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OFFICE OF THE CITY CLERK

COUNCIL MINUTES

May 16, 2024

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 16, 2024, at 7:33 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
John Giles	Jennifer Duff	Christopher Brady
Francisco Heredia*	Alicia Goforth	Holly Moseley
Mark Freeman		Jim Smith
Scott Somers*		
Julie Spilsbury		

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

Mayor Giles conducted a roll call.

Mayor Giles excused Councilmembers Duff and Goforth from the entire meeting.

1. Review and discuss items on the agenda for the May 20, 2024, Regular Council meeting.

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

Conflict of interest: None

Items removed from the consent agenda: None

In response to a request from City Manager Christopher Brady, Mesa Police Assistant Chief Harold Rankin detailed Item 5-b, **(Approving and authorizing the City Manager to enter into an Intergovernmental Agreement with Apache Junction, Chandler, Gilbert, Paradise Valley, Scottsdale, Tempe, and Queen Creek to form the East Valley Critical Incident Response Team (EVCIRT))**, on the Regular Council meeting agenda.

Chief Rankin stated that the Mesa Police Department (MPD) has been collaborating with local police agencies to form a task force to comply with a change in Arizona state law. As of June 30, 2025, A.R.S. §41-1762 requires critical force incidents to be criminally investigated by the Department of Public Safety (DPS), a regional task force, or another law enforcement agency. He confirmed that MPD is requesting Council approval of an Intergovernmental Agreement with Apache Junction, Chandler, Gilbert, Paradise Valley, Scottsdale, Tempe, and Queen Creek to form the East Valley Critical Incident Response Team (EVCIRT).

Chief Rankin stated that the EVCIRT has been meeting over the past 18 months to develop policy and procedures to ensure consistency among the leadership and operations groups from each agency and outlined what the investigation should entail. He clarified that the MPD will be responsible for investigating the officer-involved shootings for other EVCIRT agencies and due to having a larger city size, the investigations into MPD's incidents will be parceled out among the EVCIRT.

Responding to a question from Councilmember Spilsbury, Chief Rankin confirmed that it would be ideal to have the investigating team be from one agency, but to avoid putting strain on smaller agencies a hybrid model may be implemented. He added that Maricopa County Attorney's Office has provided general guidelines to ensure compliance and consistency and to ensure uniformity, the operations committee will continue to meet on a regular basis and may modify the process as needed.

In response to a question from Councilmember Freeman, Chief Rankin explained that in the event that MPD is involved in more than one incident needing the EVCIRT, DPS will be engaged to perform the second investigation.

Additional discussion ensued regarding the investigation process.

In response to a request from Mr. Brady, Parks and Recreation and Community Facilities Department Director Andrea Moore explained Item 5-c, **(Approving and authorizing the City Manager to enter into an Intergovernmental Agreement with Mesa Unified School District No. 4 for the shared use of City and District facilities and general cooperation. (Citywide))**, on the Regular Council agenda.

Ms. Moore provided a brief history of the current and proposed Intergovernmental Agreement (IGA) with Mesa Unified School District. She identified the agreement as a partnership on the pool sites for the shared use of City and District facilities working in collaboration to provide joint recreational opportunities.

Ms. Moore gave an overview of the proposed Cooperative and Adaptive Program agreements and explained the changes. She highlighted the collaboration efforts which will benefit both parties and enhance the recreational opportunities citywide.

In response to a question from Mayor Giles, Ms. Moore confirmed that this agreement will assist with coordination of the stakeholders to avoid repetition across the program.

Responding to a question from Councilmember Spilsbury, Ms. Moore confirmed that the Mesa Public Schools (MPS) approved the Cooperative agreement on April 23, 2024, and the Adaptive agreement is to be considered during its next meeting.

In response to a question from Councilmember Freeman, Ms. Moore stated that adjustments to the ballfield facilities are being made based on public demand and noted her support for the agreement.

Responding to a question from Mayor Giles, Ms. Moore confirmed that the 2018 Bond program helped with the field deficit as well as MPS supported use during non-school hours. She said

that the requests for youth sized fields are no longer an issue; however, there is a shortage of adult sized fields which will be remedied when the Red Mountain facility is constructed.

Additional discussion ensued regarding the parameters of the agreement.

In response to a request from Mr. Brady, Assistant to the City Manager Ian Linssen gave an overview of Item 5-e, **(Approving and authorizing the City Manager to accept funds of $11,898,571 for the implementation of the City of Mesa Electric Mobility Charging Hub Network through a grant agreement with the Federal Highway Administration. (Citywide))**, on the Regular Council agenda and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Linssen explained the charging and fueling infrastructure grant qualification requirements and provided a brief history of the grant request, including the amount of funds awarded. He confirmed that private sector participation is being encouraged. He supplied data about the potential charging station locations and explained the differences between the areas in the city that will require multi-family, fast charging, and public fleet and the station requirements. He pointed out that general locations were identified when applying for the grant. (See Pages 2 through 5 of Attachment 1)

Mr. Linssen summarized the next steps for this project, noting it is necessary to have the project funds obligated by 2026 and expended by 2031. (See Page 6 of Attachment 1)

Additional discussion ensued regarding the charging ports, how they work, and the cost of each.

Mayor Giles thanked staff for the presentation.

In response to a request from Mr. Brady, City Engineer Beth Huning provided details about Item 7-b, **(ZON23-00743 "Central Mesa Reuse Pipeline" (District 1) Within the 3600 block of East Thomas Road (north side) and within the 3600 block of North Val Vista Drive (east side). Located on the east of Val Vista Drive on the north side of Thomas Road (0.8± acres). Rezone from General Industrial (GI) to Public and Semi-Public with a Bonus Intensity Zone overlay (PS-BIZ), Council Use Permit (CUP), and Site Plan Review. This request will allow for the development of a steel reclaimed water storage tank. City of Mesa, owner; Brian Border, City of Mesa, applicant.)** on the Regular Council agenda and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Huning displayed a map of the entire Mesa reuse pipeline project and provided a brief overview of the project, including what has been completed and what is coming. She said the project is intended to be completed at the end of 2025.

Water Resources Department Director Chris Hassert detailed the pump station portion of the request and pointed out that the amount of water that is sent to the Gila River Indian Reservation will double once the project is complete.

Ms. Huning reported that an IGA with Gilbert will be needed to allow for maintenance and testing on the line.

Mayor Giles thanked staff for the presentation.

In response to a request from Mr. Brady, Senior Economic Development Project Manager Jeffrey Robbins discussed Item 12-a, **(Conduct a public hearing on a new City of Mesa general plan - the Moving Forward Together: Tomorrow's Mesa 2050 General Plan.)** and Item 12-b, **(A resolution adopting, and submitting to the voters for ratification at the November 5, 2024 election, the City of Mesa's new general plan - the Moving Forward Together: Tomorrow's Mesa 2050 General Plan - setting forth the comprehensive, long-range plan and policies to guide Mesa's future growth and development. The Mesa 2050 General Plan will not change current zoning or increase taxes (Citywide))**, on the Regular Council agenda and displayed a PowerPoint presentation. **(See Attachment 3)**

Mr. Robbins reported that some minor changes had been made to the draft of the General Plan since it was released for public review on May 2, 2024. He explained the changes and highlighted the placetype change from industrial to a local employment center for the area at the northeast corner of Higley and Thomas Roads. (See Page 1 of Attachment 3)

Additional discussion ensued regarding the General Plan process and next steps, including the ballot wording.

Mayor Giles thanked staff for the presentation.

2-a. Hear a presentation, discuss, and provide direction on a potential permanent adjustment to the City's expenditure base limit.

Office of Management & Budget Director Brian Ritschel displayed a PowerPoint presentation. **(See Attachment 4)**

Mr. Ritschel gave an overview of the Home Rule and the proposed Permanent Base Adjustment and reviewed the different types of expenditure limitation alternatives. He detailed the expenditure formula and acknowledged that the current expenditure limitation has not been adjusted since 1980. (See Pages 2 through 5 of Attachment 4)

Discussion ensued regarding the Permanent Base Adjustment term and the formula for calculating the limit.

Mr. Ritschel pointed out that existing Home Rule expenditure limitation does not consider the more current voter approved revenue streams; therefore, the tax dollars collected are not available to the City. He explained the impacts on the City if an exemption is not approved and confirmed that approval does not establish a tax increase but sets a new expenditure limit which will enable the City to keep up with the current and future service levels. He explained the current Home Rule alternative, confirming that should this request not pass, the Home Rule will remain in effect until June 30, 2027. (See Pages 6 through 9 of Attachment 4)

Mr. Ritschel provided details about the calculation for the Permanent Base Adjustment and provided an example should the adjustment pass, pointing out an increase of $148 million. He provided data that showed the estimated future expenditures and compared them to the current Home Rule base limit and the recommended Permanent Base limit. He indicated that the existing limit makes maintaining a balanced budget difficult. (See Pages 10 through 13 of Attachment 4)

Mr. Ritschel discussed the ballot tagline wording and explained the importance of simple verbiage to educate the citizens and ensure that they understand what they are voting on at the polls. (See Page 14 of Attachment 4)

Additional discussion ensued regarding the adjustment options and ballot language.

City Attorney Jim Smith explained that the proposed wording may be rejected by the County and reiterated the importance of educating the voters to ensure they understand this is not a tax increase and to avoid incorrect information. He confirmed that 75% of voters voted yes for Home Rule in 2022.

Mr. Brady advised that once Council approves the wording to be placed on the ballot, a one-page flyer of information will be created to explain all the items placed on the ballot.

Mayor Giles thanked staff for the presentation.

(Mayor Giles declared a recess at 9:06 a.m. The meeting reconvened at 9:15 a.m.)

2-b. Hear a presentation, discuss, and receive an update on Neon Gardens.

City Engineer Beth Huning introduced Supervising Engineer and Project Manager Zac Koceja and displayed a PowerPoint Presentation. **(See Attachment 5)**

Mr. Koceja provided an update on the Neon Garden project and detailed the location information of Mesa's iconic neon signs that will be on display. He presented a conceptual site plan, highlighting the location to the west of The Post building emphasizing the proposed infrastructure improvements, site amenities and details which will allow for events such a farmers' markets, food truck events, and concerts. He identified Watson's Flowers, Dairy Queen, Bill Johnson's, Ford, as well as a replica of the Diving Lady as the neon signs that will be displayed. (See Pages 2 through 12 of Attachment 5)

Mr. Koceja explained the project budget and provided details related to the costs of refurbishing the signs, site work, and installation for a combined total cost of $5,129,000, which includes an increase of $1,883,000 to the budget. He outlined the estimated project schedule verifying that the design is complete; and if approved, construction is expected to begin in June 2024 with substantial completion by the end of 2024. (See Pages 13 and 14 of Attachment 5)

Responding to a question from Councilmember Freeman, Mr. Brady confirmed that the project budget has been cut drastically based on increased costs due to inflation, labor costs, and infrastructure construction. He explained how the project will be funded, adding that this is technically Phase 2 of The Post.

In response to a question from Councilmember Spilsbury, Mr. Brady expanded on the details of the project, noting the need to use commercial grade materials which are more costly but necessary to sustain the proposed uses.

Ms. Huning added that the additional costs consist of the audio-visual system, lighting conduit and additional power for the signs, new concrete and metal screening to protect the neon signs.

Mr. Koceja confirmed that because of the proposed use of the space there is a lot of infrastructure going in underground that is not shown in the conceptual drawings.

Additional discussion ensued regarding a possible larger space to display additional historic signs.

Mr. Brady reiterated that while there are not many signs, they are very big and will be seen from the street. He confirmed the concern for security of the signs due to the monetary and historic value.

Responding to a question from Councilmember Spilsbury, Ms. Moore stated that when an event is taking place in the Neon Garden with staff present, the venue will be open to the public.

Mayor Giles thanked staff for the presentation.

2-c. Hear a presentation and discuss the current enhanced services provided by the Downtown Mesa Association (DMA), FY 2023-2024 accomplishments, and the proposed DMA workplan for FY2024-2025 enhanced services funded through the Special Improvement District 228 assessments.

Terry Madeksza, President and Executive Director of the Downtown Mesa Association (DMA), introduced herself and displayed a PowerPoint presentation. **(See Attachment 6)**

Ms. Madeksza provided a background of the DMA and explained the goals for the downtown district. She reported what was new in Fiscal Year 2023/2024, such as new staff and other exciting enhancements. She highlighted the Clean Team Ambassadors, the collaboration with Mesa Police, and the parking program. (See Pages 3 through 7 of Attachment 6)

Ms. Madeksza announced the increased media coverage and explained the power of social media. She gave an example of a local restaurant that was recently visited and reviewed by a popular social media influencer that resulted in increased visitors coming to Downtown Mesa. She confirmed the significant interest in the new housing complexes as a place that people want to live. (See Pages 8 through 11 of Attachment 6)

Ms. Madeksza described the DMA Gift Card program and reported its success with 40+ merchants participating. She summarized the promotional activations and signature events created to increase foot traffic downtown while emphasizing The Yard Off Main. (See Pages 12 through 23 of Attachment 6)

(At 9:58 a.m., Mayor Giles excused Councilmember Freeman from the remainder of the meeting.)

Ms. Madeksza described the future workplan and goals aimed at providing something measurable which can be reported back to the stakeholders and City partners. She reiterated the current successes and gave an overview of possible future opportunities and how the projects will be prioritized and executed. (See Pages 24 through 27 of Attachment 6)

Economic Development Project Manager Jimmy Cerracchio explained the parameters of the Professional Services Agreement (PSA) and provided an overview of the baseline and enhanced services. He listed the primary sources of funding for the PSA. He noted a request to increase the budget of $50,000 for enhanced services, stating that this is the first request for an increase in 10 years. (See Pages 28 through 30 of Attachment 6)

Responding to a question from Councilmember Spilsbury, Ms. Madeksza stated that the Downtown Ambassadors are given training and resources to work with the homeless population as well as support from the Mesa Police.

Downtown Transformation Manager Jeff McVay confirmed that the goal today was to give the Council an overview of what has been accomplished this year in preparation for an item being proposed at the Regular Council meeting.

Mr. Smith announced that Vice Mayor Heredia had left the meeting and that there was no longer a quorum.

At 10:17 a.m. the meeting was terminated due to a lost quorum.

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

Due to lack of a quorum, this item was continued to a future study session. No action was taken.

3-a. Audit, Finance and Enterprise Committee meeting held on April 4, 2024.

3-b. General Plan Advisory Committee meeting held on March 25, 2024.

3-c. Parks and Recreation Advisory Board meeting held on March 13, 2024

4. Current events summary including meetings and conferences attended.

Due to lack of a quorum, this item was not discussed.

5. Scheduling of meetings.

Due to lack of a quorum, this item was not discussed.

6. Adjournment.

The Study Session adjourned at 10:18 a.m. due to lack of a quorum.

_____
JOHN GILES, MAYOR

ATTEST:

_____
HOLLY MOSELEY, 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 16th day of May 2024. I further certify that the meeting was duly called and held and that a quorum was present.

_____
HOLLY MOSELEY, CITY CLERK

sr
(Attachments – 6)

CHARGING AND FUELING INFRASTRUCTURE GRANT

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Charging and Fueling Infrastructure Grant

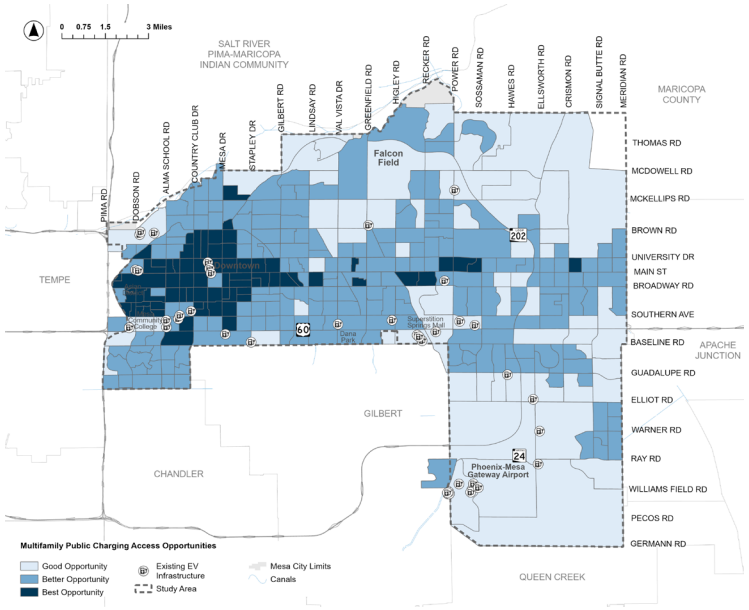
- Federal grant opportunity intended to increase the availability of publicly accessible electric vehicle charging

- City of Mesa awarded $11,898,571
  - Local match of $2,974,644
  - Total project cost of **$14,873,215**

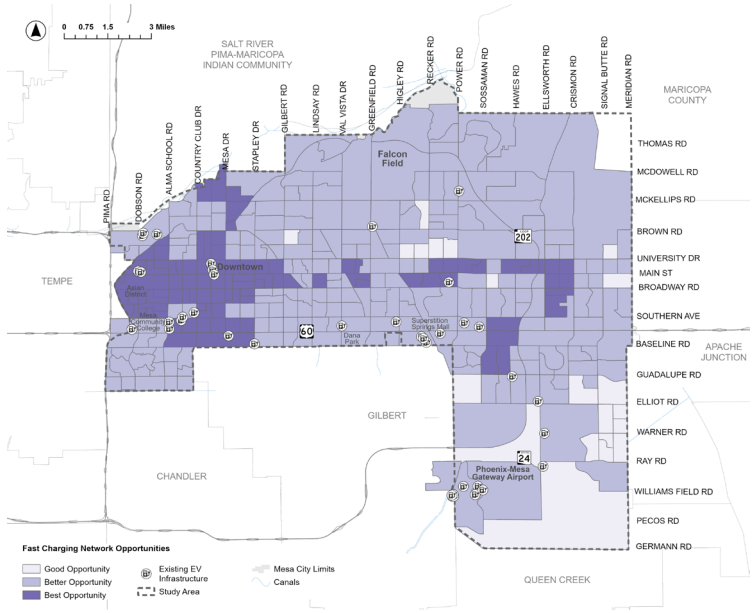
- Will provide for at least 48 new charging ports at 8 or more charging hubs across the City

- Private sector participation strongly encouraged. Private sector partners would be required to provide the local match

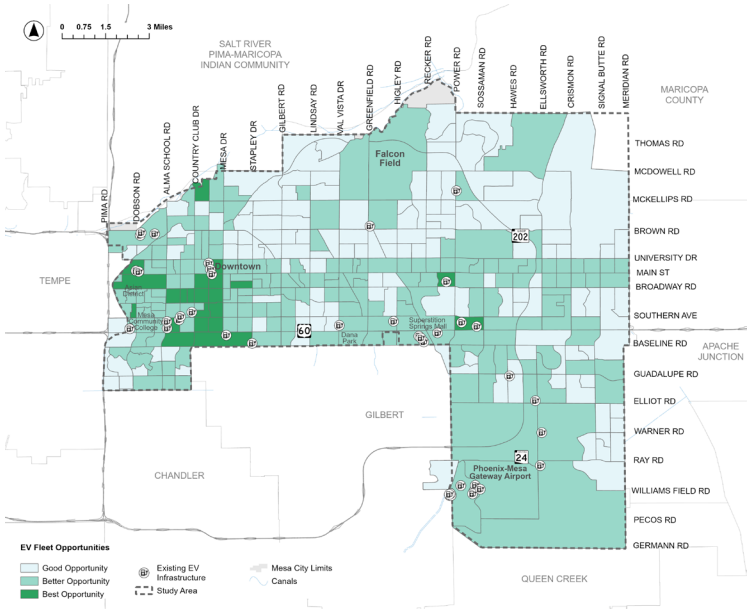
Data Analysis



Multi-Family Emphasis



Fast Charging Emphasis



Public Fleet Emphasis

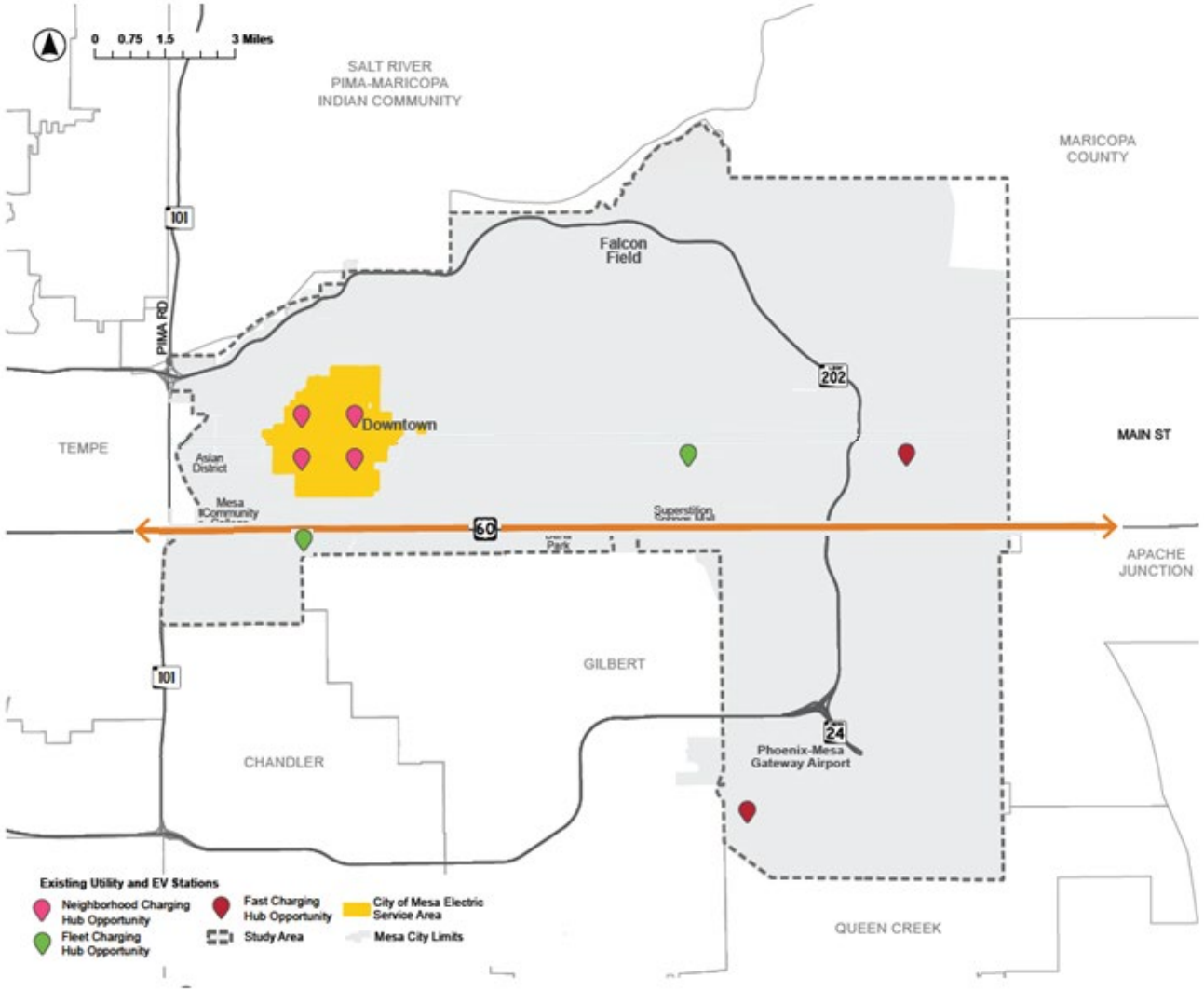
Hub Types

- **Neighborhood Charging Hubs** – Intended for areas in and around Downtown Mesa where there is a high concentration of housing and local retail. These hubs will focus on level 2 and micro mobility charging**.**

- **Public Fleet Charging Hubs** – Will be located in parts of town with a high concentration of small and medium businesses. The charging centers will be created in a way to facilitate vehicles with trailers. These hubs will have a mix of level 2 and DCFC charging.

- **Fast Charging Hubs** – Will be located in the eastern and south eastern sections of the city along major transportation corridors including the US 60 and Loop 202. DCFCs will be utilized at these hubs to facilitate quick charges as drivers move along the corridors.

Charging Hub Potential Locations



Next Steps

- **Council consideration of Resolution (May 20th)**
- **Sign Grant Agreement**
- **Request for Information solicitation** – Shortly after the Grant Agreement execution, an RFI will be released to gather innovative grant implementation and partnership ideas
- **Request for Proposals solicitation** – Based on responses received through the RFI, an RFP will be released to solicit partnership proposals
- **Begin work!** – Project funds must be obligated by 2026 and expended by 2031

QUESTIONS?

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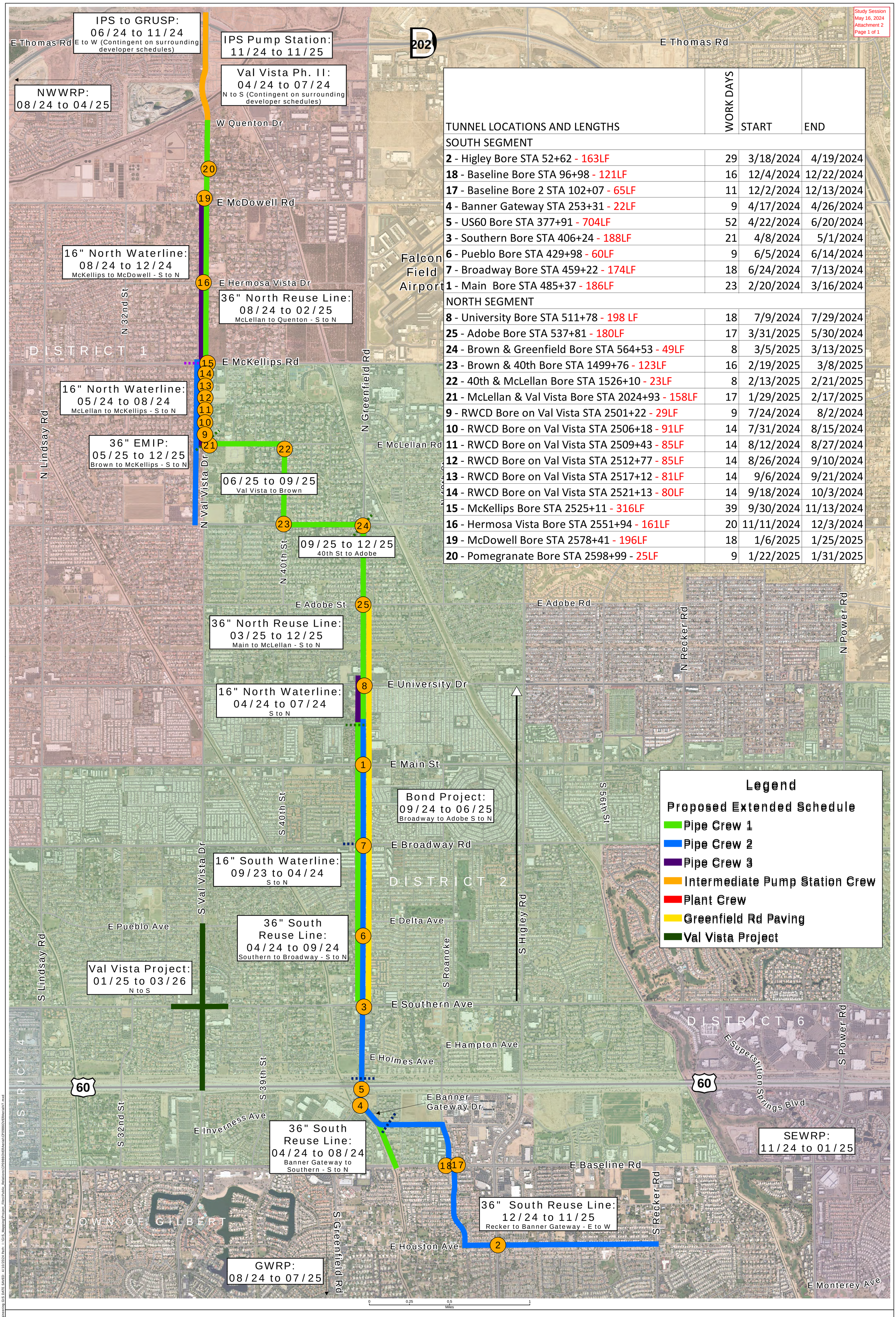

TUNNEL LOCATIONS AND LENGTHS	WORK DAYS	START	END
SOUTH SEGMENT			
2 - Higley Bore STA 52+62 - 163LF	29	3/18/2024	4/19/2024
18 - Baseline Bore STA 96+98 - 121LF	16	12/4/2024	12/22/2024
17 - Baseline Bore 2 STA 102+07 - 65LF	11	12/2/2024	12/13/2024
4 - Banner Gateway STA 253+31 - 22LF	9	4/17/2024	4/26/2024
5 - US60 Bore STA 377+91 - 704LF	52	4/22/2024	6/20/2024
3 - Southern Bore STA 406+24 - 188LF	21	4/8/2024	5/1/2024
6 - Pueblo Bore STA 429+98 - 60LF	9	6/5/2024	6/14/2024
7 - Broadway Bore STA 459+22 - 174LF	18	6/24/2024	7/13/2024
1 - Main Bore STA 485+37 - 186LF	23	2/20/2024	3/16/2024
NORTH SEGMENT			
8 - University Bore STA 511+78 - 198 LF	18	7/9/2024	7/29/2024
25 - Adobe Bore STA 537+81 - 180LF	17	3/31/2025	5/30/2024
24 - Brown & Greenfield Bore STA 564+53 - 49LF	8	3/5/2025	3/13/2025
23 - Brown & 40th Bore STA 1499+76 - 123LF	16	2/19/2025	3/8/2025
22 - 40th & McLellan Bore STA 1526+10 - 23LF	8	2/13/2025	2/21/2025
21 - McLellan & Val Vista Bore STA 2024+93 - 158LF	17	1/29/2025	2/17/2025
9 - RWCD Bore on Val Vista STA 2501+22 - 29LF	9	7/24/2024	8/2/2024
10 - RWCD Bore on Val Vista STA 2506+18 - 91LF	14	7/31/2024	8/15/2024
11 - RWCD Bore on Val Vista STA 2509+43 - 85LF	14	8/12/2024	8/27/2024
12 - RWCD Bore on Val Vista STA 2512+77 - 85LF	14	8/26/2024	9/10/2024
13 - RWCD Bore on Val Vista STA 2517+12 - 81LF	14	9/6/2024	9/21/2024
14 - RWCD Bore on Val Vista STA 2521+13 - 80LF	14	9/18/2024	10/3/2024
15 - McKellips Bore STA 2525+11 - 316LF	39	9/30/2024	11/13/2024
16 - Hermosa Vista Bore STA 2551+94 - 161LF	20	11/11/2024	12/3/2024
19 - McDowell Bore STA 2578+41 - 196LF	18	1/6/2025	1/25/2025
20 - Pomegranate Bore STA 2598+99 - 25LF	9	1/22/2025	1/31/2025

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Central Mesa Reuse Pipeline

Map created by Engineering GIS DATE SAVED: 4/10/2024 Path: I:\GIS_Mapping\Project_Files\Public_Relations\CP0986OVERAerial\CP0986OVERAerialV7.mxd

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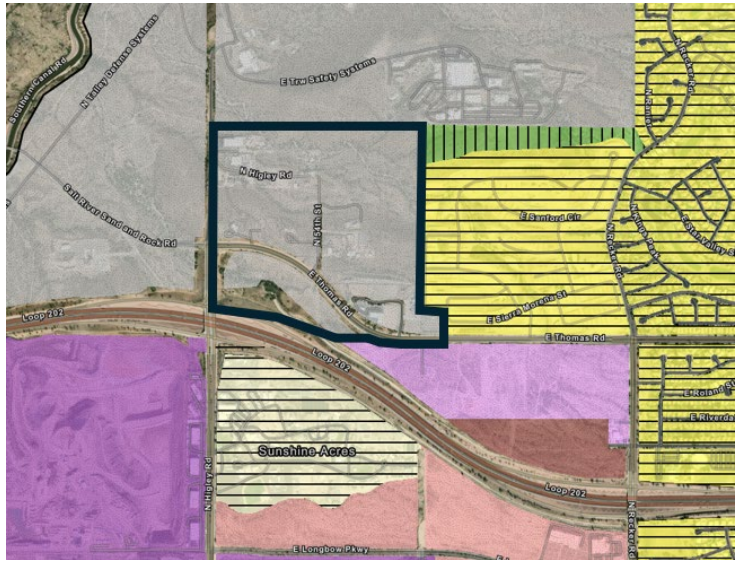
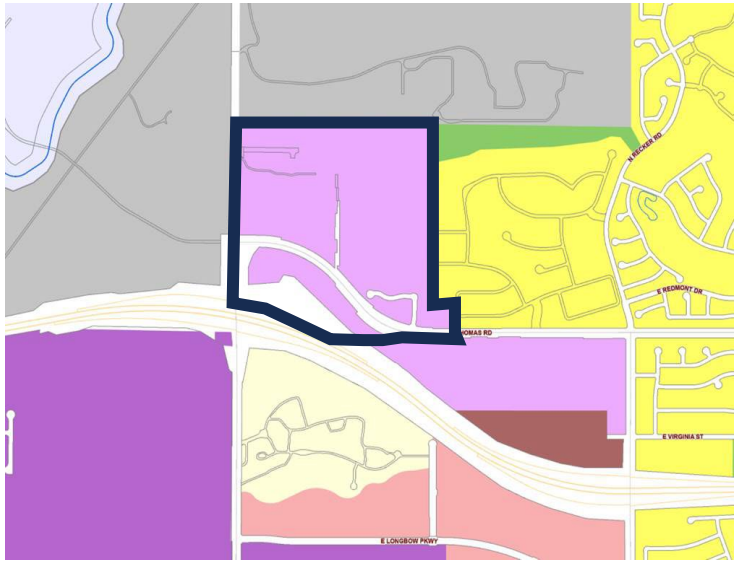
PLACETYPE CHANGES

- Change from Industrial to Local Employment Center





Permanent Base Adjustment

City of Mesa
May 16, 2024

Presented by:

Brian A. Ritschel, Management & Budget Director

The Arizona Constitution

- Requires the adoption of a balanced budget. Estimated revenues and resources equal to appropriated expenditures.
- Imposes an expenditure limitation for all cities and towns based on FY1979/80, adjusted for population growth and inflation.
- Allows for local election approval of an Expenditure Limitation Alternative.

Expenditure Limitation Formula

FY1979/80 revenue collections

×

Population growth

×

Inflation (CPI)

Expenditure Limitation

Types of Expenditure Limitation Alternatives

- **Home Rule:** Allows the city to maintain local control of the annual budget amount and determine the necessary expenditure limitation while remaining within available revenues and resources. Effective for four years.

- **Permanent Adjustment to Expenditure Base:** Allows the City to permanently adjust the expenditure base to a level other than the FY1979/80 amount. The new base is then adjusted for population and inflation in future years.

- **One-Time Override Alternative:** Allows for exceeding the State imposed expenditure limitation for one fiscal year.

What the 1979/80 expenditure limitation does not take into consideration

- Does not take into consideration services added by the City since 1980
- Does not account for increases in revenue collected
- Removes control over annual budget from City Council/Residents
- The City would still collect revenue at current levels, just could not spend that additional revenue
- The City is still required to adopt a balanced budget, whether the City is exempted from expenditure limitation or not

What the 1979/80 expenditure limitation does not take into consideration

- Does not take into account voter approved revenue streams

FY 22/23

• Public Safety Sales Tax	$41M
• Quality of Life Sales Tax	$41M
• Local Streets Sales Tax	$50M
• General Fund Sales Tax	$33M

Impact if an exemption is not approved

- The FY 23/24 budget would need to be reduced by about **$1.1B** from the expenditures that are subject to the limitation
- Expenses NOT subject to the limitation are:
  - Voter approved Bond proceeds, some Debt Service, Highway User Funds, Community Facilities Districts, Joint Ventures, Grants, most of the Trust Funds, etc.
- The bulk of the expenses subject to the limitation are:
  - General Governmental Funds, Public Safety Sales Tax, Local Streets Sales Tax, and Utility Fund

Expenditure limitation alternatives…

- are **NOT** a tax increase.
- establish a new expenditure limit.
- do **NOT** allow the City to exceed the adopted budget. Council still must adopt a balanced budget.
- allow the City to maintain existing and plan for future services.

City's Current Alternative – Home Rule

A home rule alternative was approved by voters in March 2000

It was renewed in March 2004, March 2008, November 2010, November 2014, November 2018, and November 2022

The current authorization will expire June 30, 2027

Permanent Base Adjustment

What is Permanent Base Adjustment?

FY1979/80 revenue collections +
Revenue adjustments

×

Population growth

×

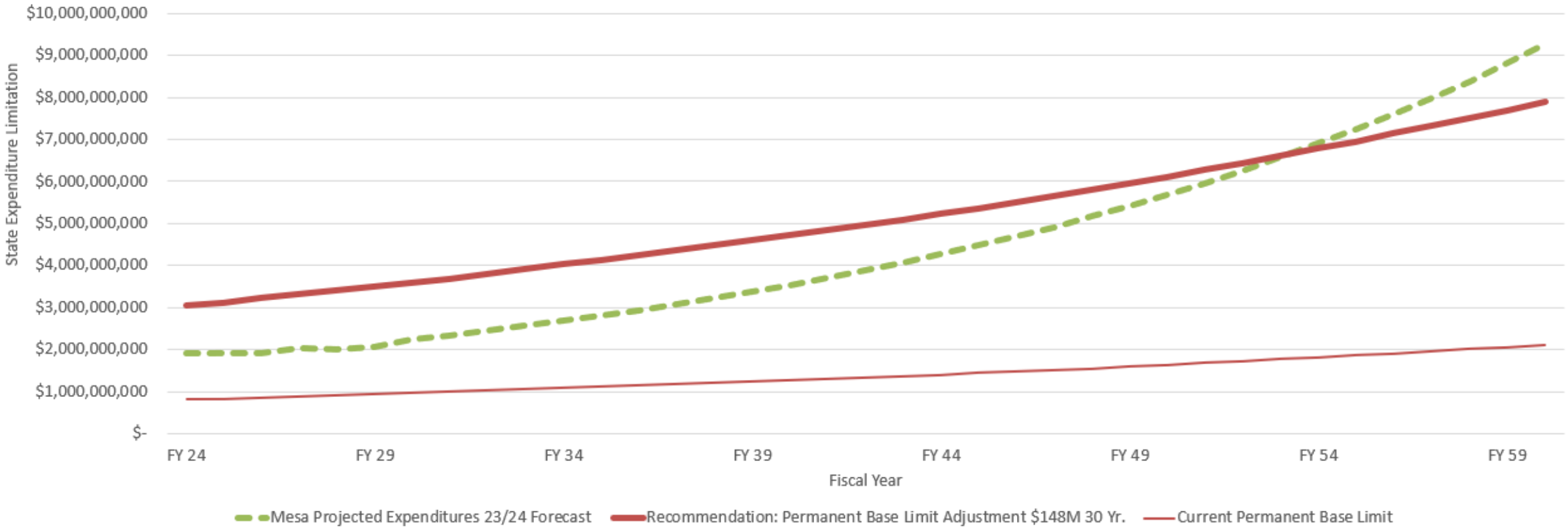
Inflation (CPI)

Expenditure Limitation

FISCAL YEAR	BASE		POPULATION FACTOR		INFLATION		STATE EXPENDITURE LIMIT	ACTUAL &PROJECTED EXPENDITURES
21/22	$54,090,640	x	3.88	x	3.17	=	$666,186,664	$980,517,660
22/23	$54,090,640	x	3.93	x	3.31	=	$703,470,338	$1,222,420,971
23/24	$54,090,640	x	3.97	x	3.56	=	$764,156,316	$1,904,751,643
24/25	$54,090,640	x	4.08	x	3.78	=	$834,427,175	$1,907,458,275
25/26	$54,090,640	x	4.10	x	3.88	=	$860,881,721	$1,919,646,366
26/27	$54,090,640	x	4.13	x	3.97	=	$885,831,156	$2,031,479,933
27/28	$54,090,640	x	4.14	x	4.06	=	$910,187,941	$2,003,972,785

Example: State Imposed Expenditure Limit

30-Year $148M Permanent Base Adjustment



Tagline

As allowed by the Arizona Constitution, shall the City of Mesa permanently adjust the 1979-80 expenditure base limit by $148 million, which will not increase taxes and which is estimated to provide annual expenditure capacity for 30 years?

A "YES" vote shall have the effect of permanently adjusting the City's expenditure base limit by $148 million. This is not a tax increase.

A "NO" vote shall have the effect of retaining the existing expenditure base limit set in 1979-80.

Neon Garden

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Mayor and City Council Update

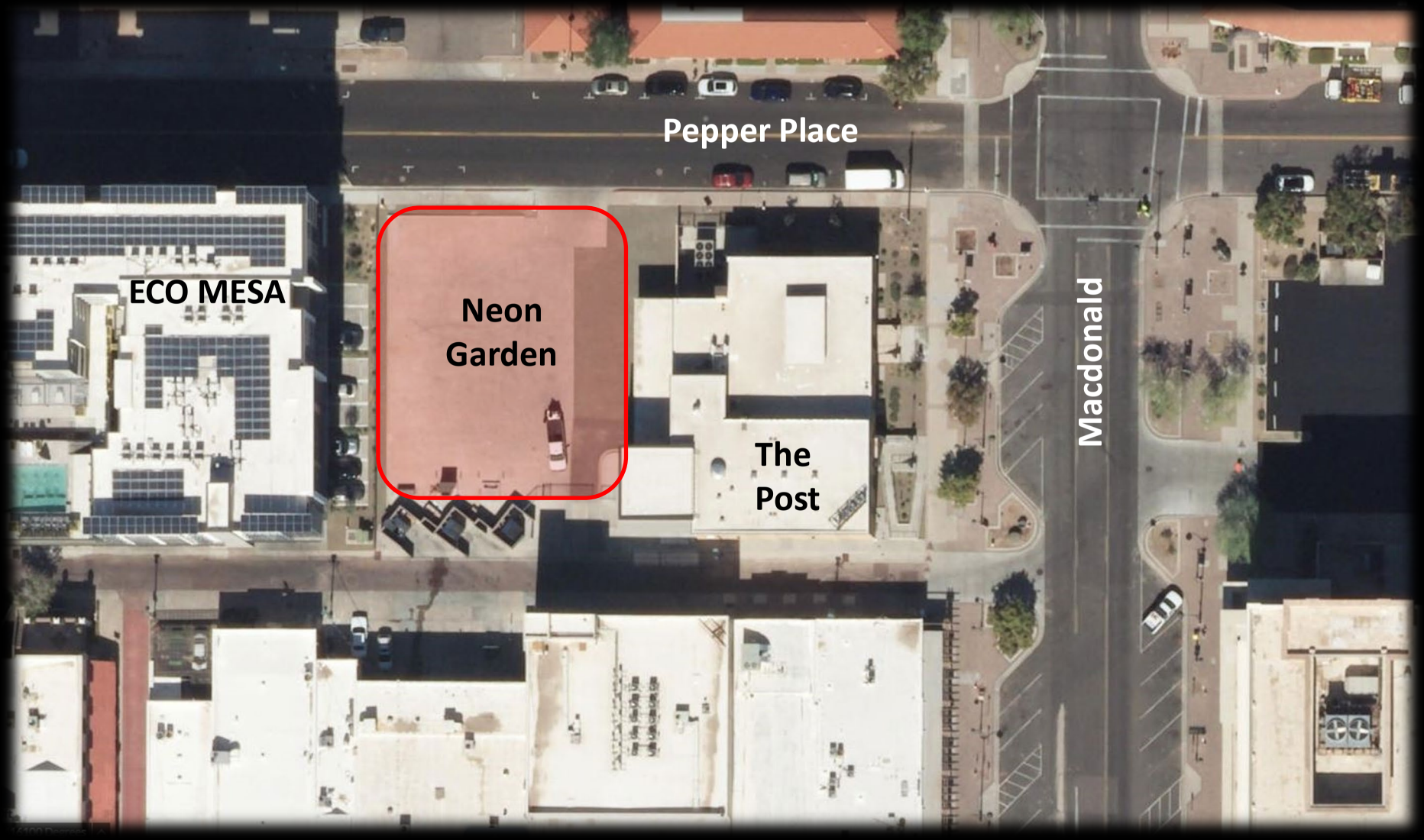
May 16, 2024

Beth Huning – City Engineer

Zac Koceja – Supervising Engineer

Neon Garden Site Information

- Approx. 10,000 SF
- Programmable space
  - Food Trucks
  - Small Concerts
  - Farmer's Markets
- Selection of Mesa's Iconic Neon Signs



Pepper Place
Neon
Garden
ECO
MESA
The
Post
Macdonald

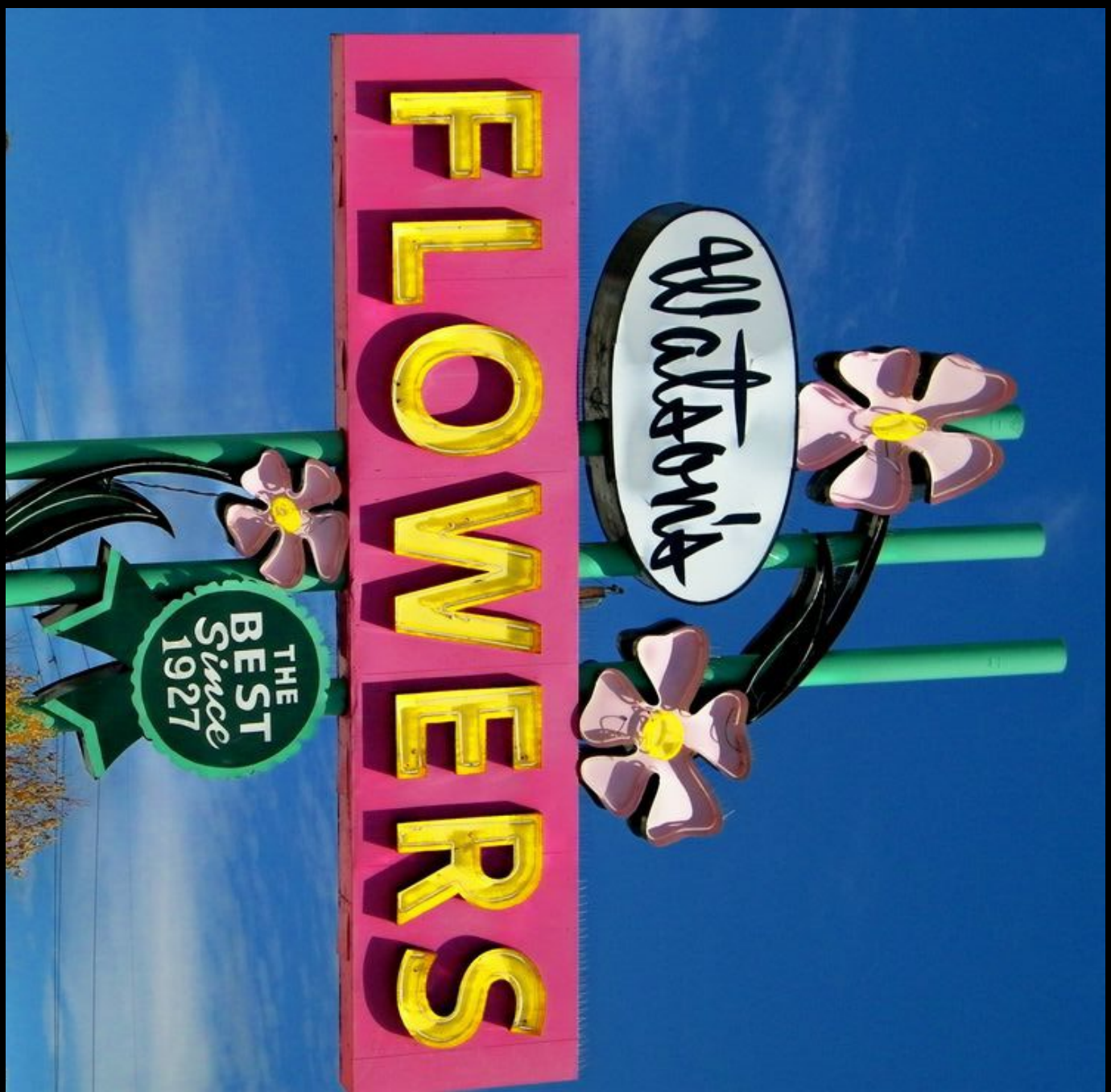
ECO
MESA
Watson's
FLOWERS
MESA
DAIRY QUEEN
BIG APPLE
Ford
The
Post
Pepper Place

View from Pepper Place

View looking to the southeast

View looking to the northwest

ASMA


Mattia's
FLOWERS
THE BEST Since 1927

DQ
DAIRY QUEEN
CONES
DQ

Bee Salmons
BIG JUBILEE
LET'S EAT

Neon Garden Budget

Neon Sign Total Project Cost:
$1,240,000

Neon Garden Site Work Total Project Cost:
$3,889,000

Combined Total Project Cost:
$5,129,000

Budget Increase:
$1,883,000

eon Garden Estimated Schedule

Current Status:

Design Complete

Construction:

June 2024 to December 2024

Downtown Mesa Association

Efforts to Create a Thriving Downtown
FY 2023-2024 Accomplishments
FY 2024-2025 Work Plan

Terry Madeksza, President & Executive Director, Downtown Mesa Association
Jeff McVay, Manager of Downtown Transformation, City of Mesa
Jimmy Cerracchio, Office of Urban Transformation, City of Mesa

TOWN MESA "Uniquely Local"

Introduction

Terry Madeksza

- Started mid-January after a competitive, nationwide executive search
- +25 years downtown management experience
- Washington, DC, St. Louis, Phoenix, Flagstaff, Mesa
- Expertise: Advocacy, Downtown Champion, Placemaking, Signature Events & Programming, Parking, Increased Investment and Engagement

Areas of Focus:

- Implemented New Financial Controls, Policies and Procedures, Transparency and Responsible Stewardship Practices
- Board Engagement and Reporting
- Staff and Work Program Development
- Events, Promotions, Public Space Programming

DOWNTOWN MESA ASSOCIATION

TOWN MESA "Uniquely Local"

Background

Goals of the District include:

- Improve the appearance and safety of the District
- Encourage new business development
- Attract a variety of businesses and services
- Make Downtown attractive to all Mesa communities

What Was New in 2023 / 2024:

- New Staff (Exec Dir & Events)
- The Yard & added programming
- New activations and events
- Consistently and efficiently delivered services

"The time for Downtown Mesa is NOW." ***Tim Sprague, Habitat Metro / ECO MESA***

DOWNTOWN MESA ASSOCIATION

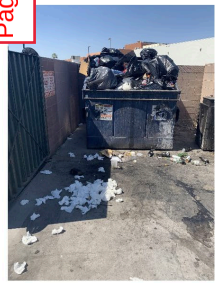
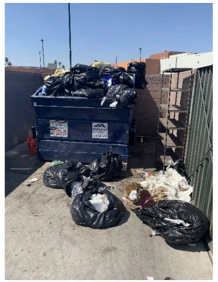
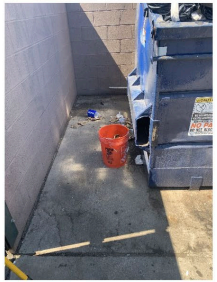
OPERATIONS: CLEAN, SAFE & PARKING INITIATIVES

DOWNTOWN MESA ASSOCIATION

Clean Team Ambassadors

July 2023 – April 2024

BEFORE

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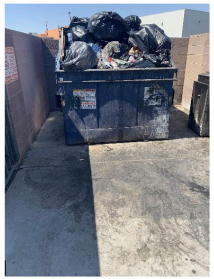
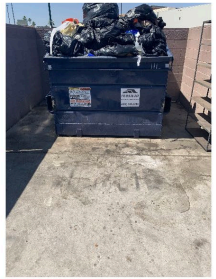
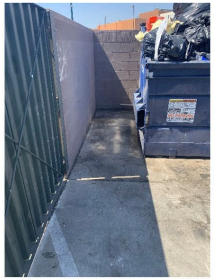




2645 Maintenance Calls

Bulky Items, Graffiti, Shopping Carts, Overflowing Dumpsters

3147 Hospitality Interactions

Business Checks, Directions (in District), Directions (outside of District), Publications Distributed

851 Quality of Life Issues

Blocking Sidewalks, Encampments, Mental Health & Wellness Checks

354 Drug & Alcohol Paraphernalia Removed

"Loving the clean sweep program, the team is super visible!" ***Kelsey Strother, Worth Takeaway***

DOWNTOWN MESA ASSOCIATION

Mesa Police Collaboration

Create a sense of safety for merchants and visitors, focused on:

- Minimized vandalism and encampments
- Decreased harassment at sidewalk dining areas
- Improved relationship with businesses and Mesa Police Department
- Reduced the occurrence of nuisance behaviors and response time

2023 / 2024:

- Downtown Engagement Team
- Crime suppression efforts
- Monthly safety meetings
- BAND App for increased communication

Although the increased presence is throughout Downtown, the priority area of service is Zone 1, the only zone that pays for this level of enhanced service.

DOWNTOWN MESA "Uniquely Local"

DOWNTOWN MESA ASSOCIATION

TOWN MESA "Uniquely Local"

Parking Program

- Brought Special Event Parking Management in-house
- Access to MVD database to enforce citations and defend in court
- Accommodated businesses and customers in new ECO MESA garage
- Updated all parking agreements in partnership with City of Mesa Real Estate Services Department

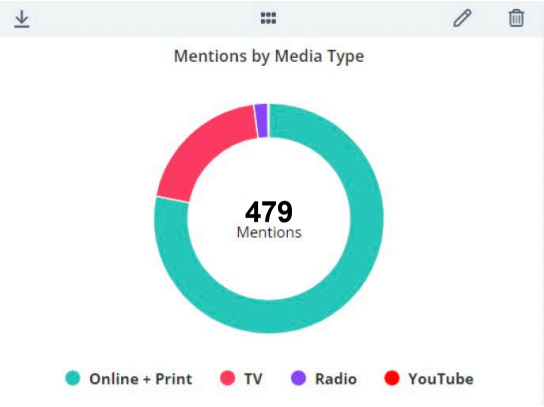
DOWNTOWN MESA ASSOCIATION

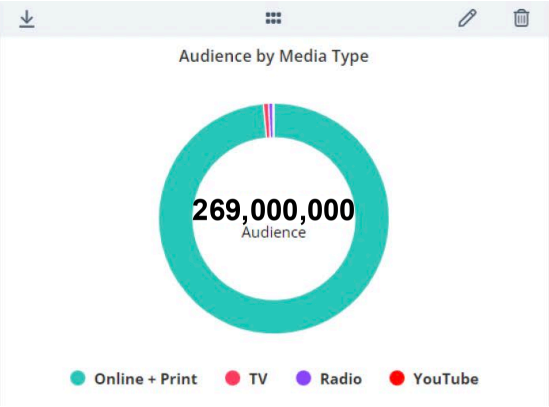
DOWNTOWN MESA IN THE MEDIA

DOWNTOWN MESA ASSOCIATION

edia Mentions

July 2023 – April 2024





DOWNTOWN MESA ASSOCIATION

ighlights

Oro Brewing, 2024 East Valley Tribune, Best Craft Beer / Best Brewery

Roberto Centeno, Espiritu, James Beard Semifinalist, Emerging Chef

Republica Empanada, Keith Lee, Influencer / 2.1M Followers

Worth Takeaway, Yelp's Top 100 Places to Eat in 2024

DOWNTOWN MESA ASSOCIATION

TOWN MESA "Uniquely Local"

New apartments usher in residents in downtown Mesa

Workforce housing complex 2nd Avenue Commons opens in downtown Mesa

Warm welcome, high hopes for new downtown Mesa complex

DOWNTOWN MESA ASSOCIATION

TOWN MESA
"Uniquely Local"

PROMOTIONAL & SIGNATURE EVENTS

DOWNTOWN MESA ASSOCIATION

Downtown Mesa Gift Card Program

DOWNTOWN MESA "Uniquely Local"

WWW.DOWNTOWNMESA.COM

Redesigned

Redesigned to reflect new downtown branding

$16,415.65 sold

More than $16,000 sold providing a direct benefit to downtown businesses

40+

Participating Downtown Mesa Merchants, including Shopping, Dining and Specialty

DOWNTOWN MESA ASSOCIATION

omotional Activations

Beards & Brews

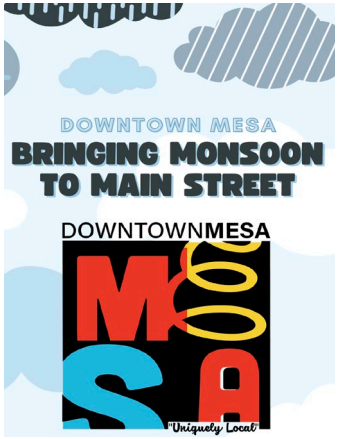
- 13 participating businesses
- Tickets: +100

Moms on Main

- Shopping / Dining promotion

Shop Small

- 45 participating locations
- Revenues: $50,500



Monsoon on Main

- Summer promotion
- Shop & win prizes

DOWNTOWN MESA ASSOCIATION

Signature Events

EASTER

- 3,500+ visitors throughout the event
- 16,000+ Easter eggs hidden in the Yard and at Main Street businesses
- 15+ businesses participated in the egg hunt
- Free activities, arts and crafts, Easter Bunny photos, and interactive entertainment along Main Street

DOWNTOWN MESA ASSOCIATION

AUNTING ON MAIN STREET

- 5,000+ visitors throughout the day
- 30 merchant & museum trick-or-treat stations
- Distributed over 10,000 pieces of candy to participants
- Continued Window Décor Contest, added participating businesses
- Grand Haunting Award: Milano Music Center
- Gruesome Garden Award: Crismon's Flowers
- Skeleton Crew Award: Phend Plumbing
- Thrills & Chills Award: Level One Arcade & Bar
- Sweeney Todd Award: Fritz's Barber Shop

DOWNTOWN MESA ASSOCIATION

SA MUSIC FESTIVAL

rtnership with the City of Mesa; produced by Motor Media

- 3,000 visitors Friday, 6,000+ visitors Saturday
- Over 200 bands performed
- 14 businesses participated creating performance venues throughout downtown
- Many businesses claimed MMF is their highest grossing day

DOWNTOWN MESA ASSOCIATION

Q CLASSIC

- Inaugural barbeque competition
- 5,000+ attendees
- Award-winning pitmasters from around the world competed
- All-ages, food trucks, barbeque, live music

DOWNTOWN MESA ASSOCIATION

SET MARKETS

- Monthly evening market with artisans, food and live music
- Attracts residents and downtown employees
- 30+ vendors

MERRY MAIN STREET

Santa's Merry Makers Marketplace:

- Holiday night market on Main & Macdonald
- 31 vendors participated in the first weekend
- 10,000+ attended the first weekend
- Goal: increase to 40 vendors

Holiday Lights & Decor

- Partner with City to help program, create conne tions and add holiday décor and engage businesses
- DMA led efforts to light street trees along Main Street

DOWNTOWN MESA "Uniquely Local"

DOWNTOWN MESA ASSOCIATION

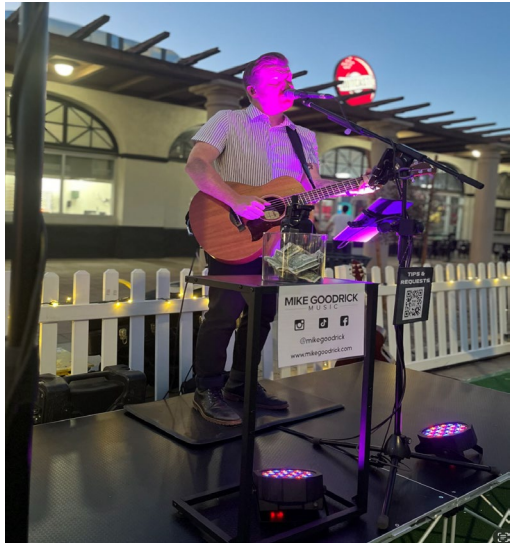
ORAH LIGHTING

- Part of Merry Main Street
- Beloved tradition bringing hundreds into downtown
- Attended by Mayor Giles and City Council
- Candle lit by Rabbi Blotner

DOWNTOWN MESA ASSOCIATION

YARD OFF MAIN

- DTT received a grant to activate Macdonald in front of the Post
- DMA added pedestrian amenities such as giant games, bistro tables and umbrellas
- Daily activities occurred – some planned, some passive
- Larger events held – inaugural Baseball Block Party, princess parties, dramatic story time, live music Friday evenings



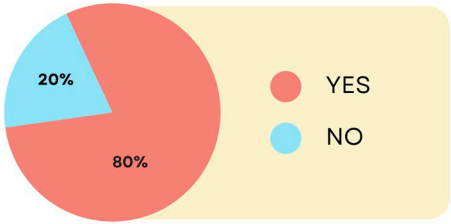
DOWNTOWN MESA ASSOCIATION

YARD OFF MAIN – LESSONS LEARNED

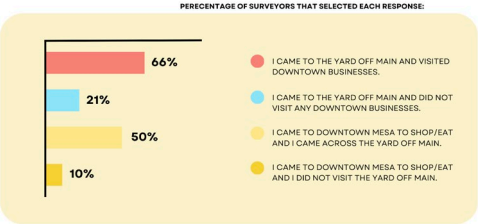
- ADD ROW OF BOLLARDS
- Shade!
- More events and activities!
- More comfortable seating
- Increase business involvement utilizing the space

- Created survey for the public to share thoughts
- More than 600 responded
- Overwhelmingly positive

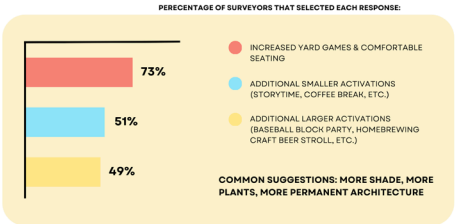
DID YOU SPEND TIME AT THE YARD OFF MAIN, WHEN NO ACTIVATIONS WERE SCHEDULED?



DID VISITORS SPEND TIME AT THE YARD OFF MAIN AND VISIT OUR LOCAL BUSINESSES?



WHICH OF THE FOLLOWING WOULD MOST INCREASE YOUR USE OF THE YARD OFF MAIN?



DOWNTOWN MESA ASSOCIATION

FY 2024 / 2025
GOALS & WORK PRIORITIES

DOWNTOWN MESA ASSOCIATION

024-2025 Workplan & Goals

Guiding Principles:

- Position Downtown Mesa as a premier destination for investment, entertainment and visitation
- Provide value to stakeholders
- Measurable – track and report accomplishments
- Increase spending in businesses
- Ensure staff funding and capacity are in place

DOWNTOWN MESA ASSOCIATION

WHAT'S WORKING

- Continued work of the Clean Team
- Special Event Parking Management
- Parking Management and Enforcement
- Development, Increased Investment
- Media and Community Interest
- Collaboration with the City

OPPORTUNITIES

- Add programming that drives people downtown and increases spending in businesses
- Partner more with MAC, Convention Center, Amphitheater, Visit Mesa, Co-Hoots, ASU MIX
- Connectivity, wayfinding signage
- Enhance parking enforcement by adding staff
- Collect data and report monthly
- Secure sponsorship
- Beautification and public art efforts

DOWNTOWN MESA "Uniquely Local"

DOWNTOWN MESA ASSOCIATION

ORITIES

istration

- Transition financial management and budgeting to Class System for improved reporting and transparency
- Implement new job descriptions, individual goals, revised HR manual, training

Marketing & Business Engagement

- Collect information on each business downtown (restaurant/bar, service providers, residential buildings)
- Create Welcome Packets for new businesses and new residents
- Support retail recruitment efforts and business-to-business collaboration
- Offer a robust year-round event schedule
- Lead a collaborative marketing / PR effort to tell the story of downtown as a premier destination and a place to live, work, learn, play and invest.

Operations

- Create new deployment, and expectations – enhance service delivery
- Enhance beautification throughout downtown – trees / shade, public art, seating, etc.
- Add parking enforcement capabilities & identify potential for additional parking

Advocacy

- Participate with micro-mobility consultant & goals
- Connectivity, wayfinding, parking signage
- Replace damaged and/or missing Main Street trees
- Mesa Music City

DOWNTOWN MESA ASSOCIATION

CITY PARTICIPATION

DOWNTOWN MESA ASSOCIATION

TOWN
"Uniquely Local"

PROFESSIONAL SERVICES AGREEMENT

- The DMA is contracted with the City of Mesa through a Professional Services Agreement
- The Professional Services Agreement includes the following services:

<u>Baseline Services</u>
Funded through the annual SID 228 assessment and City voluntary self-assessment

- Clean Team Ambassadors – Amount of service is based on Zone and level of assessment
- Promotion / Marketing – Website, social media
- Weed Control / Graffiti Abatement
- Business Development – Business outreach

<u>Enhanced Services</u>
Funded through the Professional Services Agreement

- Parking management & enforcement
- Promotional programming
- Business development
- Banner & kiosk program
- Community special event production
- Public space management
- Plaza at Mesa City Center maintenance

DOWNTOWN MESA ASSOCIATION

PROFESSIONAL SERVICES AGREEMENT

Funding for the Professional Services Agreement come from three primary sources:

- Annual SID 228 Assessment
- City-owned property voluntary contribution
- Enhanced Services

Annual SID 228 Assessment – Commercial Properties	City Voluntary Self-Assessment – City-Owned Property	Enhanced Services
$371,373.11	$243,536.06	$441,404.05

- Enhanced Services funding reflects a $50,000 increase for the 2024-25 Fiscal Year
- First increase in 10 years

DOWNTOWN MESA "Uniquely Local"

DOWNTOWN MESA ASSOCIATION

TOWN
MESA
"Uniquely Local"

Thank you!

Questions? Comments?

DOWNTOWN
MESA
ASSOCIATION