



COUNCIL MINUTES

May 7, 2020

The City Council of the City of Mesa met in a Study Session via a virtual format streamed into the lower level meeting room of the Council Chambers, on May 7, 2020 at 7:34 a.m.

COUNCIL PRESENT

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

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

(*Council participated in the meeting through the use of video conference equipment.)

Mayor Giles conducted a roll call.

1-a. Hear a presentation, discuss, and provide direction on an update on the Mesa CARES program, focusing on the Mesa CARES Small Business Assistance and Reemergence Program.

City Manager Christopher Brady stated the presentation will update Council on outreach and the final details of the program, adding the Small Business Reemergence Program will be rolled out May 11.

Mr. Brady introduced Assistant Economic Development Director Jaye O'Donnell, who displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. O'Donnell commented the goal of the program is to provide meaningful assistance to as many Mesa businesses as possible that were negatively affected due to the pandemic. She explained the program is aligned to work with the City of Mesa Office of Economic Development's mission by enhancing Mesa's economy and supporting the creation of quality jobs. (See Page 3 of Attachment 1)

Ms. O'Donnell advised the Small Business Reemergence Program is a grant program designed to assist Mesa businesses who have experienced interruption caused by the required closures with up to 90 days of utilities and rent or mortgage payments. She mentioned awards will be based on the number of applications received and the funding available. (See Page 4 of Attachment 1)

Ms. O'Donnell reported the eligibility determination includes whether the business has a physical commercial address in Mesa, the business has not already received CARES Act funding, and the business must have suffered negative financial impacts due to the mandated closures. She expanded by saying, even if a business is determined not eligible for the Small Business Reemergence Program, there are other programs available. (See Page 5 of Attachment 1)

Ms. O'Donnell commented the website www.MesaAZ.gov/CARESBizGrant was launched to provide specific information on the program, along with other resources and assistance. She mentioned that publicly held companies, franchises not headquartered in Arizona, gambling establishments and cannabis shops are some of the ineligible businesses. She emphasized the program is focused on for-profit businesses and follows the Small Business Assistance (SBA) standards. (See Page 6 of Attachment 1)

Ms. O'Donnell stated the City of Mesa has partnered with the Mesa Chamber of Commerce, Asian Chamber of Commerce and East Valley Hispanic Chamber of Commerce for outreach to ensure that even the smallest business, including minority-owned and women-owned businesses, are aware of the program. She reviewed the marketing strategies that will be used for outreach. (See Page 7 of Attachment 1)

Ms. O'Donnell discussed the timeline for the program, stating the application goes live May 11 at 8:00 a.m. and closes May 24 at 5:00 p.m. She mentioned that all verification documents must be submitted at the time of the application or will be deemed incomplete. She explained Call Center staff will be available to assist 8:00 a.m. to 5:00 p.m. seven days a week. She reported the evaluation period will be approximately 7 to 10 days, at which time Council will be presented with the awards recommendations. (See Pages 8 and 9 of Attachment 1)

Ms. O'Donnell pointed out the program is a multi-pronged approach with Tier 1 being the Financial Assistance Grant Program, Tier 2 being the Technical Assistance Program, and Tier 3 being the Marketing Program. (See Page 10 of Attachment 1)

Mayor Giles thanked Ms. O'Donnell for the presentation.

Councilmember Duff expressed her appreciation in getting the program running quickly. She suggested at the time of distribution of the award, businesses be required to reverify they have not received any CARES Act funding in the acceptance clause. She indicated her concern in opening the program to businesses with a large number of employees and encouraged the cutoff for businesses with 50 or less employees.

In response to a question posed by Mayor Giles regarding the possibility of paying the award directly to the creditors rather than the business directly, Mr. Brady commented staff is continuing to work on the best way to handle the awards and will update Council as decisions are made.

Mayor Giles commented on his concern regarding reimbursement for the technical assistance component of the program and who would be the recipients. He stressed the program needs to be tethered to COVID.

Ms. O'Donnell explained the Technical Assistance Program will require a basic application that will allow the company to document how COVID has affected their business and select their areas of need. She advised the technical portion will be open to Mesa businesses on a broader range with fewer restrictions. She pointed out the application process is not first-come, first-served,

rather the application is open for a specific time period and once closed all applications received will go through the decision matrix and verification to determine eligibility.

Mr. Brady advised Mayor Giles that the guidelines from Treasury are fairly broad in the area of business assistance and helping businesses who have been impacted by the executive order. He mentioned the technical assistance is an opportunity to help all businesses while using non-profits to provide the information and training. He indicated the intention was to help as many businesses as possible and not only businesses with under 50 employees. He reported the first round of Paycheck Protection Program (PPP) funded 19,820 loans totaling \$4.8 billion, and the second round funded 43,915 loans totaling \$3.7 billion in the state of Arizona.

Mayor Giles indicated that he understands the concern in providing assistance to companies with a greater number of employees because the program is targeting smaller, less sophisticated businesses; however, he does not want to exclude them from the application process. He added the requirement that the business must disclose having received other federal funding will help narrow the number of businesses who are eligible and commented that the staff review and verification will determine whether the business is a worthy recipient.

In response to a question from Councilmember Whittaker regarding the definition of a small business, Mr. Brady acknowledged the City is using the Small Business Administration (SBA) guidelines which defines a small business at 500 or less employees. He reported that out of the 12,000 businesses in Mesa, 11,834 of those businesses employ under 100 employees; and that approximately a third of the businesses have already received some other form of funding. He advised the emphasis is to assist businesses directly impacted by the executive order, then those indirectly impacted, then those who chose to close in order to comply with social distancing.

Councilmember Whittaker suggested placing a checkbox on the application asking whether the business has received PPP funding; and if so, what was the amount of the loan, then using that information to filter the applications rather than preventing them from even filling out the application.

Mayor Giles confirmed the process needs to be transparent, while targeting the most vulnerable businesses. He stated a second round of funding with less restrictive criteria can be considered if there is funding available. He remarked the need to be upfront with the applicants in regard to whether PPP money has been received as to not waste their time or the City's time. He remarked if there is money left, the City will find other ways of distributing the funds to deserving businesses.

Ms. O'Donnell mentioned there are a large number of Mesa businesses who have applied for PPP and have not received funding, so that does not disqualify them from applying. She pointed out the City is unsure of the demand at this time and will have more information to share after the application closure.

Councilmember Whittaker explained that the problem is some of the businesses who received PPP funding have been impacted greatly and have already exhausted the PPP funding they received. He stated the issue in waiting for a second round is the delay in awarding money to businesses in need.

In response to a question from Councilmember Whittaker regarding the possibility of adding a checkbox to the application asking if the business is ineligible for the PPP loan due to the business being unlawful as defined by the federal government, Mr. Brady advised the ineligibility list has

been taken from the SBA guidelines to inform applicants of the conditions that make them ineligible.

Ms. O'Donnell advised the PPP application asks whether the applicant has ever been indicted, convicted of a felony, or pled guilty to a crime. She added if the desire of Council is to add similar language to the Small Business Reemergence Program application, that can be considered; however, the SBA guidelines does contain language regarding felony convictions and criminal activity making an applicant ineligible.

In response to a question posed by Councilmember Whittaker, Ms. O'Donnell commented the only deadline in the application is to spend the funds by December 30, 2020. She continued by saying a shorter time period can be added to the acceptance clause.

Further discussion ensued regarding the process details of the Small Business Reemergence Program.

In response to a series of questions posed by Councilmember Whittaker, Mr. Brady explained the total budget for the Small Business Reemergence Program is \$20 million, and estimated the Financial Assistance Grant Program at approximately \$18 million, with the Technical Assistance and Marketing portion totaling approximately \$1 million combined. He reiterated the intention for the funding will be to pay for utilities or rent and mortgage expenses and does not cover payroll. He expanded by saying the procedure following the application deadline is to process them through a scoring matrix to sort through the different sized companies and their needs, then create tiers for the businesses, and come up with a flat number for each tier to benefit each business. He emphasized the importance of being consistent in the award for each business size throughout the City while keeping the process simple. He advised a cap per business has not been created at this time until the City can assess the demand.

Ms. O'Donnell elaborated on the caps within each tier and stated the business will not receive more funding than what was requested. She anticipates, depending on the demand, that each business will receive a percentage of their request. She reported that the Call Center staff will be verifying that the documents submitted match what is requested in the application and once the application is deemed eligible, Business Services will put the application through the matrix and place the business into a tier.

In response to a question from Councilmember Whittaker regarding limitations on payroll, Mr. Brady remarked there is not an item on the application that asks for the companies' payroll, and the intent is to treat all businesses the same while getting the funding out the door quickly.

In response to a series of questions by Councilmember Duff, Ms. O'Donnell clarified verification of rent will be from a lease contract. She mentioned the question on the application asks whether the business has received any CARES Act funding. She continued by saying if the business had an SBA loan before the pandemic, that would not disqualify the business. She remarked the tiers will be set up once the applications are received, and staff establishes the demand for funding.

Mayor Giles advised the purpose of the Small Business Reemergence Program is to cast a broader net and catch the businesses that have not been eligible for the PPP Program and provide needed assistance.

Mr. Brady clarified the questions came from the SBA as a reference, adding that staff can take another look at the application questions. He advised the objective of following the SBA guidelines is to have some form of measure as to how the City made decisions regarding eligibility.

Mayor Giles stated the consensus of Council is to proceed with the program as discussed. He thanked Ms. O'Donnell for the presentation.

1-b. Hear a presentation, discuss, and provide direction on an update on the Mesa CARES Program, focusing on the Mesa CARES Feeding Mesa Program.

Parks, Recreation and Community Facilities Director Marc Heirshberg displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Heirshberg stated the mission of the Feeding Mesa Program is to address the issue of food access by providing meals and food to Mesa residents who have been affected by COVID-19. (See Page 2 of Attachment 2)

Mr. Heirshberg explained the Food Distribution Program is in the first phase and the goal is to establish relationships with various non-profit food distribution organizations to aid with the need. (See Page 3 of Attachment 2)

Mr. Heirshberg pointed out the program began in late March assisting the United Food Bank with "Help Yourself Fridays" and moving the distribution to the Mesa Convention Center. He mentioned 500 to 550 families were assisted pre-COVID, and currently the program is serving over 2,300 families with the number increasing each week. (See Page 4 of Attachment 2)

Mr. Heirshberg identified the Convention Center has been transformed into a storage and sorting facility and distributions will occur twice a week with expanded hours. He mentioned the first distribution at the Convention Center served 950 households. (See Page 5 of Attachment 2)

Mr. Heirshberg acknowledged and praised the Parks and Recreation and Convention Center staff who have been redeployed to assist with the Food Distribution Program while partnering with established agencies. He reported around 40 City staff are providing 1,000 hours each week to assist in delivering food services. He stated beginning May 14, the City will be partnering with the House of Refuge and Midwest Food Bank to start food distribution in Southeast Mesa. (See Page 6 of Attachment 2)

Mr. Heirshberg highlighted the dates and locations for upcoming canned food drives. He added the first two drives have collected approximately three tons of food. He thanked the community for their donations. (See Page 7 of Attachment 2)

Mr. Heirshberg discussed the next phase of the program which will be working with local Mesa restaurants and helping supplement their businesses by providing pre-packaged meals to non-profit agencies and frontline healthcare workers. (See Page 8 of Attachment 2)

Mr. Heirshberg indicated on the non-profit side, 1,000 pre-packaged and prepared meals are needed daily. He commented the Convention Center kitchen will be used by redeployed City staff to assist with preparation of the meals, and the meals will then be delivered by Waste Not AZ in conjunction with the United Food Bank to Mesa's partners. He estimated the average price point to be between \$7 to \$10 per meal. (See Page 9 of Attachment 2)

Mr. Heirshberg stated in working with Mesa Fire and Medical, hospitals and assisted living facilities have been identified with the greatest need. He remarked 1,100 pre-packaged and prepared meals are needed to allow employees the opportunity to stay at the facility instead of going out for their meals. He estimated the average price to be between \$10 to \$12 dollars per meal. (See Page 10 of Attachment 2)

Mr. Heirshberg advised Council of the Food Distribution Program current expenses, which include purchasing three refrigerated trailers for United Food Bank, helping with food costs, and assisting with the Mesa Public Schools (MPS) McKenny Vento Program. (See Page 11 of Attachment 2)

Mr. Heirshberg presented the Mesa CARES Feeding Mesa stickers that have been created and will be placed on each pre-packaged meal to spread the message about the program. (See Page 12 of Attachment 2)

Mayor Giles complimented Mr. Heirshberg and his staff for their hard work to make the program successful.

In response to a question from Councilmember Thompson regarding whether the Restaurant Food Buy Out Program is in lieu of the meal cards previously discussed, Mr. Heirshberg explained the Buy Out Program is the easiest way to assist the restaurants and help with tracking, ensuring that the meals are getting to the right place.

Councilmember Thompson expressed his support for the program as it takes the load off the City while not competing with other programs.

In response to a question posed by Vice Mayor Freeman, Mr. Heirshberg stated he does not have the exact number of volunteers assisting with the program beyond City staff. He mentioned that City staff are supplementing the non-profits to be able to increase distributions during this pandemic when needs have been higher. He pointed out that many non-profit volunteers consist of seniors who are now considered high risk and have not been able to continue to provide support, so City staff have stepped in to keep up with the demand. He pointed out that the National Guard have now been deployed and will be available at the next distribution at the Convention Center.

Councilmember Luna expressed his appreciation to Mr. Heirshberg and his staff for their hard work with the program, adding kudos to the non-profits who continue to support the community.

In response to a question posed by Councilmember Whittaker regarding the allocation of funds between the two food banks, Mr. Heirshberg stated United Food Bank and Midwest Food Bank are the two food banks that serve Mesa residents, and they both have different funding mechanisms and different ways of securing food; one is purely donations and the other receives federal resources. He explained approximately 25% of the agencies that Midwest Food Bank serves are Mesa based, compared to approximately 75% of the agencies United Food Bank serves. He indicated that \$10 million has been allocated for the Feeding Mesa Program.

Mr. Brady elaborated that out of the \$90 million received for food security, \$10 million has been budgeted to cover food distribution from March 1 through the end of the year and will encompass everything related to the program.

In response to a question posed by Councilmember Whittaker regarding whether enough money has been allocated to the food program, Mr. Brady advised once the upfront capital expenses are

purchased, the City will be able to make a greater impact in purchasing food for distribution. He stated the City is also letting the agencies know that over time staffing and resources will be scaled back to stay within the budget.

In response to a series of questions from Councilmember Whittaker, Mr. Heirshberg replied the Food Buyout Program budget has been set at \$100,000 per week through the end of August totaling \$1.2 million. He mentioned that staff worked with the Chamber of Commerce, as well as Visit Mesa, to gather the list of 90 restaurants that are located throughout the City of Mesa and staff made phone calls to gauge their interest in the program. He indicated the businesses that showed interest were asked to complete a survey to identify their capacity, menu items and pricing. He reported to date approximately 24 of the surveys have been received and staff will be working with the restaurants to work out an agreement for services and a weekly schedule to rotate between the restaurants. He confirmed restaurants can contact Mesa CARES at 644-CARES if interested in participating in the program.

Councilmember Heredia suggested having a brief application or form that can be filled out by residents for larger access to the program.

In response to a question from Councilmember Heredia, Mr. Heirshberg advised that staff continues to meet with MPS weekly to receive updates, and the food needs of students are currently being met. He stated the City is working with Arizona Brain Food and United Way to assist with additional funding opportunities for the summer meal program.

Mayor Giles endorsed the Restaurant Food Buyout Program in that it allows frontline workers the ability to have meals delivered with the understanding that it has a specific time period and mission to help flatten the curve in the areas at highest risk in the community. He agreed with the City getting into the food insecurity business to see what the needs are and what lessons can be learned from this process.

Councilmember Whittaker indicated support for the program, but added the program needs to be expanded to reach more restaurants and he does not agree with the fact that the list of restaurants was selected by only two organizations.

Mayor Giles clarified the City reached out to 90 businesses but agreed that any restaurant who would like to participate should be given the opportunity.

Mayor Giles announced the consensus of Council is for staff to move forward with the program, keeping in mind the concerns expressed by Council.

Mayor Giles thanked staff for the presentation.

1-c. Hear a presentation on the status of City of Mesa recreational facilities closures and discuss the development of future plans for reopening limited facilities.

Mr. Brady commented the Governor has been decreasing many of the restrictions that have been in place since the beginning of April, which will impact City operations for Parks and Recreation. He stated staff will be updating Council on what the plan looks like as pools and other recreational facilities begin to reopen, keeping in mind there will be budgetary constraints. He stressed the City wants to be respectful of the Governor's directions and the health concerns.

Parks, Recreation and Community Facilities Director Marc Heirshberg displayed a PowerPoint presentation. **(See Attachment 3)**

Mr. Heirshberg highlighted that parks have remained open in areas that allow for social distancing so residents can remain active. He reviewed the facilities that are open with some adjustments to the restrooms. (See Page 2 of Attachment 3)

Mr. Heirshberg listed the facilities that are closed and added all recreation programs have been postponed. (See Page 3 of Attachment 3)

Mr. Heirshberg stated staff is awaiting the Governor's response regarding fitness, hotel and apartment industries reopening so the City can begin developing City operational and reopening plans. He advised staff will come back to Council in a week to provide recommendations on limited facility openings for gyms and pools. (See Page 4 of Attachment 3)

Mr. Brady emphasized with over 4,000 City employees, the first and foremost priority is employee safety. He declared the summer activities will not be returned to a normal schedule, but staff also understands there is great demand for people to return to normalcy. He expressed the importance of ensuring the City has a plan in place to protect employees from being exposed. He asked for patience as the City slowly phases in the reopening.

Councilmember Thompson agreed with a slow transition of opening facilities, however, has concern for the children on swim and dive teams that do not have a place to train. He wondered if Skyline and Kino Aquatic Centers could be opened on a limited basis for practice.

Mayor Giles informed Councilmember Thompson that there is some discretion given to cities regarding the closure of parks and park facilities, but on the issue of communal swimming pools the Governor's guidelines are clear there should be no communal swimming at this time. He commented there should be no disadvantage for training because there should be no pools open. He continued by saying the Governor plans to reopen gyms and pools and is working with the regulatory agencies to come up with a safe plan. He advised the City needs to have plans in place so when the Governor gives the green light to open, the City is ready to respond. He requested Parks and Recreation include the swimming community in the reopening plans to ensure a quick implementation.

Councilmember Luna agreed that a well-thought-out measured approach needs to be taken when considering reopening plans to verify employees and the community remain safe.

In response to a question posed by Vice Mayor Freeman regarding whether Parks and Recreation will have to reengage staff when swimming pools open, Mr. Heirshberg confirmed that some full-time staff will have to be redeployed from the food program back to aquatics, but more importantly there will need to be a process to rehire part-time lifeguard staff. He mentioned typically Memorial Day weekend is the opening day for public programs and open swim. He added staff is looking at a streamlined process to rehire, but the process could still take up to three weeks.

Vice Mayor Freeman recommended using internal volunteers through the Mesa Fire Connector Program to step in and provide support and help with staffing issues so the Parks and Recreation staff can go back to their positions in aquatics.

Mayor Giles thanked Mr. Heirshberg for the presentation.

1-d. Appointments to the Housing and Community Development Advisory Board.

It was moved by Councilmember Luna, seconded by Vice Mayor Freeman, 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-Freeman-Duff-Heredia-Luna-Thompson-Whittaker

NAYS – None

Carried unanimously.

2. Current events summary including meetings and conferences attended.

Councilmember Luna – National League of Cities – Hispanic Elected Local Officials Meeting

Councilmember Duff – Mesa Family Take Out Night

Councilmember Thompson reported on May 13 the Mesa canned food drive will be at Eastmark Great Park from 8:00 a.m. to 12:00 p.m.

Councilmember Luna advised that Arizona State University (ASU) is providing free programs and classes online to continue at-home learning by going to <https://asuforyou.asu.edu/>.

Councilmember Heredia stated a Small Business Digital Summit in Spanish will take place today at 2:00 p.m. on the Mesa en Español Facebook page or Mesa Channel 11.

Councilmember Duff wished all mothers a Happy Mother's Day.

Vice Mayor Freeman acknowledged National Clerk's week and thanked the City Clerk's office for their service.

Mayor Giles expressed condolences to Councilmember Whittaker and his family on the loss of his father.

3. Scheduling of meetings.

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

Thursday, May 14, 2020, 7:30 a.m. – Study Session

4. Adjournment.

Without objection, the Study Session adjourned at 9:29 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 7th day of May 2020. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

la
(Attachments – 4)



Mesa CARES

Mesa CARES

Small Business Reemergence Program

Jaye O'Donnell | Assistant Economic Development Director

City of Mesa City Council Study Session | 5.7.20





Mesa CARES

Small Business Reemergence Program

Update on City of Mesa CARES

- Final application form
- Review eligibility and frequently asked questions (FAQs)
- Final timeline of application open, closure, and evaluation period
- Award process, distribution of funds
- Technical assistance program to be launched



Mesa CARES

Small Business Reemergence Program

City of Mesa Office of Economic Development Mission

- We work to **enhance Mesa's economy**, by promoting a culture of **quality, supporting the creation of quality jobs**, promoting direct investment, increasing prosperity, and **improving life for residents**.

Mesa CARES Small Business Reemergence Program Goal

- **Provide meaningful assistance** to as many Mesa-based businesses as possible.



Mesa CARES

Small Business Reemergence Program – Application

The Mesa CARES Small Business Reemergence Program is a **grant program**, made possible by the federal Coronavirus Relief Fund.

It is designed to assist eligible Mesa businesses **with up to 90 days of utilities and rent/mortgage payments based on the number of applications and funding available** and is aimed at those businesses who have experienced interruption caused by required closures.



Small Business Reemergence Program – Application

Eligibility:

1. Business must be an eligible business type **located at a physical, commercial address** in the city of Mesa.
2. Business **has not received** any CARES Act funding through SBA or other federal programs (for example, PPP and EIDL).
3. Business must have suffered negative financial impacts due to Governor's **executive orders that mandated closure or limited service options** for the purpose of stemming the spread of COVID-19.

Other programs may be available if you answer False to any of the above.



Small Business Reemergence Program – Application

Eligibility and Frequently Asked Questions

- FAQs are available now at **MesaAZ.gov/CARESBizGrant** and describes the program and eligibility in greater detail
 - Eligibility/ineligibility is aligned with other federal programs (SBA)
 - For-profit businesses
 - Governor Doug Ducey’s related Executive Orders, visit <https://azgovernor.gov/executive-orders>
- Information about other resources and assistance



Small Business Reemergence Program – Application

Marketing Campaign for Mesa CARES Business Grant Program

- Partnering with Mesa Chamber of Commerce, Asian Chamber of Commerce and the East Valley Hispanic Chamber of Commerce and other organizations
- Marketing tactics and mediums:
 - Press Releases; Press Interviews; Webinars/Videos in *English* and *Spanish*; Social Media Advertising in *English, Spanish, Chinese, Vietnamese, Korean, Filipino*; NextDoor; Direct Email Campaign/Newsletters; Print Advertising; Outbound Calls
- Re-contacting those businesses we surveyed to inform them of the program
- Integrated 20-day marketing campaign started Tuesday



Small Business Reemergence Program - Application

Timeline

- Website with FAQs are live now at www.mesaaz.gov/CARESBizgrant
- Online application goes LIVE Monday, May 11 at 8AM.
- Applications close **Sunday, May 24 at 5PM.**
- All verification documents must be submitted at that time or application will be considered incomplete.



Mesa CARES

Small Business Reemergence Program - Application

Timeline

- Call Center staff will be available to **assist 8AM-5PM, Monday - Sunday.**
- Evaluation period will run approximately 7-10 days during which time Council will be presented with recommendations for awards.
- Award notifications will be made to recipients with an acceptance clause and a certification the funds will be used to pay rent and utilities.
- Once the City receives the formal acceptance, money is distributed to the Mesa company.



Small Business Reemergence Program

Multi-pronged approach to helping Mesa businesses

1. Financial Assistant Grant Program – Launching May 11
2. Technical Assistance Program – Launch in May/June
3. Marketing Program(s) – TBD
 - Targeting local consumers and businesses to shop/eat local – especially stores/restaurants that were closed
 - Targeting visitors - Leisure travelers, drive markets, and groups, attracting them to Mesa to boost hotel occupancy



Mesa CARES

Questions, Comments, Discussion



Mesa

CARES

Marc Heirshberg, Parks, Recreation and Community Facilities Director
May 7, 2020 Study Session



Feeding Mesa Program Mission

Address Mesa residents' highest priority need of **"Access to Food"** (based on Community Needs Assessment) by providing nutritious food/meals to Mesa residents who have been affected by COVID-19 and by partnering with existing services, non-profits and Mesa-based restaurants.



Mesa CARES

Food Distribution Program

Goal: Establish relationships with various non-profit food distribution organizations who have an increased need for assistance with the distribution of food due to COVID-19



Mesa CARES

Previous Food Distribution Program “Help Yourself Fridays” 8-11 a.m. Mesa Convention Center

- City of Mesa partnership with the United Food Bank (UFB) to utilize the Mesa Convention Center parking lot Thursday’s for staging and Friday for food distribution
- UFB fed 500-550 families pre-COVID and currently serving over 2,300 families and growing each week



Mesa CARES

Expanded Food Distribution Program

Began May 6th

Mesa Convention Center

- Continue City of Mesa and UFB partnership through August 30, 2020 through facility rental agreement
- Convention Center will be used for food storage and sorting
- Distributions will occur *twice* a week with *expanded* hours
 - Every Wednesday – 12pm – 7pm
 - Every Friday – 7am – 3pm



Mesa CARES

Additional Citywide Food Distribution Centers

**(United Food Bank and Midwest Food Bank &
Partner Non-Profits and Faith-based Agencies)**

- Parks, Recreation and Community Facilities Full-Time Staff Redeployment:
- 40 Staff providing 1,000 hours each week and growing in support of local non-profits focused on providing food services to Mesa residents
- Beginning Thursday, May 14th partnering with House of Refuge and Midwest Food Bank on a weekly food distribution site at Southeast Mesa location



City of Mesa Drive Thru Canned Food Events

Non-perishable food items only. Items collected will be used to replenish United Food Bank and Midwest Food Bank supplies.

One CAN make a difference!

Wednesday, May 13

Eastmark Great Park - 5100 S. Eastmark Parkway

Wednesday, May 27

Greenfield Park - 4105 E. Diamond Avenue

Wednesday, June 10

Red Mountain Center - 7550 E. Adobe Street

Wednesday, June 24

Eastmark Great Park - 5100 S. Eastmark Parkway

Wednesday, July 8

Greenfield Park - 4105 E. Diamond Avenue

Wednesday, May 20

Mesa Convention Center - 263 N. Center Street

Wednesday, June 3

Dobson Ranch Golf Course - 2155 S. Dobson Road

Wednesday, June 17

Sloan Park - 2330 W. Rio Salado Parkway

Wednesday, July 1

Mesa Convention Center - 263 N. Center Street

Wednesday, July 15

Dobson Ranch Golf Course - 2155 S. Dobson Road





Restaurant Kitchen “Food Buy Out” Program

Goal: Provide additional business for Mesa-based restaurants by providing meals for the community

- Supplement or add to:
 - Non-profit agencies that require pre-packaged meals
 - Food services for frontline healthcare workers
- Determine interest in restaurants
 - Availability
 - Capability to produce in mass
 - Establish program requirements for restaurants to ensure nutritional value
- Determine transportation needs to move food from restaurant to distribution points



Restaurant Kitchen “Food Buy Out” Program

Non-Profit Partner Support:

- Need for 1,000 pre-packaged and prepared meals a day
- Activating the Convention Center kitchen and partnering with onsite caterer to provide nutritional meals that will be individually prepared and packaged
- Delivered by Waste Not AZ in conjunction with United Food Bank to Mesa partners
- Average price point is \$7-\$10 per/meal



Restaurant Kitchen “Food Buy Out” Program

Front Line Health Care Workers Support:

- Targeting Hospitals and Assisted Living Centers in Zip Codes 85202, 85205 and 85206
- Need for over 1,100 pre-packaged and prepared meals a day
- 90 Mesa-based restaurants were contacted about capacity and availability
- Average price point is \$10-\$12 per/meal



Food Distribution Program Expenses To Date

- Refrigerated Trailer Purchase (United Food Bank) - \$280,000
- Food Purchases through December 30, 2020 (United Food Bank) - \$800,000
- Convention Center Rental through August 30, 2020 (United Food Bank) –
Approximately \$650,000
- Program Operations Support (United Food Bank) - \$150,000
 - Cleaning supplies, garbage disposal, traffic control, cooling equipment and event materials
- Food Purchases for 12-week supply (Midwest Food Bank) - \$200,000
- Equipment Rentals to meet demand (Midwest Food Bank) –
Approximately \$30,000
- MPS McKenny Vento Program – Personal Hygiene Supplies –
Approximately \$10,000



Mesa CARES



Mesa CARES

Feeding Mesa

Brought to you by the City of Mesa and our partner organizations.



mesa·az

480-644-CARE | Mesaaz.gov/MesaCARES

QUESTIONS?





mesa·az

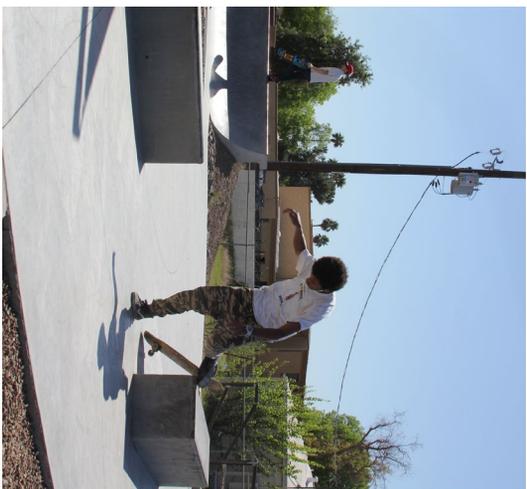


PARKS, RECREATION AND COMMUNITY FACILITIES

Facility and Program Status Update

May 7, 2020

Marc Heirshberg, Director



WHAT'S OPEN

- Parks have remained open for passive recreation in open areas that allow for social distancing
- Dog Parks at Quail Run, Eastmark Great Park and Countryside
- Skate Parks/Plaza at Reed Park and Fountain Plaza
- Restrooms at Greenfield Park, Red Mountain Park, Pioneer Park, and Riverview Park
- Urban Fishing Lakes at Riverview Park, Red Mountain Park, Greenfield Park



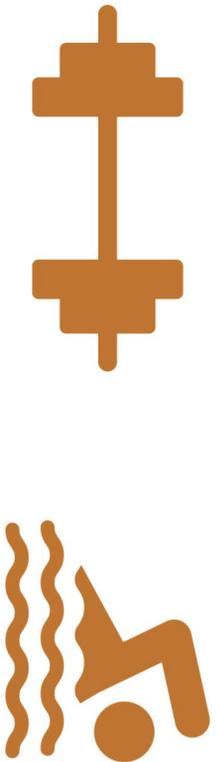
CLOSED & POSTPONED

- All Recreation Programs Postponed
- Recreation Centers Closed
- Sports Complexes Closed
- Aquatic Facilities Closed
- Convention Center & Amphitheatre
- Splash Pads
- Playgrounds
- Ramadas
- Volleyball, Tennis, Pickleball Courts
- All other park restrooms not previously mentioned

WHAT'S NEXT?

STAY HOME. STAY HEALTHY. STAY CONNECTED. RETURN STRONGER.

UPCOMING: GYMS, POOLS



- Governor Ducey on Monday, May 4th stated that he was working with the fitness, hotel and apartment industries to outline details for the opening of gyms and pools
- Staff is developing alternative operational and reopening plans based on the updates the Governor provides
- Staff will present to the City Council next Thursday limited facility openings for recreational gyms and pools based on Governor guidance

QUESTIONS?

May 7, 2020

TO: CITY COUNCILMEMBERS

FROM: MAYOR JOHN GILES

SUBJECT: Appointments to Boards and Committees

The following are my recommendations for appointments to City of Mesa Advisory Boards and Committees.

Housing & Community Development Advisory Board – Eleven-member board including new appointments.

Kevin Humphrey, District 5. Mr. Humphrey has been the Executive Director of Sunshine Acres Children’s Home for the past 9 years and has maintained the organization’s 65 year legacy of operating without government funding or fundraising. His experience in investments, retirement planning and estate planning educates donors on gifting and leaving a legacy to qualified non-profits. He earned a Bachelor’s Degree in Information Technology from University of Phoenix and is a current member of Mesa’s Judicial Advisory Board. Mr. Humphrey will be filling a vacancy formerly held by Linda Star. His term will expire June 30, 2023.

Israae Koval, District 4. Ms. Koval is a poet, writer and art teacher who is interested in “examining critical cultural issues.” She encourages students to use their creativity to problem solve. Her background in the service industry has given her extensive experience in teamwork, conflict resolution, communication and working successfully under pressure. She was a speaker at the Mesa Arrspace Lofts grand opening ceremony and has complete the Toastmasters Visionay Communications course. Ms. Koval will be filling a vacancy formerly held by Candace Miller. Her term will expire June 30, 2023.