

COMMUNITY & CULTURAL DEVELOPMENT COMMITTEE

November 17, 2014

The Community and Cultural Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on November 17, 2014 at 4:00 p.m.

COMMITTEE PRESENT

David Luna, Chairman
Dennis Kavanaugh
Dave Richins

COMMITTEE ABSENT

None

STAFF PRESENT

Natalie Lewis
Dee Ann Mickelsen
Alfred Smith

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss and provide a recommendation on Mesa Arts and Culture projects and key updates relative to the Museum and Cultural Advisory Board and Mesa Arts Center Board initiatives.

Arts and Culture Director Cindy Ornstein displayed a PowerPoint presentation (**See Attachment 1**) and spoke regarding a series of events and projects that have been held at the different Mesa Arts and Culture Department venues.

Ms. Ornstein reported that in recent months, the Mesa Arts Center (MAC) has sponsored a wide array of events including, but not limited to, the following:

- Dia de los Muertos Festival, which was presented in partnership with the Mexican Consulate and the Latino Town Hall, attracted more than 16,000 attendees. (See Page 2 of Attachment 1)
- FreeFall Fridays, a pilot program that featured free Friday night concerts. (See Page 3 of Attachment 1)
- In the near future, the next iteration of the Shade Sculpture design will be presented to the Council, downtown stakeholders and the public in order to solicit their feedback and comments. (See Page 4 of Attachment 1)
- Montreal-based artists from Daily Tous Les Jours are working to design and build an interactive work of art on MAC's campus. The project, which will be funded by an ArtPlace America grant, will be conceived and developed with public input and participation.

- MAC and the Mesa Arts Festival have partnered with Tempe Festival of the Arts and Phoenix Festival of the Arts to create a light rail wrap for a connector car in an effort to promote the arts festival season and the respective events. (See Page 6 of Attachment 1)
- The Mesa Arts Center Foundation, the 501(c)(3) support organization for MAC, is essential to the funding of school and outreach programs. The Foundation was recently awarded the Good Governance Grant from the Piper Charitable Trust, which will fund the group's work with a consultant to assess and enhance Board engagement and effectiveness.
- The Mesa Arts Center Foundation will host two fundraisers in February 2015: an original play by Richard Warren; and the Gala: A Hearty Arty Affair, featuring actress and singer Molly Ringwald. (See Pages 9 and 10 respectively of Attachment 1)
- Classical Music Inside Out is a program designed to demystify classical music to audiences. (See Page 11 of Attachment 1)
- Creative Catalysts is a new initiative engaging young downtown activists in listening to the community and involving the under 40 crowd in creative activities in Mesa. MAC was awarded a \$100,000 grant from the Flinn Foundation to support such efforts. (See Page 12 of Attachment 1)

Ms. Ornstein remarked that the Arizona Museum of Natural History (AMNH) has opened an exhibition titled "Cultures of the Ancient Americas," which features numerous artifacts, including several large gifts donated to the museum. (See Page 13 of Attachment 1) She also stated that the AMNH was recently awarded an \$89,050 grant from the Gila River Indian Community to promote education and staffing at the Mesa Grande Cultural Park.

Ms. Ornstein, in addition, commented that since 2011, the Creative Economy Fund in-kind rental support program has provided \$100,000 in rent reductions to local nonprofit organizations that wanted to use MAC's facilities for events. She explained that demand for such services has increased dramatically over the past few years (See Page 14 of Attachment 1) and added that the Museum and Cultural Advisory Board (MCAB) is requesting that the Fund be increased from \$25,000 to \$35,000 next fiscal year.

Ms. Ornstein displayed a series of graphs illustrating significant growth in the Arts and Culture Department as it relates to Rental Revenues, Performing Live Participation FY 06/07 to FY13/14 and Performing Live Revenue FY 06/07 to FY13/14. (See Pages 15, 16 and 17 respectively of Attachment 1)

Ms. Ornstein also discussed the success of the i.d.e.a. Museum since its rebranding and reopening in February 2014. She referred to several graphs which demonstrate the attendance at the facility when it was known as the Arizona Museum for Youth (AMY) as compared to the i.d.e.a. Museum (See Page 18 of Attachment 1) and also the corresponding increases in revenues since the rebranding. (See Pages 19 and 20 of Attachment 1)

Ms. Ornstein offered a short synopsis of the MAC's upcoming projects, such as the development of a Strategic Plan, and ongoing preparations to celebrate the 10th anniversary of the venue.

Committeemember Kavanaugh thanked Ms. Ornstein for the comprehensive report, as well as the wide array of programs that the Mesa Arts and Culture Department offers to the community.

Committeemember Kavanaugh commented that 20 years ago when he served as Chairman of the MCAB, well over \$100,000 in grant funding was made available to the Board. He pointed out that despite the fact that Mesa was in the midst of a recession at that time, City management and the City Council believed that it was important to invest in the arts.

Committeemember Kavanaugh further noted that the MCAB's request to increase the Creative Economy Fund to \$35,000 is a modest one. He also said that during the upcoming budget discussions, he would hope that staff "puts things into context" and considers what the Council and City management were willing to do 20 years ago. He added that today, Mesa is a much larger city and has a more robust art scene than it had in the past.

Committeemember Kavanaugh, in addition, suggested that it would be appropriate to have a combination of cash grants and a reduction in rent. He explained that cash grants are paramount to local arts organizations that have few funding sources available to them, especially with corporate sponsorships dwindling to virtually nothing.

Committeemember Kavanaugh also remarked that during the budget review process, staff and the Council should look to increase the underwriting rental cost portion of the Creative Economy Fund. He added that for the past few years, various Councilmembers and the MCAB have stressed the importance of including a mix of cash grants along with the rent reduction.

Committeemember Richins concurred with Committeemember Kavanaugh's comments. He stated that he was impressed by the manner in which the Arts and Culture Department continues to increase its revenues in order to offer the programming that it does. He noted that such efforts make it easier for the Council to implement Committeemember Kavanaugh's suggestion.

Chairman Luna thanked Ms. Ornstein for her professionalism and dedication and stated that the MAC is "the jewel of the community." He also recognized Youth Museum Administrator Sunnee O'Rork for her efforts and hard work concerning the rebranding of the i.d.e.a. Museum.

2-b. Hear a presentation, discuss and provide a recommendation on the Digital Billboard Exchange Program.

Zoning/Civil Hearing Administrator Gordon Sheffield displayed a PowerPoint presentation (**See Attachment 2**) and reported that at the April 10, 2014 Community and Cultural Development Committee meeting, staff made a presentation regarding the use of digital off-premise signs. He explained that staff was directed to research the matter further and work with the billboard industry. He stated that staff moved forward with such efforts and was seeking further direction and feedback from the Committee at this time.

Mr. Sheffield provided a brief historical overview of this issue as follows: that currently, new and replacement billboards are prohibited per the City of Mesa's Sign Ordinance; that Mesa has approximately 231 static billboards, a decrease from more than 600 billboards when the City's prohibition of billboards was enacted in 1986; and that the reduction of the number of billboards in the community has slowed due to state legislation that was enacted in the early 1990s.

Mr. Sheffield indicated that the billboard industry has approached the City with the idea of implementing an exchange program, wherein the companies would remove some of the older

static billboards from the arterial streets and/or build new digital signs along the freeways. He said that the companies see this as an opportunity to move their billboards into more visible locations or update technology, thus increasing revenues. He added that the exchange program would also benefit the City by reducing the number of static billboards in Mesa.

Mr. Sheffield remarked that at the April 10th meeting, the Committee directed that staff develop principles for an exchange policy, which included soliciting feedback from industry representatives; examine options for exchange in place and exchange for new freeway locations; consider downtown locations; and continue the existing prohibition on new billboards.

Mr. Sheffield offered a short synopsis of the proposed process, which would include a variety of components as follows:

- Digital billboards would be eligible in sign corridors in the Limited Commercial (LC), General Commercial (GC), Light Industrial (LI), General Industrial (GI), Planned Employment Park (PEP) and Public and Semi-Public (PS) zoning districts.
- Consider downtown locations (to be determined based on the recommendations of the Downtown Vision Committee).
- Construction of a new digital sign or replacement digital sign would require the rezoning of an overlay district. Such action would be a legislative decision, as opposed to an administrative decision, and provide the Council some discretion in terms of whether to approve or disapprove an application. In addition, public hearings would be held by the Planning & Zoning Board (P&Z), the Council, and aesthetic advice provided by the Design Review Board (DRB). Notice requirements would also be an element of this process.
- A relocation agreement would be negotiated.
- Fees (to be determined) would be associated with the application and based on cost recovery for the City's efforts.

Mr. Sheffield displayed a map illustrating the proposed sign corridors in Mesa. (See Page 5 of Attachment 2) He pointed out that the map not only demonstrates potential locations for new billboards that would replace static billboards in different locations, but also "the intensity" of the existing billboards. He said that the signs generally follow the old Federal Highway System along Main Street or the State Highway System along Country Club Drive, with the highest concentration situated in west Mesa.

Mr. Sheffield explained that staff has identified sign corridors along the western portion of the 101 Freeway, particularly from Country Club Drive west to the Tempe city limits; the U.S. 60 in areas that are zoned for commercial or industrial uses; and a small area near the Phoenix-Mesa Gateway Airport. He added that airport representatives have expressed some concerns regarding the exchange program but, from an informational standpoint, did not object to the billboards.

Responding to a question from Chairman Luna, Mr. Sheffield clarified that the airport's concerns related to the height of the billboards and that they do not interfere with flight operations.

Mr. Sheffield, in addition, highlighted the proposed standards for the Digital Billboard Exchange Program, which includes a 4 to 1 square foot exchange ratio. He explained that in order for a billboard company to receive entitlement to one square foot of digital billboard, it would be

required to remove four square feet of static billboard somewhere else in the City. He stated that the exchange would also allow for double-sided billboard structures.

Mr. Sheffield indicated that if the Council approved the rezoning of an overlay district and an applicant's relocation agreement, the construction of the new digital billboard could begin while the old sign remained in place. He pointed out, however, that the company would not be allowed to operate the new billboard until such time as the City received confirmation that static billboard was removed. He added that the City would issue a Certificate of Operation in order for the new digital billboard to operate.

Mr. Sheffield further discussed the proposed standards for the Digital Billboard Exchange Program (See Pages 7 and 8 of Attachment 2) and the Relocation Agreement. (See Pages 9 and 10 of Attachment 2)

Mr. Sheffield reported that the City solicited feedback from the billboard industry, which included a suggestion regarding a Pay-in Program. (See Page 11 of Attachment 2) He noted that such a program would enable a company, which had no square footage to exchange, to buy digital square footage based on a determined rate. He referenced Page 2 of Attachment 1, which illustrates that CBS/Outfront Media owns 209 static billboards in Mesa, while the other companies have few, if any.

Committeemember Richins inquired how much of CBS/Outfront Media's inventory was acquired subsequent to the 1986 prohibition of off-premise signs in Mesa.

John Clement, representing CBS Outdoor/Outfront Media, addressed the Committee and responded that CBS Outdoor purchased several companies, such as Gannett and National Advertising Company, which resulted in the company's current inventory. He explained that some of the billboards were developed by Outdoor Systems, which was founded in the early 1980s.

Mr. Sheffield continued with the presentation and noted that the Pay-in Program could possibly create certain legal issues, such as the elimination of the City's off-premise signs prohibition.

Mr. Sheffield further reported that the industry feedback concerning the variable exchange rate based on market shares relates to those companies that have limited billboard inventory in Mesa. He stated that the companies proposed that instead of the standard 4 to 1 square foot ratio, the ratio should be based on the number of billboards that they own.

Mr. Sheffield, in addition, noted that the billboard industry requested that the Committee consider the following suggestions: 1.) Spacing of 1,200 feet between signs; 2.) Conversion of an existing static structure be allowed, regardless of spacing; and 3.) Conversion of existing arterial structures to digital billboards at a square footage equal to the original dimensions.

Mr. Sheffield commented that staff was seeking direction from the Committee relative to whether the City should allow the following items:

- Construction of replacement billboards in new freeway locations
- Exchange program

- Billboards to upgrade in place, including an increase in the billboard area and/or relocate to freeways
- Standards (i.e., spacing, location, size)
- Pay-in Program
- Variable exchange rate based on market share

Committeemember Kavanaugh stated that he was not a fan of billboards in general and noted that his district has been impacted quite significantly by the existing static signs regardless of the City's prohibition. He commented that in his opinion, staff's proposed exchange program would continue to impact his district in a negative manner. He also remarked that although he was not supportive of the proposal, he would not object to forwarding the matter on to the full Council for discussion and consideration.

Committeemember Kavanaugh further commented that he had philosophical concerns with respect to the Committee taking action on this matter and whether, from a legal perspective, such action would totally undermine the rationale or premise behind the prohibition of static billboards. He stated that the reality is that the proposal would permit new billboards in the community. He also noted that based on the policy decision that the Council has made, the proposal would be detrimental to the community's health, safety and welfare. He added that Mr. Sheffield has raised the possibility that the City could lose the off-premise signs prohibition by making such changes.

Committeemember Kavanaugh, in addition, remarked that the Committeemembers were aware of a pending court decision in Los Angeles, California that is on appeal, which contains several interesting discussion points related to billboards and the governmental perspective in terms of regulating them. He stated that if the Committee moves this matter forward to the full Council, he would suggest that it be done "with deliberate slowness." He also stressed the importance of the City Attorney's Office closely monitoring the appellate litigation in California and keeping the Committee apprised in that regard.

Committeemember Richins concurred with Committeemember Kavanaugh's comments. He stated that prior to the Committee addressing this issue, he was unaware of the small number of companies that own a majority of the billboards in Mesa. He noted that he had hoped to see more of a consensus between the City and the billboard industry with respect to what direction the Committee should go, which has not been the case.

Committeemember Richins commented that he would be comfortable not making any decision with respect to this issue until staff obtains more information regarding the appellate case referenced by Committeemember Kavanaugh. He also suggested that perhaps staff and the industry could meet once again to "get a better meeting of the minds," although he was not convinced that was even possible.

Chairman Luna remarked that he too was interested in learning more about the pending court decision. He stated that if the Committee made a recommendation for staff to move forward with an exchange program and something emerges as a result of the appeal, then the Committee may be required to revisit the matter and determine which path to take.

It was moved by Committeemember Richins, that this item be tabled for a period of time and that staff continue to work with the billboard industry in this regard.

Committeemember Kavanaugh seconded the motion, with the amended language that the matter be tabled until such time as the City Attorney's Office reports back to the Committee with respect to the previously mentioned appellate case, and that Chairman Luna is comfortable placing the item back on the agenda for further discussion and consideration.

Committeemember Richins concurred with Committeemember Kavanaugh's amended motion.

Chairman Luna called for the vote.

Carried unanimously.

Chairman Luna thanked Mr. Sheffield for the presentation.

3. Adjournment.

Without objection, the meeting adjourned at 4:34 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Community and Cultural Development Committee meeting of the City of Mesa, Arizona, held on the 17th day of November, 2014. I further certify that the meeting was duly called and held and that a quorum was present.



DEE ANN MICKELSEN, CITY CLERK

mesa arts & culture

Inspiring Creativity & Discovery

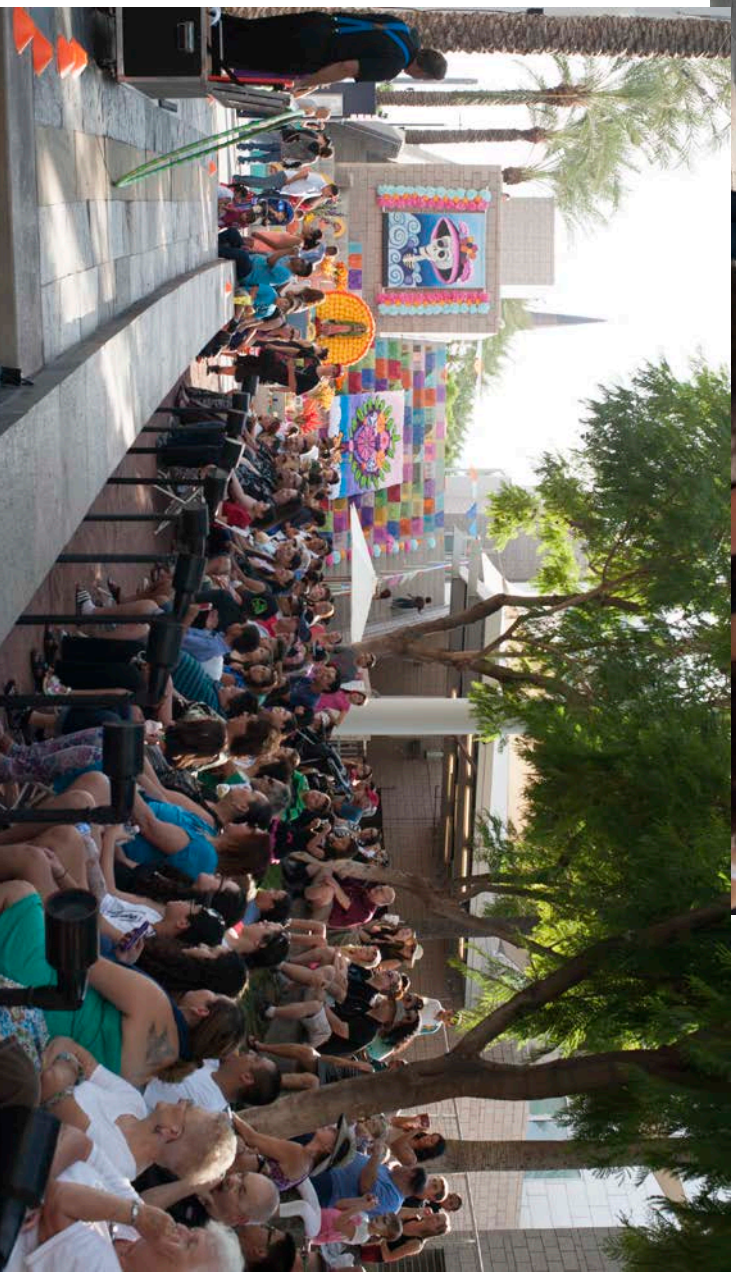


Largest Dia de Los Muertos Festival

Attendance: 16,000

Great partnerships:

- MAHC-Latino Town Hall
- Mexican Consulate

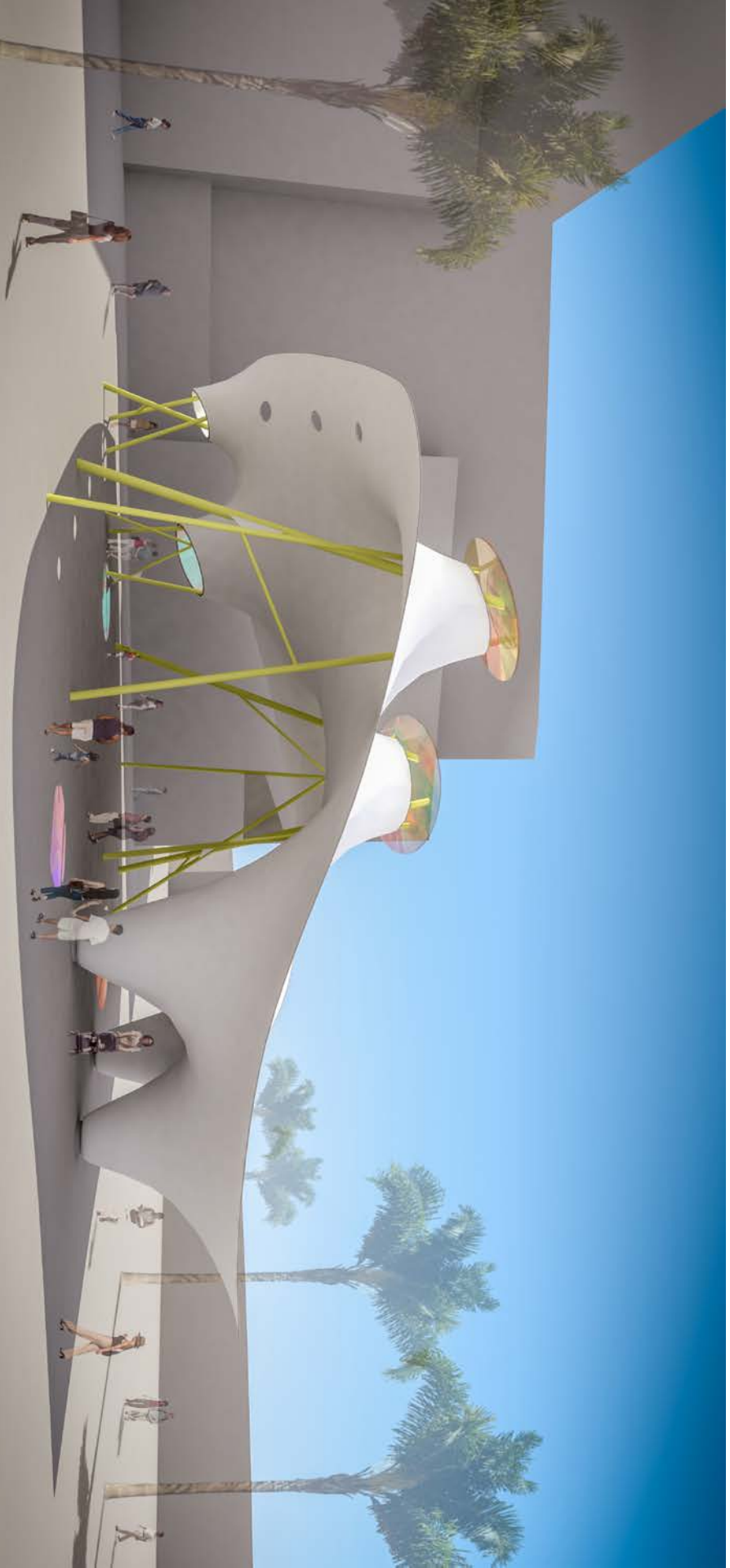


FreeFall Fridays (9/19-11/21): A Strong Pilot



ArtPlace Update:

Next Iteration of Shade Sculpture Coming Soon



Family Tous Les Jours—Community Informing Concept

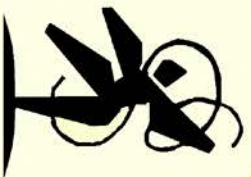
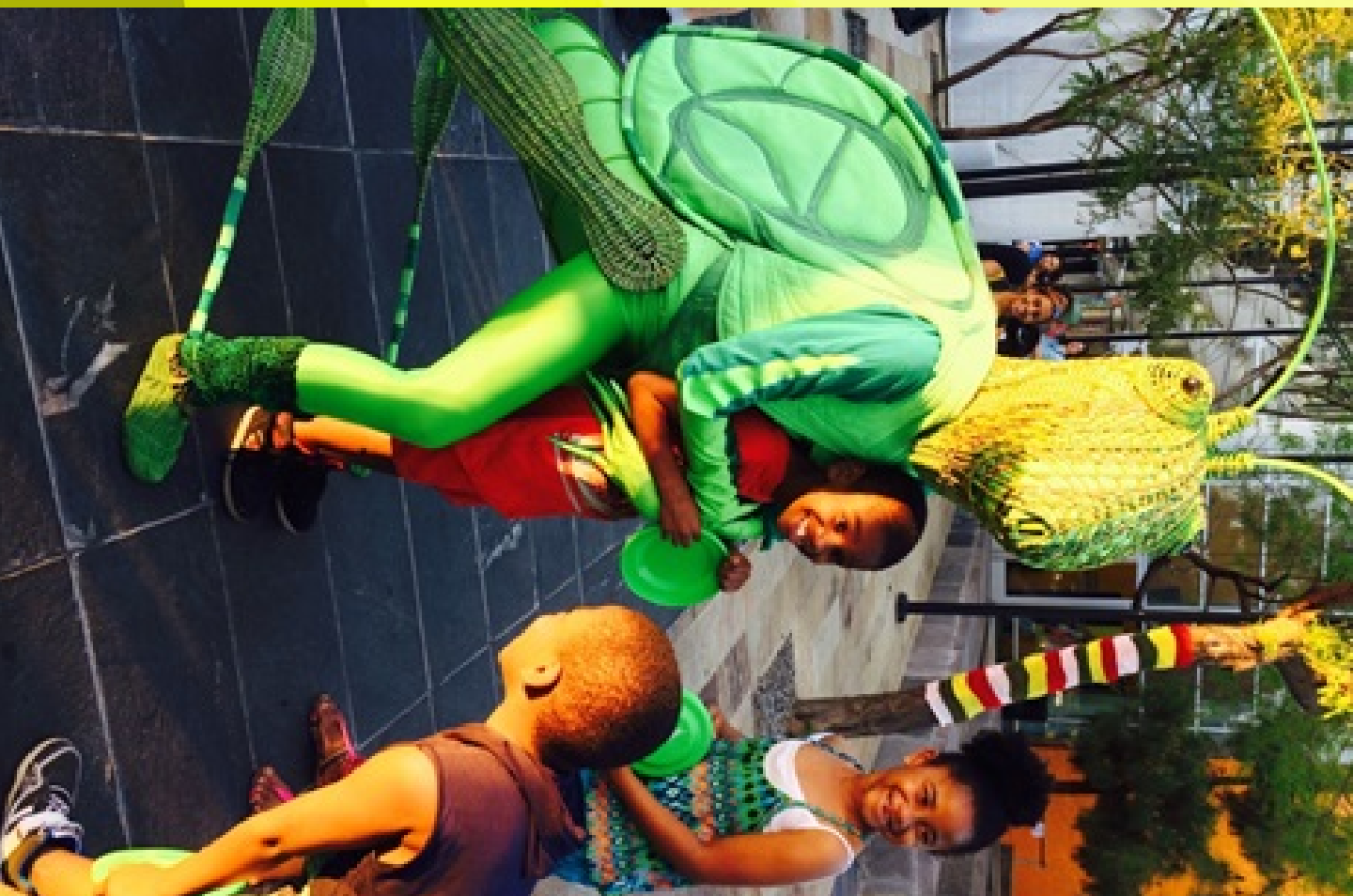


Collaborative Rail Wrap!





**MESA ARTS CENTER'S
COMMUNITY &
SCHOOL OUTREACH
PROGRAMS DEPEND
UPON MAC
FOUNDATION
SUPPORT**



AC Foundation Awarded Good Governance Grant From Piper Charitable Trust

Provides \$15,000
for Board Self-
Assessment,
Development

Board & Staff
Leadership
Committed to
Engaging
Members to Build
Advocacy &
Fundraising
Capacity



Literacy through the Arts

acial Fundraiser

BURNING IN THE NIGHT

FEBRUARY 6, 2015

AN ORIGINAL PLAY BY RICHARD WARREN ABOUT PLAYWRIGHT DALE WASSERMAN



ALA: A HEARTY ARTY AFFAIR SATURDAY, FEBRUARY 14, 2015



**Featuring
Molly Ringwald
in performance
Buffet supper
Mystery Boxes
Live Auction
Dessert Reception**

Bill Bailey/Classical Music Inside Out

\$18K underwriting support from Bill Passey and Maria Silva



reative Catalysts

\$100K awarded by Flinn Foundation; Additional proposals pending

Core Team of Under 40s (U40s) will seek to understand:
What will enhance Mesa as a Creative Community?

Help generate
programs to
respond to
community desires

Create & package
programs to
engage U40s



Arizona Museum of Natural History

Grant from Gila River Indian Community

\$89,050 for Mesa
Grande Cultural Park

- Title I Education Programs
- Promotion
- Physical & Human Infrastructure

Exhibition Opened in Main Museum: Cultures of the Ancient Americas



MUSEUM AND CULTURAL ADVISORY BOARD

Requesting increase in Creative Economy Fund for 2015-16

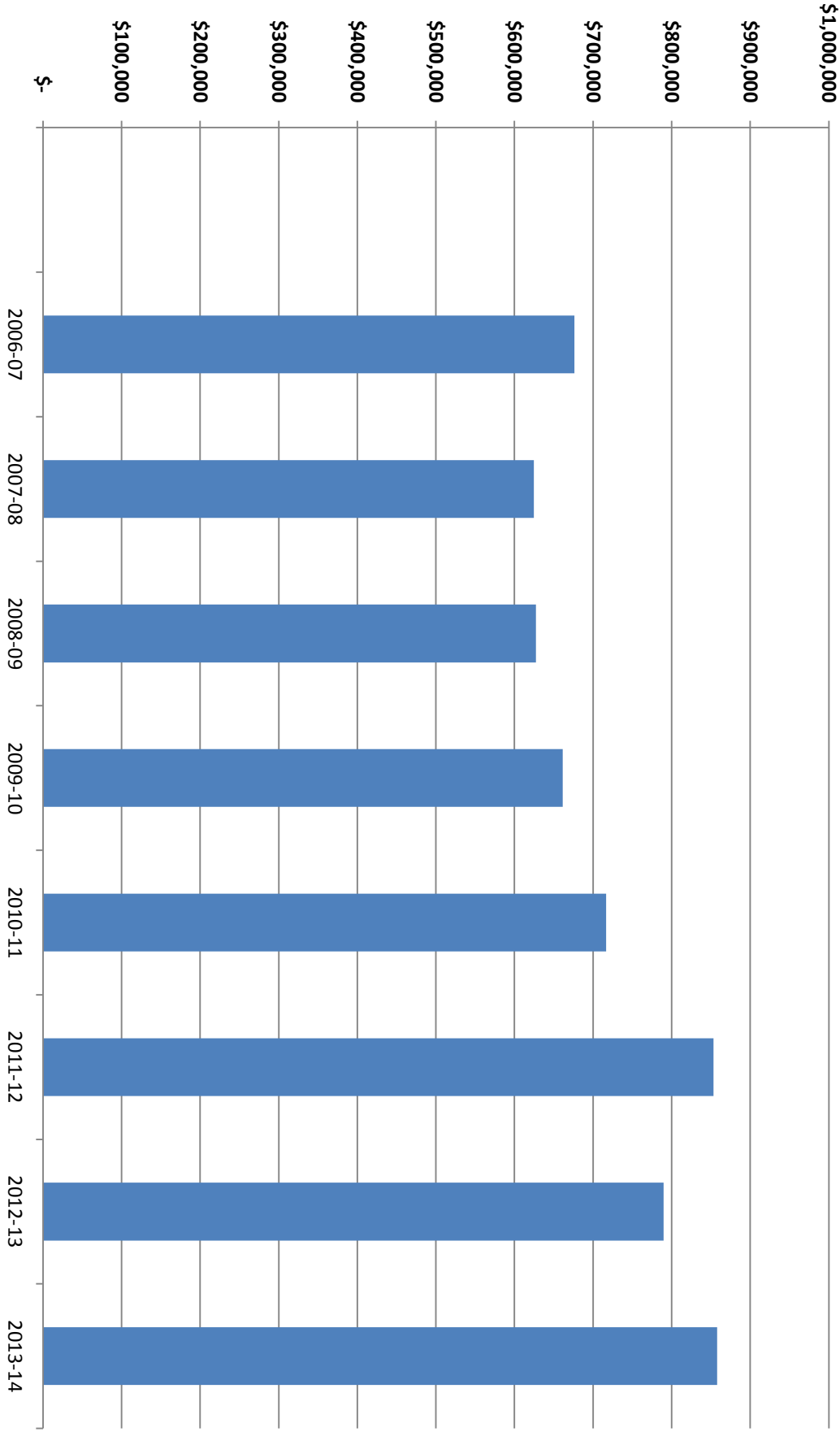
In-kind Rental Assistance

Total Awards Available: \$25,000
Requesting Increase to: \$35,000

2011	12 applications requesting \$36,686
2012	13 applications requesting \$32,770
2013	16 applications requesting \$43,993
2014	18 applications requesting \$67,994

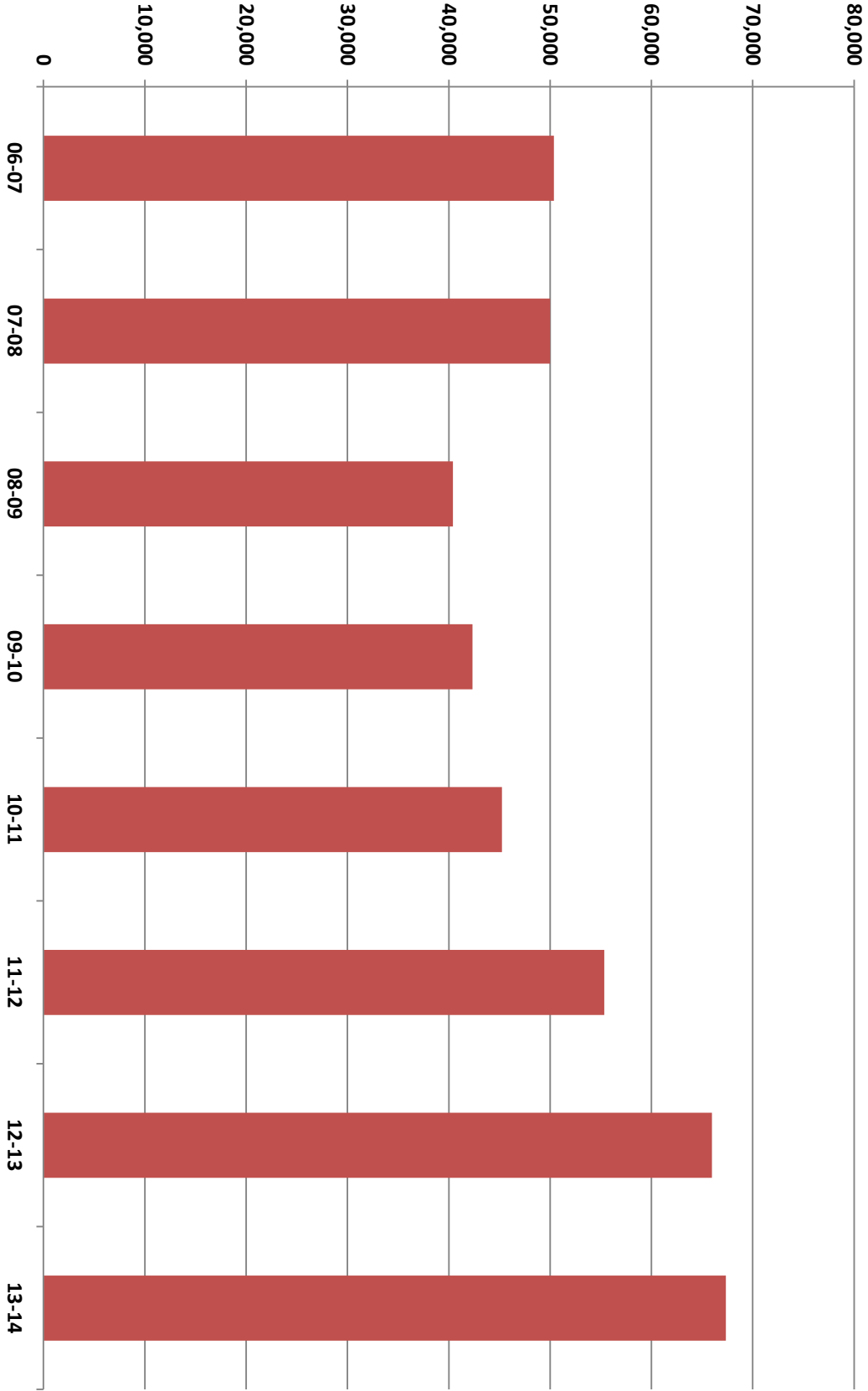
RENTAL REVENUES

Rental Fee Revenue



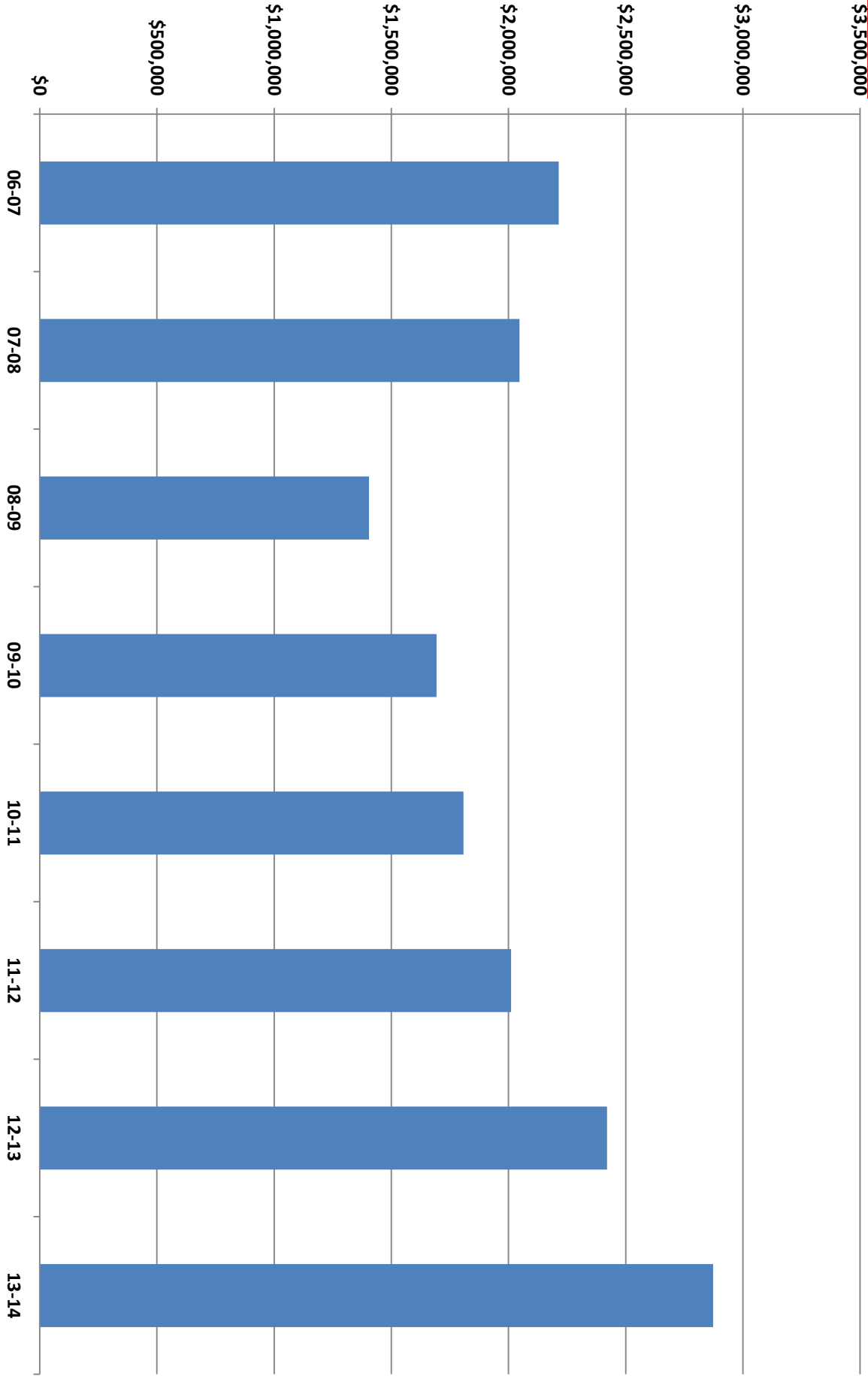
PERFORMING LIVE PARTICIPATION 06-07 to 13-14

Participation



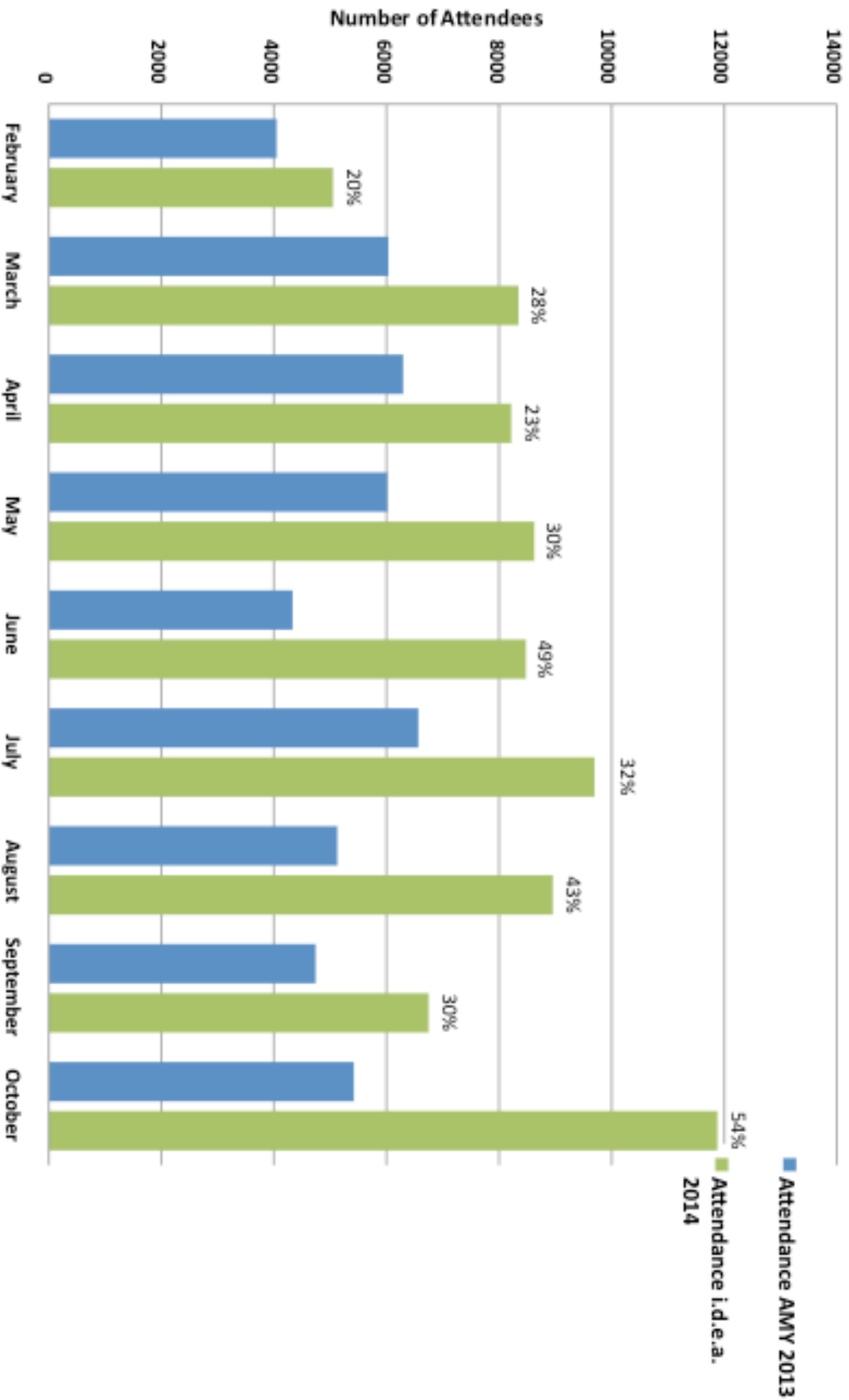
PERFORMING LIVE REVENUE 06-07 to 13-14

Revenue

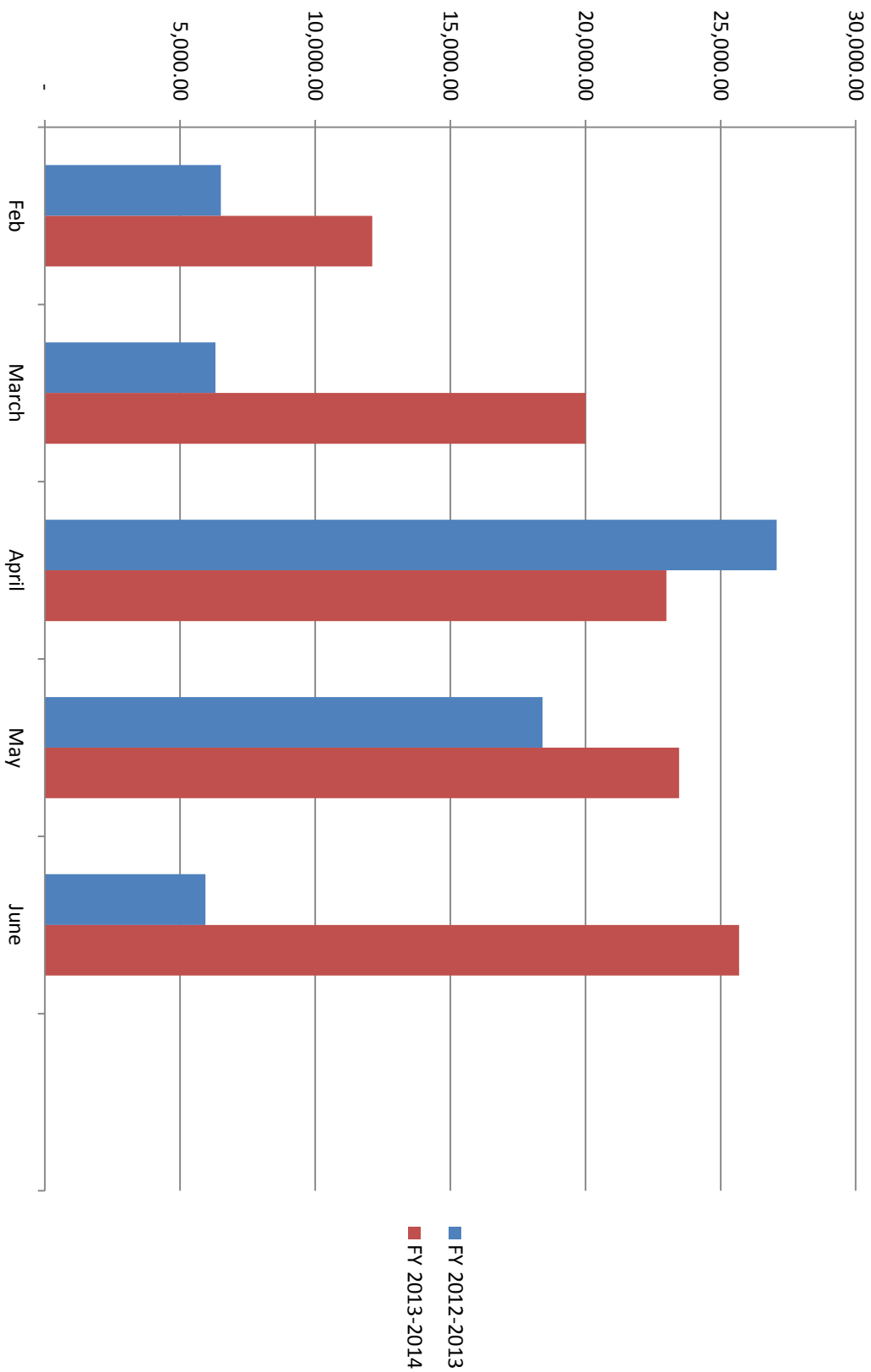


i.d.e.a. Museum Participation vs. Prior Year

Attendees comparison for AMY vs i.d.e.a.

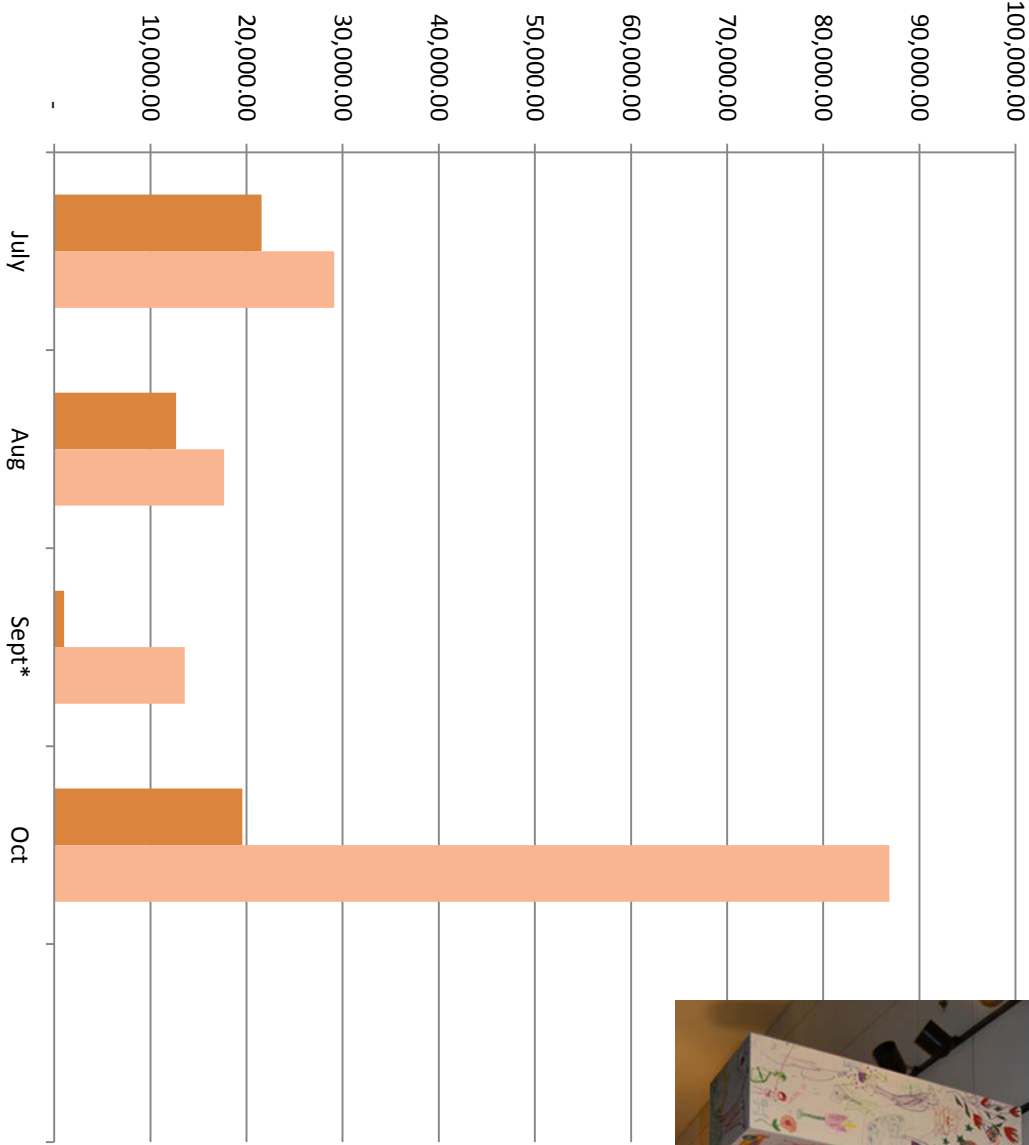


d.d.e.a. Museum Revenues vs. Prior Year February-June 2014



i.d.e.a. Museum Revenues vs. Prior Year

July-October 2014



■ FY 2013-2014
■ FY 2014-2015



LOOKING AHEAD

MAC Strategic Planning—

involve all key stakeholders:

- MACF, MCAB, Council
- Input from members/public

MAC 10th Anniversary

Fall 2015 Celebration

- Multiple activities/events—artist residencies, community projects
- Collaborations with many partners, including ASU, Jazz at Lincoln Center, LCPA

Opportunity to unveil new Strategic Plan



DIGITAL BILLBOARD EXCHANGE PROGRAM

Community and Cultural Development Committee

November 17, 2014



mesa•az

Background

- Currently new billboards prohibited
- Replacement billboards are also prohibited
- Static billboard inventory:
 - CBS/Outfront Media 209 faces
 - Clear Channel 17 faces
 - Lamar 2 faces
 - Becker 0 faces

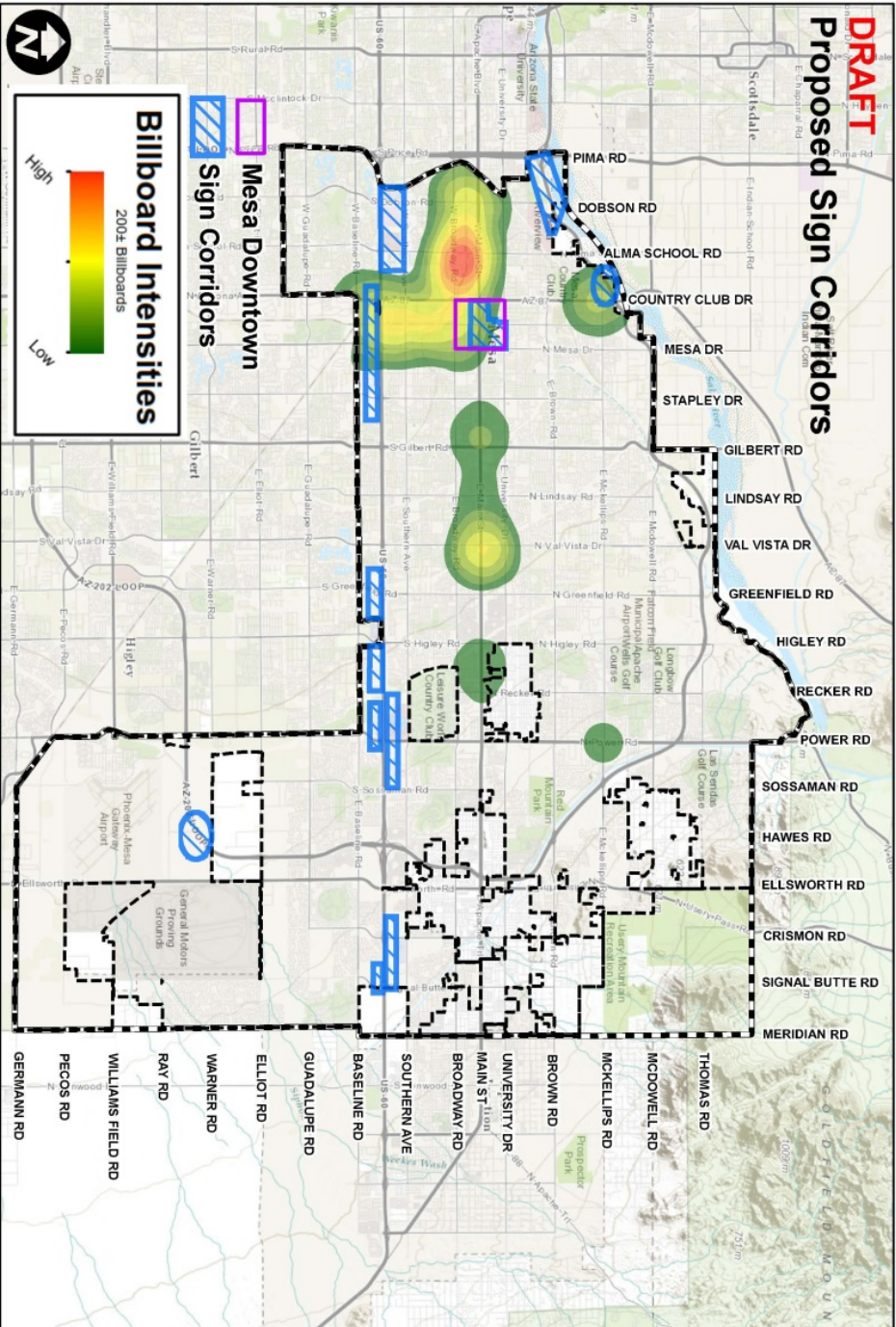
Background

- Industry interest in exchanging existing static billboards for digital billboards
- April 10th Community and Cultural Development Committee direction:
 - Develop principles for an exchange policy with industry input
 - Examine options for exchange in place and exchange for new freeway locations
 - Consider downtown locations
 - Continue existing prohibition on new billboards (no increases in numbers)

Proposed Process

- Digital billboards eligible in sign corridors with base zoning LC, GC, LI, GI, PEP, PS
- Consider Downtown Locations (to be determined based on Downtown Vision Committee recommendations)
- Construction of a new digital sign requires:
 - Rezoning in eligible sign relocation overlay
 - Public hearings: Planning & Zoning Board and City Council
 - Concurrent Design Review Board input
 - Notice requirements:
 - Posting/Letters/Newspaper Ad/Community Meeting
 - Relocation agreement
- Fees (to be determined): Based on Cost Recovery

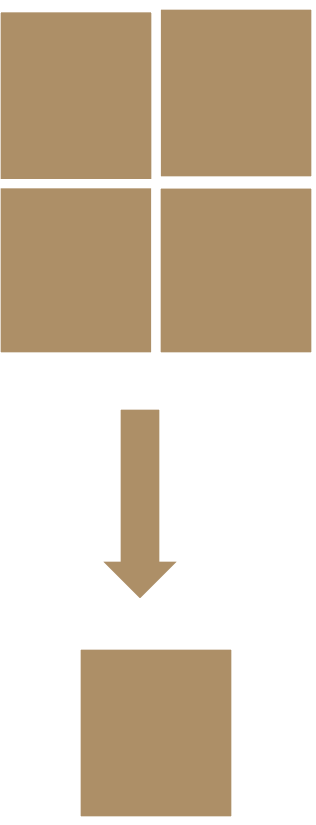
Sign Corridors



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Exchange

- 4:1 square foot exchange ratio



- Allow double sided billboard structures
 - Combination digital/static billboard square footage is subject to exchange ratio



- Certificate of Operation for new digital billboard not issued until City confirms removal of old static billboard

Proposed Standards

- Spacing 2,000 ft. apart
- Location 300-ft from residential zoning
- No partial displays, malfunction on billboards defaults to off
- Size limits based on location
 - max of 400 sq. ft. on arterial
 - max 672 sq. ft. on freeway
- In place exchange with option to increase square footage beyond previous billboard (exchange ratio still applies)



Proposed Standards

- Height:
 - Arterial Street: Maximum 40-ft
 - Freeway: Maximum 70 ft. or balloon test if greater
- Display must meet State requirements
 - No display from 11:00 p.m. to sunrise
 - Minimum 8 second run time per message
 - Transition time between messages no more than 1 second
- Brightness levels capped for night-time and day-time use
- No movement, flashing, or blinking messages

Relocation Agreement

- Negotiated options
- Enhanced sign base
- Embellished sign face surround
- Base location landscaping or other enhancements



Relocation Agreement

- Required options
 - Messaging for City of Mesa events
 - Ability for emergency interruption
 - Messaging guided by Outdoor Advertising Industry Principles



Industry Feedback

- Pay in program
 - If company has no square footage to exchange they would be able to buy digital square footage based on a determined rate
 - Requires elimination of new sign prohibition
- Variable exchange rate based on market share
 - The more static square footage a company has relative to competitors the higher the exchange ratio
- Spacing of 1,200 feet between signs
- Conversion of an existing static structure allowed regardless of spacing
- Conversion of existing arterial structures to digitals at a square footage equal to the original dimensions

Decision Points

- Seeking direction on:
 - Allow construction of replacement billboards in new freeway locations
 - Allow exchange program
 - Allow billboards to upgrade in place, including increase in billboard area and/or relocate to freeways
- Standards
- Consider a pay-in program
- Variable exchange rate based on market share