



## COUNCIL MINUTES

May 6, 2013

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 6, 2013 at 4:36 p.m.

### COUNCIL PRESENT

Scott Smith  
Alex Finter  
Dina Higgins  
Dennis Kavanaugh  
Dave Richins  
Scott Somers

### COUNCIL ABSENT

Christopher Glover

### OFFICERS PRESENT

Christopher Brady  
Debbie Spinner  
Dee Ann Mickelsen

(Mayor Smith excused Councilmember Glover from the entire meeting. Mayor Smith also excused Councilmember Somers from the beginning of the meeting; he arrived at 4:47 p.m.)

### 1. Review items on the agenda for the May 6, 2013 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflicts of interest: None

Items removed from the consent agenda: None

Items deleted from the agenda: None

### 2-a. Hear a presentation, discuss and provide direction on the following department budgets:

#### 1. Parks, Recreation and Commercial Facilities

Parks, Recreation and Commercial Facilities (PRCF) Department Director Marc Heirshberg displayed a PowerPoint presentation (**See Attachment 1**) and provided a brief overview of the PRCF's FY 2013/14 proposed budget, various innovations that have occurred over the past year, and proposed innovations for the future.

Mr. Heirshberg reported that the PRCF Department has completed and submitted a self-study report to the Commission for Accreditation of Park and Recreation Agencies (CAPRA) in order to become a nationally accredited park and recreation department. He explained that in March, the accreditation site visit occurred and stated that he was pleased to announce that the PRCF

Department successfully met all 144 standards set forth by the CAPRA. He noted that in October, the final hearing will take place and added that subsequent to that time, he would apprise the Council whether the PRCF Department was successful in achieving such accreditation.

Mr. Heirshberg advised that the PRCF Department applied for and is awaiting its status with respect to the National Gold Medal Award. He said that staff continues their efforts to implement the Gold Medal 2025 Strategic Master Plan.

Mr. Heirshberg, in addition, remarked that the continued success of the PRCF Department stems from it many partnerships throughout the community. He briefly highlighted a series of events that the PRCF Department hosted in conjunction with a variety of partners including, but not limited to, Mesa Public Schools, Arizona Disabled Sports and Special Olympics. (See Page 3 of Attachment 1)

Mr. Heirshberg further discussed the Fun and Fitness Mobile Recreation Unit, which travels to schools and parks and offers after-school programs for Mesa's youth who are unable to reach the PRCF facilities. He stated that the PRCF Department received a grant from the Gila River Indian Community (GRIC) to purchase not only a new mobile recreation vehicle, but also provide equipment for the unit. He indicated that with the additional mobile recreation unit, the PRCF Department will be able to provide more opportunities for the community's youth to participate in recreation programs.

Mr. Heirshberg explained that with respect to future innovations, PRCF staff intends to begin working on a branding campaign in order to clearly distinguish "Mesa Parks and Recreation – Your place to play" from other organizations' recreational programs. He stated that the new tag line will be used in conjunction with the City logo on Parks and Recreation promotional materials.

Mr. Heirshberg also reported that the Council recently approved a contract for a new recreation registration system (hosted solution provided by Active Network), which will make it easier for residents to register for various programs and events. He pointed out that the web-based system is currently used by some of the largest cities in the country, such as New York City, San Francisco, Chicago, Atlanta and Phoenix.

Mr. Heirshberg offered a brief status update on a number of projects that have been identified as 2012 Parks and Recreation Bond projects. (See Page 7 of Attachment 1)

Mr. Heirshberg further highlighted upcoming facility enhancements. (See Page 8 of Attachment 1) He explained that a \$500,000 contingency for maintenance and equipment has been established in the PRCF's FY 2013/14 proposed budget if facilities come online during the fiscal year. He cited, for instance, if Mesa Junior High School were to be demolished and Mesa Public Schools handed the property over to the City sooner than the PRCF Department was ready to move forward with construction, funding would be set aside in order for the City to maintain the property on an interim basis until the full project came online.

Mr. Heirshberg reviewed a series of program enhancements, including cooperative bookings with the Mesa Arts Center and the Mesa Amphitheatre. (See Page 9 of Attachment 1) He stated, in addition, that staff was working to improve the junior golf program at Dobson Ranch

Golf Course, expand non-traditional youth sports offerings (i.e., lacrosse and touch rugby) and also enhance various youth sports special events.

Mr. Heirshberg displayed a chart outlining the PRCF Department's Operating Expenditures by Category and Operating Expenditures by Funding Sources for the FY 2012/13 Adopted Budget, the FY 2012/13 Year End Estimate, and the FY 2013/14 Proposed Budget. (See Page 10 of Attachment 1)

Councilmember Richins stated that it was important to recognize that the PRCF's budget reflects the increased maintenance costs on the new parks being built as part of the Parks Bond projects.

City Manager Christopher Brady clarified that not only will the PRCF Department be required to assume the maintenance responsibilities for the 2012 Parks and Recreation Bond projects, but also for new development, such as the Eastmark project. He stated that in June, the City will begin assuming maintenance responsibilities for the first ten acres of the Eastmark Great Park.

Mr. Heirshberg pointed out that through the Capital Improvement Program (CIP) process, staff has also estimated the associated operations and maintenance (O&M) costs for those projects.

Mayor Smith thanked Mr. Heirshberg for the presentation.

## 2. Falcon Field Airport

Falcon Field Airport Director Corinne Nystrom displayed a PowerPoint presentation (**See Attachment 2**) and reported that Falcon Field Airport's primary focus is its customers. She explained that in this regard, staff has expanded their community engagement not only with the general public, but also with the airport's tenants. (See Page 3 of Attachment 2) She stated that recently, Falcon Field hosted its 5<sup>th</sup> annual Open House, which attracted more than 17,000 visitors to the airport. She also noted that staff has hosted several events exclusively for the airport tenants and also conducts regularly-scheduled tenant meetings to solicit their input and feedback prior to any programs being implemented at the airport.

Ms. Nystrom referred to a document titled "Financial Stability" (See Page 4 of Attachment 2) and pointed out that Falcon Field Airport continues to operate as an enterprise fund and does not receive any monies from the General Fund. She explained that staff is very attentive to the operational costs at the airport and endeavors to "hold down the costs" for the customers.

Ms. Nystrom offered a short synopsis of various financial stability indicators at Falcon Field Airport. (See Page 5 of Attachment 2) She stated, for example, that even though Falcon Field, like other airports across the country, has experienced a reduction in recreational fliers, it still has a two-year waiting list to acquire space in the City-owned hangar. She also highlighted ways in which the airport strives to remain a more cost-effective operation. (See Page 6 of Attachment 2)

Ms. Nystrom, in addition, commented that with respect to economic development, Falcon Field Airport has experienced recent business expansion. (See Page 7 of Attachment 2) She pointed out that some of the 40-year ground leases are beginning to expire and said that the existing businesses are interested in negotiating new 40-year ground lease agreements. She stated that

one of the contingencies for a business to receive another 40-year ground lease is that its buildings and property must be brought up to Falcon Field Airport's current planned development standards.

Ms. Nystrom highlighted the airport's FY 2013/14 Capital Improvements, which are estimated at a cost of \$5.5 million, and include the terminal building remodel, the design of Falcon Drive improvements, and upgrades/renovations to the water tower.

Ms. Nystrom further reported that with respect to quality of life, staff's goal is to "make things better" for the airport's customers. She noted that such efforts have included the following: assisting City-owned hangar tenants during the fire inspection process; recommending no fee increases for a fourth year in a row; eliminating unnecessary fees; and maintaining the airfield to commercial service airport standards. She stated that additionally, staff continues to promote the Fly Friendly Program and works with the tower, the tenants and the surrounding neighbors to ensure that the impact of aircraft noise on the residents is kept to a minimum.

Ms. Nystrom highlighted additional capital improvement projects at Falcon Field Airport that will be completed in conjunction with the Federal Aviation Administration (FAA) and the State of Arizona. (See Page 10 of Attachment 2)

Discussion ensued relative to the fact that Arizona currently ranks fifth in the United States in the number of active general aviation aircraft; that in Arizona, as well as nationally, general aviation operations have declined; and that with the strengthening of the economy, it is forecast that general aviation traffic will increase, although the rate of growth is anticipated to be a mere 1.3% increase annually over the next 20 years.

Ms. Nystrom stated that Falcon Field Airport is situated in a prime location for future expansion and development and continues to divert general aviation traffic from Sky Harbor and Phoenix-Mesa Gateway. She further commented that because Falcon Field is located in a major metropolitan area that continues to grow, it offers attractive development opportunities and competitive fees. She reiterated that it is imperative that Falcon Field staff continue to focus on the needs and wants of their customers and "go the extra mile" to provide the best possible service.

Mayor Smith commended Ms. Nystrom and her staff for their efforts and hard work with respect to the Fly Friendly Program. He stated that the noise complaints from the surrounding residents have decreased considerably and added that as a homeowner in the area, he was pleased with staff's willingness to reach out to the neighbors.

Mayor Smith thanked Ms. Nystrom for the presentation.

3. Acknowledge receipt of minutes of various boards and committees.

- 3-a. Judicial Advisory Board meeting held March 6, 2013.
- 3-b. Public Safety Committee meeting held April 4, 2013.
- 3-c. Mesa Housing Governing Board meeting held April 11, 2013.

It was moved by Vice Mayor Finter, seconded by Councilwoman Higgins, that receipt of the above-listed minutes be acknowledged.

Mayor Smith declared the motion carried unanimously by those present.

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

Mayor Smith: "Education Nation" event sponsored by Channel 12; "Mesa on Stage" performance at the Mesa Arts Center

Councilwoman Higgins: Arizona Water Conference; Sister City Golf Tournament

Councilmember Kavanaugh: Ribbon Cutting Ceremony for the Reopening of T.C. Eggington's Restaurant

5. Scheduling of meetings and general information.

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

Friday, May 10, 2013, 7:30 a.m. – Coffee with Councilmember Kavanaugh

Friday, May 10, 2013, 6:00 p.m. – Second Friday Night Out in Downtown Mesa

6. Convene an Executive Session.


It was moved by Councilmember Kavanaugh, seconded by Councilmember Richins, that the Council adjourn the Study Session at 5:10 p.m. and enter into Executive Session.

Mayor Smith declared the motion carried unanimously by those present.

The Council may vote to hold an Executive Session for the purposes of obtaining legal advice from the City Attorney (A.R.S. §38-431.03A(3)) or to discuss and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))

7. Adjournment.

Without objection, the Executive Session adjourned at 6:02 p.m.

  
SCOTT SMITH, MAYOR

Alex Finter Vice-Mayor

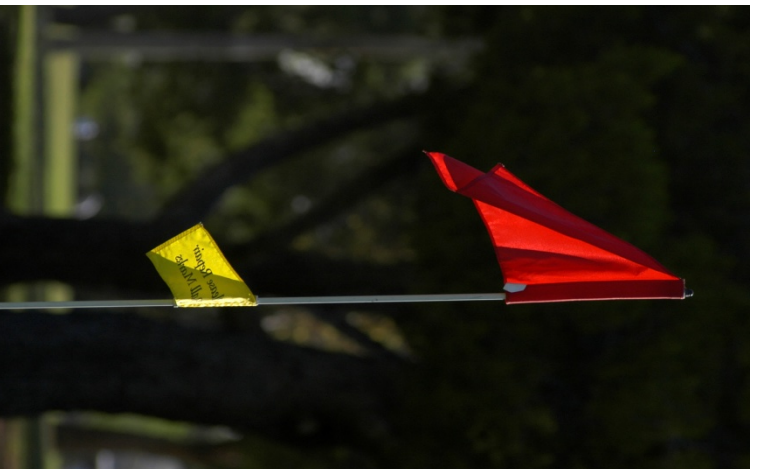
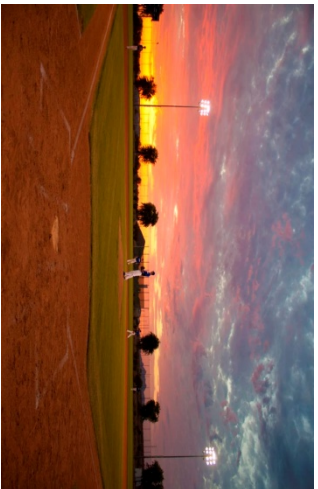
ATTEST:  
  
DEE ANN MICKELSEN, CITY CLERK



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 6<sup>th</sup> day of May, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

  
DEE ANN MICKELSEN, CITY CLERK

pag  
(attachments – 2)



# Parks Recreation and Commercial Facilities Department



2013-2014  
Budget  
Presentation  
May 6, 2013

# Innovations Update... Going for the Gold



- Completed and submitted self-study report to the Commission on Accreditation of Park and Recreation Agencies.
- Accreditation site visit occurred in March
- Final visitation report showed that all 144 standards were successfully met.
- Final hearing is in October in Houston, Texas.
- Applied for and awaiting status on National Gold Medal Award Application
- Ongoing implementation of Gold Medal 2025 Strategic Master Plan



MESA PARKS, RECREATION

AND

GOLD MEDAL 2025

15 YEAR STRATEGIC PLAN  
2011-2025



200 S. Center Street Building 1 Mesa, Arizona 85201 T: 480-544-2321 F: 480-544-4654



# Innovations Update... Partnerships

# MESA

## PUBLIC SCHOOLS

*There's no better place to learn*

- Our Continued success stems from great partnerships, over the last year we have hosted the following events:

- Citrus Classic College Swim Meet
- National Junior Disability Championships
- AIA Boys and Girls State Swimming and Diving Championships
- Arena Grand Prix Swim Meet
- Triple Crown Baseball Winter Nationals
- Top Choice Baseball Winter Nationals
- SC del Sol Desert Classic Soccer Tournament
- Ostrich Fest Soccer Tournament
- Red Mountain High School Lions Classic Softball Tournament
- Special Olympics State Basketball and Cheerleading Championships
- Special Olympics State Track and Field Championships
- Desert Challenge Games – Track and Field, Archery and Swimming



## Innovations Update... Fun and Fitness on Demand



- The Fun and Fitness Mobile Recreation Unit travels to various school and park sites throughout the week and offers an after school program for youth throughout the City
- Received a grant from the Gila River Indian Community to provide the purchase of an additional fun and fitness unit
- Received a grant from the Salt River Pima Indian Community to provide equipment for the fun and fitness unit
- Mesa PRCF is the only Valley department operating a mobile recreation unit and with the additional unit we will be able to provide additional opportunities for more of our communities youth to participate in recreation programs



# Innovations for the Future... Branding



mesa parks & recreation

***Your place to play***



mesa parks &  
recreation

***Your place  
to play***

- Begin a branding campaign for parks and recreation to help separate ourselves from other organizations who offer recreational programs
- Logo will start to be used in conjunction with the City logo on parks and recreation promotional materials and staff shirts

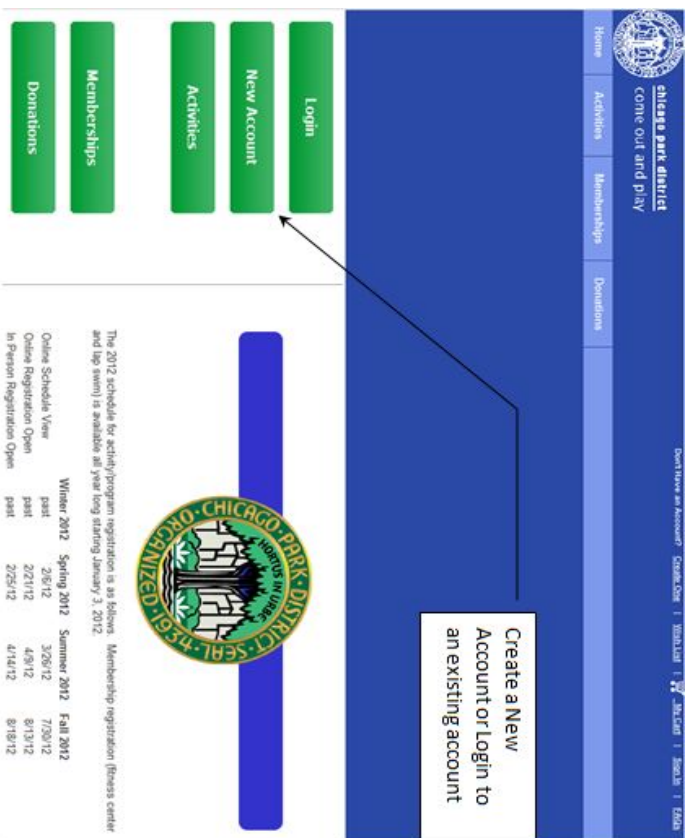


mesa parks & recreation

***Your place to play***



# ovations for the Future... Technology



- Council approved a contract award for a new recreation registration system
- Hosted solution provided by Active Networks will allow us to capitalize on the latest technology and allow our programs greater social media marketing
- Will provide a more user friendly interface for residents to register for programs
- Currently used by some of the countries largest cities including New York, Chicago, San Francisco, Atlanta and Phoenix

# Innovations for the Future... Bond Program

- Project signs will start to be posted at project sites identifying it as a 2012 Parks and Recreation Bond Project
- Projects are full steam ahead with several consultants on board and beginning to work on schedules and process:
  - Museum Expansion – architect selected; design underway
  - McKellips and Ellsworth – architect selected; contract scope being negotiated
  - McDowell and Recker – architect selected; contract scope being negotiated
  - Mesa High Pool – architect evaluation underway
  - Riverview Park – Construction ongoing; Targeted completion Fall 2013
  - West Mesa Sports Complex – architect evaluation underway
  - Mesa Jr. High – Agreement reached on building salvage with MPS, scoping underway
  - Buckhorn Baths – Acquisition negotiations ongoing
  - Monterey Park – Northeast parcel acquired, middle parcel nearing escrow, temporary parking lot installed, trees installed, additional site cleanup ongoing
  - Emerald Park – Irrigation upgrades and playground replacement beginning mid May





# Program Enhancements for the Future...



- Cooperative Booking with the Mesa Arts Center and Mesa Amp:
  - Piano Guys – June 12<sup>th</sup> @ Amp
  - Boston Pops – November 16<sup>th</sup> @ HHK
- Concerts and events continue to increase at Amp and other venues that are conducive to festivals
- Expanded and improved junior golf program at Dobson Ranch Golf Course
- Continued expansion of non traditional youth sports offerings:

- Lacrosse
- Touch Rugby
- Improved coaches training program
- Expanded youth sports special events such as: Hershey Track and Field; Punt, Pass and Kick; and Pitch, Hit and Run



# Financial

## Operating Expenditures by Category

	2012-13 Adopted Budget	2012-13 Year End Estimate	2013-14 Proposed Budget
Personal Services	\$11,946,236	\$10,200,000	\$12,108,367
Other Services	\$10,826,328	\$10,500,000	\$10,495,846
Commodities	\$2,591,320	\$2,500,000	\$2,483,282
Purchased Capital	\$2,560,099	\$2,500,000	\$1,422,000
<b>TOTAL</b>	<b>\$27,923,983</b>	<b>\$25,700,000</b>	<b>\$26,509,495</b>

## Operating Expenditures by Funding Source

	2012-13 Adopted Budget	2012-13 Year End Estimate	2013-14 Proposed Budget
General Fund	\$12,682,045	\$12,600,000	\$12,639,014
Enterprise	\$7,018,282	\$6,500,000	\$7,306,074
Grant	\$276,000	\$276,000	\$180,957
Other (Cemetery, Environmental and Special Programs)	\$7,947,656	\$6,324,000	\$6,383,450
<b>TOTAL</b>	<b>\$27,923,983</b>	<b>\$25,700,000</b>	<b>\$26,509,495</b>



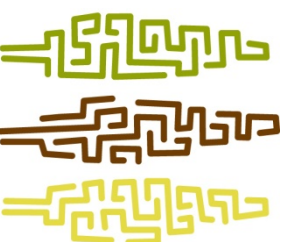
mesa  
convention  
center



hohokam  
stadium



dobson  
ranch  
golf course



mesa  
cemetery



mesa parks & recreation  
*Your place to play*

mesa  
amphitheatre

# Parks Recreation and Commercial Facilities Department

2013-2014

Budget

Presentation

May 6, 2013





# Falcon Field Airport FY2013-14 Proposed Budget Highlights



# The Customer is Our Focus

Safe – Friendly – Fun – Efficient  
Go The Extra Mile





# Community Engagement

## General Public -

- 5<sup>th</sup> Annual Open House
- Airport Tours
- Aviation Fascination
- Celebrate Mesa
- City Council District Events

## Tenants -

- Fall BBQ
- Holiday Open House
- Summer Ice Cream Social
- Tenant Meetings





# Financial Stability

Operating Costs	2012-13 Budget	2012-13 Yr. End Actual (Est.)	Proposed 2013-14
Personal Services	\$847,628	\$847,628	\$830,013
Other Services	\$743,812	\$698,314	\$665,010
Commodities	\$35,560	\$38,560	\$46,570
Purchased Capital	\$0	\$0	\$0
	_____	_____	_____
Total	\$1,627,000	\$1,584,502	\$1,541,593
Enterprise Fund	\$1,627,000	\$1,584,502	\$1,541,593



mesa·az

# Financial Stability Indicators

## FY2012-13 –

- Financially Self-Sustaining
- Based aircraft - 705
- Airport businesses – 100+
- Airport jobs – 1,000+
- FAA/State funds contributed - \$1,074,000
- City-Owned Hangar Waiting List – 2 years
- On-Airport Business Expansions

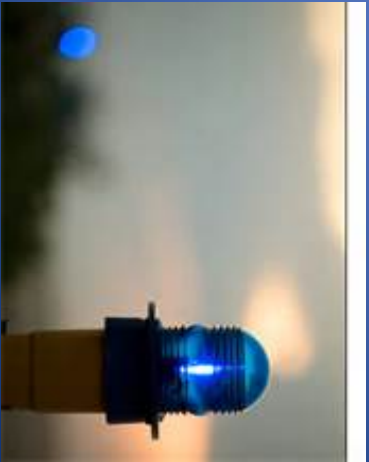




# Financial Stability

## How we can be more cost effective –

- Train locally whenever possible
- Minimize overtime
- Base pavement repair prices on # of lbs. of crack seal actually installed
- Energy-efficient hangar & airfield lighting



# Economic Development

## Recent Airport Business Expansions

- AeroMaritime  
(Aircraft Engine Repair)
- Starman Brothers  
(Aircraft Auctions)
- CAE Global Academy  
(Flight Training)



## New 40-Year Ground Leases – Existing Businesses

- Reliant Properties (Helicopter Refurbishing)



# Economic Development

## New Business

- Sawyer Aviation (Aircraft Charter, Rental, Sales)

## FY 2013-14 Capital Improvements

- Total - \$5.5m
- Terminal Building Re-Model
- Falcon Drive (Design)
- Water Tower (Design)





# Quality of Life

## Making It Better

- Assist City-owned hangar tenants during fire inspection process (housekeeping, hangar maintenance, building permits)
- No fee increases (4<sup>th</sup> year in a row)
- Eliminating unnecessary fees
- Maintain airfield to commercial service airport standards
- Fly Friendly Program



# Quality of Life

## Capital Improvements

- City-Owned Hangar Electrical Upgrades
- Wash Rack Area Renovations
- Airfield Upgrades
  - Runway Guard Lights
  - Landing Aids (PAPIs/REILs)
  - Pavement Replacement
  - Txy A & C Reconfigurations
  - Rwy 4L/22R Blast Pads & High Speed Exits





## Regional Leadership



### ADOT - Economic Impact of AZ Airports

- Arizona ranks 5<sup>th</sup> in U.S. in number of active general aviation aircraft
- \$609m annual economic impact
- 6,900 jobs (1,000 at Falcon Field)

# Regional Leadership



## **ADOT - Economic Impact of AZ Airports**

- General aviation operations have declined
- Forecast to increase with strengthening of the economy
- The rate of growth - 1.3% increase annually over next 20 years

# Regional Leadership

## Falcon Field

- Location, Location, Location
  - Divert general aviation traffic from Sky Harbor & Phoenix-Mesa Gateway
  - Located in major metro area that will continue to grow...population *and* businesses
  - Good weather
- Attractive development opportunities/competitive fees





# The Customer is Our Focus

Safe – Friendly – Fun – Efficient  
Go The Extra Mile

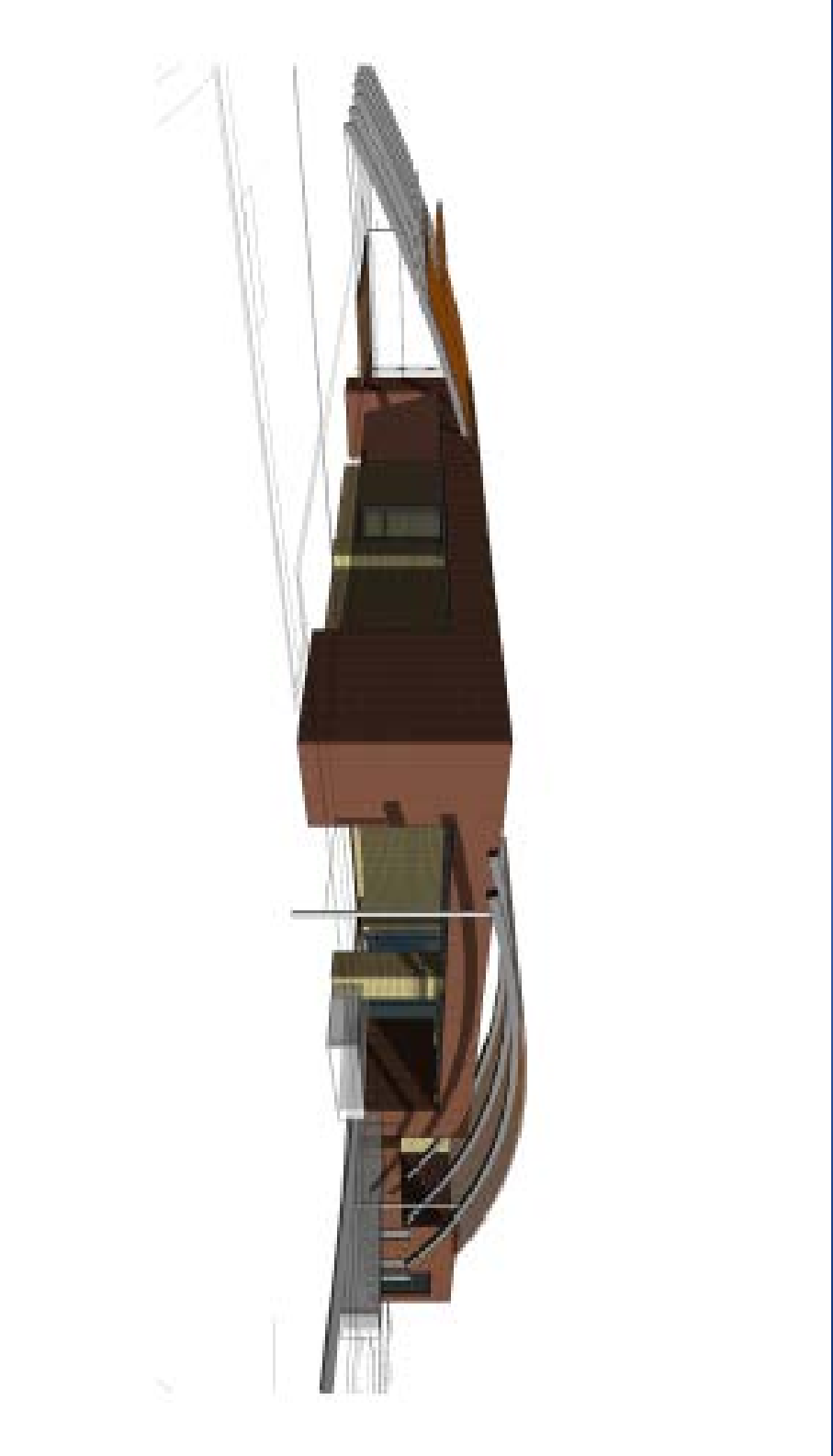




# Questions?



# Terminal Building – Front Side



# Terminal Building - Airside

