can be made by credit card by calling 480-635-3605, online at www.azfb.org/educational-farming-company or by check.

Checks should be made out to:
Educational Farming Company

Arizona Farm Bureau Federation
325 S Higley Rd, Ste 210
Gilbert, AZ 85296

Questions? Contact Katie Aikins
katieaikins@azfb.org or 480-635-3608



Arizona Farm Bureau
Educational Farming Company

Farmer's Market

Resources to build the concept:

- Fillyourplate.org
 - o An online virtual farmer's market that lists Arizona growers who sell directly to consumer using farmer's markets and Community Supported Agriculture (CSAs).
 - o There are several Mesa and East Valley producers listed
- Double Up Food Bucks
 - o The farmer's market can register and with partnering with the local food bank, provide double portions of fresh fruits and vegetables to SNAP (Supplemental Nutrition Assistance Program) participants.

Community Garden

- Grants available to build and continue the community garden and educational portion of the plan.
 - o USDA Rural Development grants
 - o Department of Agriculture Specialty Crop Grants
 - Grants to promote the use and education of specialty crops (non-farm support crops such as leafy green vegetables, wines.) A small portion can be used for education of crops such as cotton, corn, soybeans.
 - Arizona Farm Bureau Education Farming Company
 - American Farm Bureau White-Reinhardt mini grants
 - Applications are due in October and March each year
 - Maricopa County Farm Bureau Ag Literacy Grants
 - Available in April
- City of Mesa can make it and educational garden in addition to supplying food for the restaurant.
 - o Offer vertical farming classes to the community to supplement their vegetable needs
 - o Partner with schools and community groups to supplement STEM education within the schools. Such as FFA, 4-H, Boy/Girl Scouts and Master Gardening.
- Work with local microbrewers to plant or use leftover produce or food items to make small local batches of microbrews. They can use citrus, tree barks, plants, fruits and other food items to create specialized local beers to highlight local produce, the garden and possibly pair with a meal in the restaurant.

Restaurant

- Partner with other local producers to provide consumers with access to their products in addition to the food served in the restaurant.
 - Danzeisen milk and potentially in the future, milkshakes or ice cream and yogurt
 - United Dairymen of Arizona or a local goat farm for cheeses, yogurt and other dairy items. (There are 65 local dairymen that make up United Dairymen and sell milk, cheese and other dairy items in Maricopa, Pinal, Pima and Cochise County)
 - Hickman's Eggs
 - They have a store in Buckeye that sells 5 dozen eggs for \$4.00. They might be willing to do something in the East Valley if it was available.
 - Supplement additional food products as needed by partnering with local FFA chapters to grow food or supply beef, flowers, etc for the restaurant.
 - Offer a dinner event with a local producer and highlight their food in the meal.
 - Offer a local Farm to Fork event for the community to have dinner together on the streets of Mesa. It would highlight the restaurant, the garden and the vendors from the farmers market.
 - Offer classes of you pick- where participants can pick the food in the garden from the provided recipe and then have a cooking class.