

COUNCIL MINUTES

May 8, 2025

The City Council of the City of Mesa met in the Study Session room at City Hall, 20 East Main Street, on May 8, 2025, at 7:33 a.m.

COUNCIL PRESENT

Mark Freeman
Scott Somers
Rich Adams
Jennifer Duff
Alicia Goforth
Francisco Heredia

COUNCIL ABSENT

Julie Spilsbury

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Freeman conducted a roll call.

Mayor Freeman excused Councilmember Spilsbury from the entire meeting.

1. Review and discuss items on the agenda for the May 12, 2025, 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 question from Vice Mayor Somers regarding agenda Item 5-a, **(Approving and authorizing the City Manager to submit the U.S. Department of Housing and Urban Development 2025-2029 5-Year Consolidated Plan and the City of Mesa Annual Action Plan for Fiscal Year 2025/2026. Approving and authorizing the submittal of applications to receive entitlement funds for Fiscal Year 2025/2026 under the U.S. Department of Housing and Urban Development Community Development Block Grant (CDBG) program, Emergency Solutions Grant (ESG) program, HOME Investment Partnership Program (HOME), and Human Services to fund activities approved by the City Council; and authorizing the City Manager to expend, disburse and enter into agreements for disbursement of Fiscal Year 2025/2026 CDBG, ESG, HOME, and Human Services funds, received by the City)**, on the Regular City Council meeting agenda, Housing and Community Development Director Michelle Albanese summarized the funding process and confirmed that the amount to be received by the City of Mesa (COM) will not be decreased at this time because the program funding is from the previous year. She verified that the funding amount could potentially be lower next year.

Responding to a question from Councilmember Goforth, City Manager Christopher Brady agreed that the funds received are reimbursements that are requested and approved after the work has been done or funds have been spent.

Responding to a question from Councilmember Goforth regarding agenda Item 4-c, **(Five-Year Term Contract with Five-Year Renewal Options for Photo Safety Enforcement Program for the Police Department. (Sole Source) (Citywide))**, on the Regular City Council meeting agenda, Mr. Brady pointed out that the photo radar is primarily used in the school zones and asked that the Mesa Police Department follow up with additional details.

Government Relations Director Miranda DeWitt reported that there has been activity on the Photo Safety Enforcement Program for years with two legislative bills currently stalled.

City Attorney Jim Smith advised that staff may request that a provision be added to the existing contract to allow for termination in the event the cameras are no longer permitted.

2-a. Hear a presentation and discuss the current enhanced services provided by the Downtown Mesa Association (DMA), Fiscal Year 2024-2025 accomplishments, and the proposed DMA workplan for Fiscal Year 2025-2026 enhanced services funded through the Special Improvement District 228 assessments.

Manager of Urban Transformation Jeff McVay introduced Downtown Transformation Project Manager Jimmy Cerracchio and Terry Madeksza, resident & executive director of the Downtown Mesa Association and displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Madeksza provided a background of the DMA and explained the mission, vision, and goals for the downtown district. She reported the 2024 accomplishments of the team and highlighted the priorities for the upcoming fiscal year. She identified the successes of the DMA administrative team and pointed out the implementation of new internal controls, a restructured financial reporting system, strengthened relationships with partner organizations and the new clean team. (See Pages 2 through 6 of Attachment 1)

Ms. Madeksza explained that the Clean Team Ambassadors received an updated look with new uniforms and branding to make them more visible and approachable. She confirmed that the group of five full-time employees service the downtown area seven days a week and that along with daily pressure washing on Main Street, the team responds to 1,375 calls for service and removes three tons of trash monthly. (See Pages 7 through 9 of Attachment 1)

Ms. Madeksza discussed parking downtown and reviewed the efforts being made to create a better parking experience. She pointed out the addition of a parking ambassador to provide customer assistance and enforcement, universal blue parking signs, additional signage during special events and weekends, as well as managed parking at the Mesa Arts Center (MAC). (See Page 10 of Attachment 1)

In response to a question from Mayor Freeman, Mr. McVay confirmed that City employees will transition to parking in the Hibbert parking garage the first week of June, freeing up approximately 550 parking spaces in the Pepper Street and Sirrine parking garages.

Additional discussion ensued regarding parking signage and ways to educate the community about available parking areas.

Ms. Madeksza added that parking is the first and last experience people have with Downtown Mesa and expressed her opinion that parking needs to be easy, convenient, and clear.

Ms. Madeksza recalled the DMA gift card program which includes participation by over 40 downtown businesses. She emphasized the success of the program, noting that all proceeds provide a direct benefit to all downtown businesses. (See Page 11 of Attachment 1)

Ms. Madeksza stressed the importance of building community by hosting events that activate public spaces, bring vibrancy in empty streets and plazas, and position Downtown Mesa as a regional destination. She summarized the signature events that have been successful in Downtown Mesa. She shared the goal of adding events onto the City's scheduled events next year to improve connectivity down Main Street, adding a nighttime presence to draw people to restaurants. (See Pages 14 through 23 of Attachment 1)

Responding to a question from Vice Mayor Somers, Ms. Madeksza verified that data is collected at each event using different forms of technology to obtain attendance numbers and demographics of visitors which will assist with attracting more people.

Ms. Madeksza recalled the business engagement activities that DMA has participated in and announced the addition of a new marketing and communications manager. She reviewed the statistics related to the increased community engagement tied to marketing activities and discussed upcoming branding and graphics to make the events more recognizable and memorable to visitors. (See Pages 25 and 26 of Attachment 1)

Ms. Madeksza provided an overview of the DMA Fiscal Year 2025-2026 workplan and goals. She highlighted the successful programs and pointed out possible opportunities for added programming and ways to enhance the visitor experience. She identified marketing and business engagement, operations, and advocacy as priorities for the future. (See Pages 28 through 30 of Attachment 1)

In response to a question from Councilmember Duff, Ms. Madeksza confirmed that several businesses have alley entryways, and the DMA is working with businesses to activate the back doors as another entryway that is closer to convenient parking.

Ms. Madeksza discussed setting up mobile kiosks during community events manned by ambassadors to connect visitors to the MAC and the other downtown businesses and restaurants.

In response to a question from Councilmember Heredia, Mr. McVay explained that the vacancies of the downtown commercial buildings have improved, and City staff is working with the owners to fill the vacant buildings and retain tenants.

Ms. Madeksza identified additional events that the DMA participates in and provided details about the ways they assist, such as street closures and custodial services.

Mr. Cerracchio provided an overview of the Professional Services Agreement and listed the baseline services that are funded through the annual Special Improvement District (SID) 228 assessment, which is only on commercial properties, and he listed the enhanced services funded through the agreement. He detailed the total DMA annual budget amount and the additional request for a special event parking employee. (See Pages 33 and 34 of Attachment 1)

Additional discussion ensued regarding the SID 228 assessment and rates.

Mayor Freeman thanked staff for the presentation.

3. Current events summary including meetings and conferences attended.

Mayor Freeman and Councilmembers highlighted the events, meetings, and conferences recently attended.

4. Scheduling of meetings.

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

Monday, May 12, 2025, 5:15 p.m. – Study Session

Monday, May 12, 2025, 5:45 p.m. – Regular Council

6. Adjournment.

Without objection, the Study Session adjourned at 9:07 a.m.

MARK FREEMAN, 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 8th of May 2025. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK

sr
(Attachments – 1)

Downtown Mesa Association

Efforts to Create a Thriving Downtown FY 2024-2025 Accomplishments FY 2025-2026 Work Plan

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

May 8, 2025



Introduction

What is the DMA?

A non-profit organization formed in 1985 to deliver enhanced services, increase economic growth and champion downtown as a place to live, invest, work, spend time and enjoy.

Mission

We inspire those around us to celebrate local businesses, advance downtown Mesa as a destination and create moments of joy.

Vision

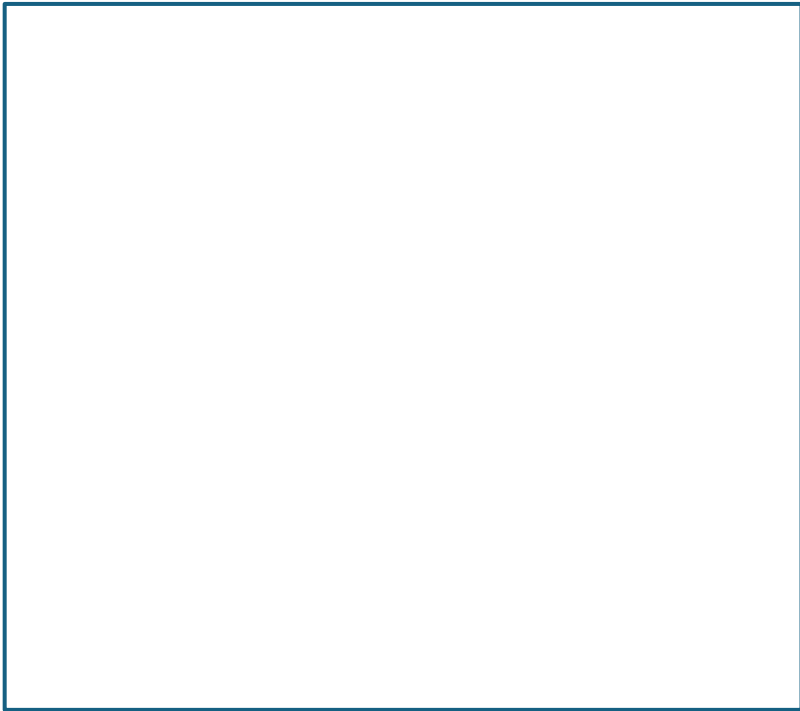
Downtown Mesa is where connection sparks, community thrives and unique experiences are made.



Introduction

About DMA

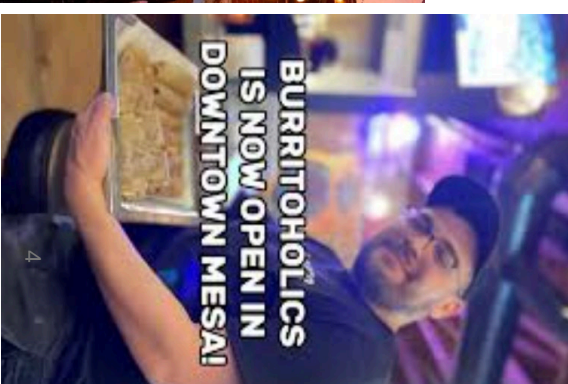
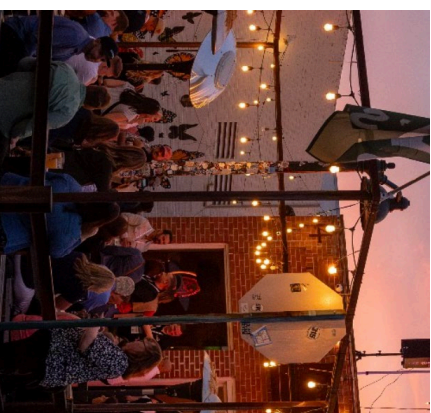
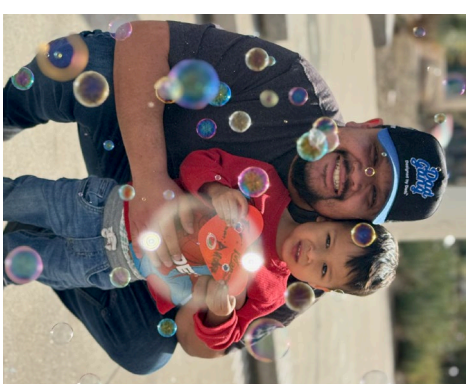
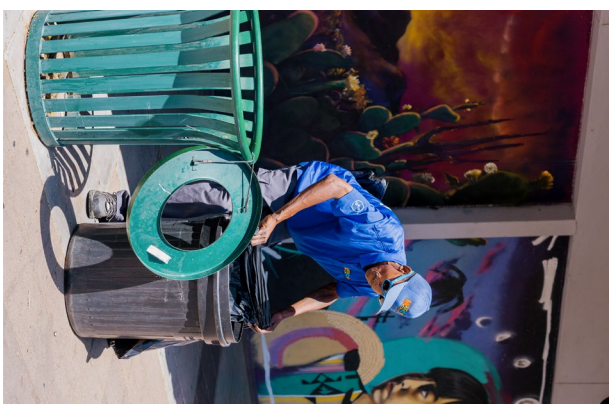
- Oversees a taxing district voted on by property owners
 - 1 sq mile
 - legally defined geographic boundary
- Delivers tangible enhanced services **above and beyond** general municipal services
- Produces a variety of events, promotions and placemaking activities
 - We are the “They” behind many activities
- Does **NOT** have a membership program



Introduction

Priorities of the District

- Improve the appearance and safety of the District
- Increase occupancy in residential and office buildings
- Help attract a variety of new businesses to fill vacant storefronts
- Secure continued investment
- Advocate for catalytic projects and policies as appropriate
- Advance walkability, experience, and placemaking
- Connect downtown residents, employees and visitors to existing businesses
- Continue to offer events and promotions: signature and smaller-scale
- Provide parking management and enforcement services



ADMINISTRATION

Administration

What was new in FY 2024:

- Implemented new internal controls, organizational policies and procedures
- Completed audit and restructured financial reporting
- Strengthened the relationship with partner organizations, including City, Chamber, Visit Mesa, ASU, Local First, etc.
- Rebuilt Clean Team with focus on increased service delivery – more efficient and better reflects zones



OPERATIONS: CLEAN, SAFE, PARKING & BEAUTIFICATION INITIATIVES

Clean Team Ambassadors

New Uniforms & Branding = Bright, Visible, Approachable



ean Team Ambassadors

Team of 5 full-time, trained and uniformed employees that deliver service downtown 7 days a week

July 2024 – April 2025:

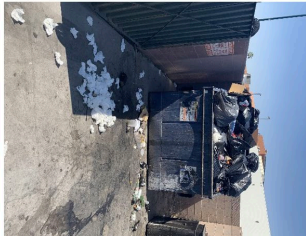
1375 Maintenance Calls Monthly

Bulky Items, Graffiti, Shopping Carts, Overflowing Dumpsters

- 16,000+ Year
- 2024 Logs in December Alone

3 Tons Trash Removed Monthly

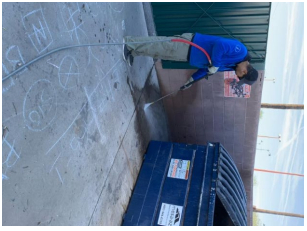
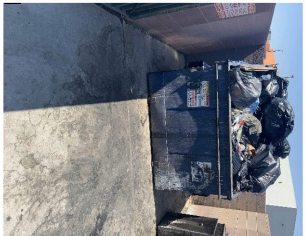
Daily Pressure Washing on Main



BEFORE



AFTER



arking

- Brought Special Event Parking Management in-house and implemented new tracking and reporting system
- Added a Parking Ambassador to provide increased customer assistance and enforcement
- Worked with City staff to add **universal** BLUE parking signs so visitors can easily identify available parking
- Created Free Public Parking A-Frame Signage to assist the public locate free parking on weekends and events
- Managed parking for 73 special events at the MAC - helping support additional downtown investment



PROMOTIONAL & SIGNATURE EVENTS

Downtown Mesa Gift Card



\$14,580

More than **\$14,000**
sold providing a **direct**
benefit to downtown
businesses

41+

Participating **Downtown**
Mesa Merchants, including
Shopping, Dining and
Specialty

uilding Community

Why Events Matter

Events are a vital **tool** for activating public spaces, encouraging economic activity, and building community identity.

- **Family-Friendly and Accessible:** Most DMA events are **free and family-friendly**, reflecting Mesa's reputation as a family-first city.
- **Driving Foot Traffic:** Events bring thousands of visitors to downtown, increasing visibility for local businesses and boosting the local economy.
- **Community Engagement:** Our programming encourages residents to explore and be part of downtown's evolution.
- **Inclusive Atmosphere:** Events are designed to be culturally diverse, safe, and welcoming for every generation.
- **Place-Based Experience:** Events transform everyday streets, plazas, alleyways and other public spaces into destinations of celebration, creativity, and connection.
- **Events Become Necessary:** Uncertainty leads to demand for more community-oriented, unique and either free or low-cost events and programming



Story Time

- Partnership with the MAC
- Small, but BELOVED by parents and kids
- Includes crafts, cookies and juice
- Due to demand - expanded from occasional to weekly series in December and the Spring
- Activating The Plaza at Mesa City Center
- Connects families to businesses mid-day, weekday



FREE

**LET'S PLAY
DRAMA STORYTIME**

A ZOOPLASTIC STORY ADVENTURE WITH
CHARACTERS GREAT AND SMALL!

INCLUDES:
STORY - CRAFT - SNACK

MARCH 8TH STORY: CHARLES' CANT DANCE CRAFT: PUPP SHIRT STORY: IF YOU GIVE A MOUSE A COOKIE CRAFT: COOKIE CUT-OUTS	MARCH 13TH STORY: BARK GERMIE CRAFT: PUPPY EYES STORY: HOW TO PAINT LIKE A SHARK CRAFT: PAINT CROCOD
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**EVERY THURSDAY
IN MARCH
10AM**

**THE PLAZA
56 E. MAIN STREET
DOWNTOWN MESA**


@DOWNTOWNMESA
DOWNTOWNMESA.COM

Bar and Food Crawls

- Direct benefit to businesses – drives spending
- Well attended – increasing ticket sales
- Light lift for DMA and businesses
- Raises awareness for restaurants and bars



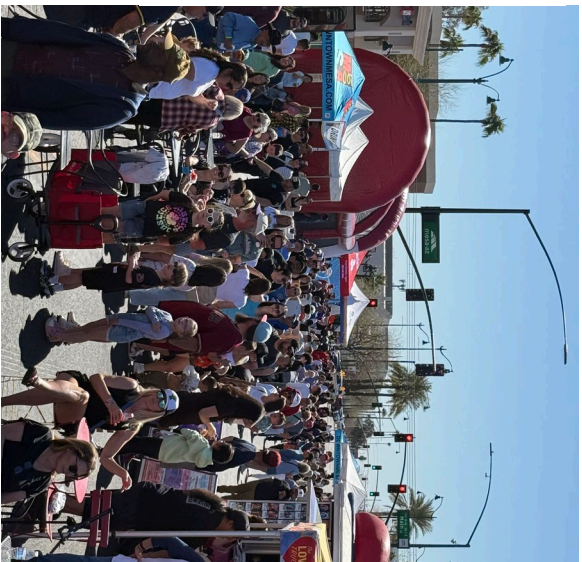
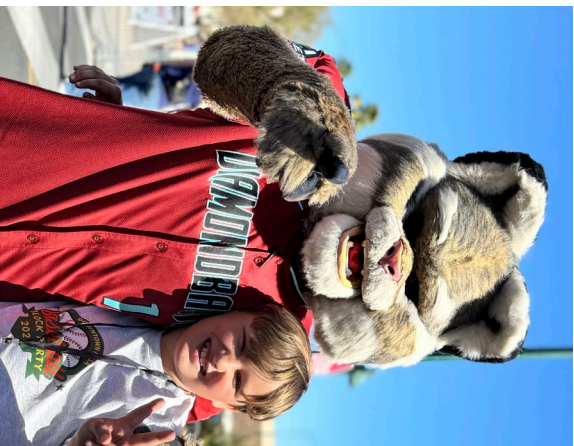
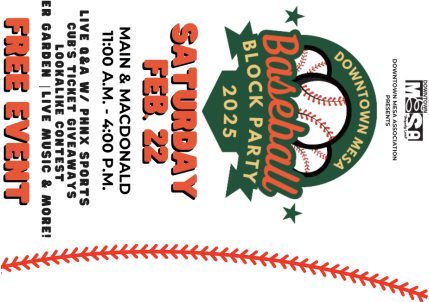
Jingle Bars: Holiday Bar Crawl

SATURDAY, DECEMBER 7 | 7-9PM

DRESS IN YOUR FAVORITE
HOLIDAY ATTIRE & ENJOY
EXCLUSIVE HOLIDAY CRAFTED
DRINKS AT 15+ DOWNTOWN
MESA BARS & RESTAURANTS.

21+ EVENT





Baseball Block Party

- 2nd annual event – FREE!
- 2,500 attended
- Celebration of spring training and baseball
- Inflatables, crafts, live music, giveaways, look alike contests
- VIPs including elected officials, sports podcasters, Baxter, Sparky
- Made possible through sponsorship from Visit Mesa

Easter

- 4,000+ visitors throughout the event
- 16,000+ Easter eggs hidden at the City Plaza and along Main Street
- 20+ businesses participated in the egg hunt
- Free activities, arts and crafts, Easter Bunny photos, face painting and interactive entertainment



FREE

EASTERN
EGGSTRAVAGANZA

PRESENTS
**EGG HUNT, EASTER BUNNY PICS,
ARTS & CRAFTS, & MORE!**

SATURDAY, APRIL 19TH
10AM - 1PM

EGG HUNT BEGINS AT 10:00 AM ALONG MAIN STREET AND OVER 20
PARTICIPATING BUSINESSES!

PLEASE BRING YOUR OWN BASKET
EGGS AVAILABLE WHILE SUPPLIES LAST

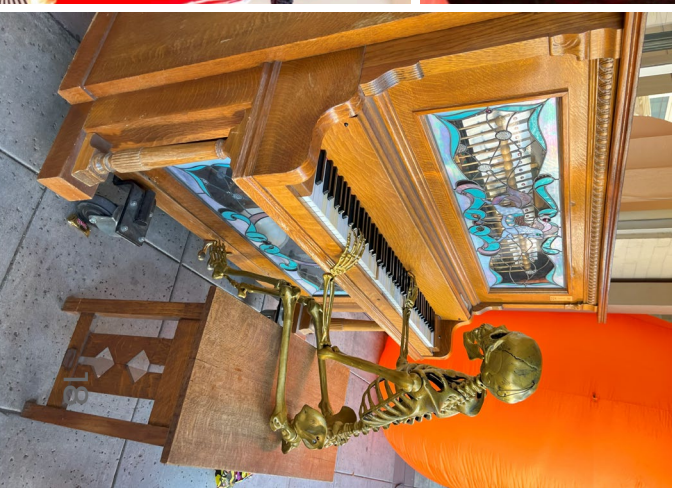

SPONSORED BY
FiberFirst
A T-Mobile Company





Haunting on Main Street

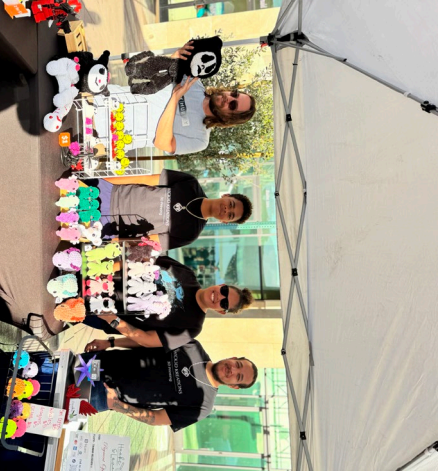
- 2,000+ visitors throughout the day
- 30 merchant & museum trick-or-treat stations
- Distributed over 10,000 pieces of candy to participants
- Continued Window Décor Contest, added participating businesses





BBQ Classic

- 2nd annual barbeque competition
- 5,000+ attendees
- 40+ teams made up of award-winning pitmasters from around the region
- All-ages, food trucks, barbeque, live music
- Made possible through sponsorship with Visit Mesa



Sunset Markets

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

Merry Main Street

- Holiday night market on Main & Macdonald
- 40+ vendors
- 10,000+ attended the first weekend
- Princess parties
- Cookies & Cocoa with Santa SOLD OUT





COOUMWINTOWN
MESA
Celebrating Hispanic Heritage

MESA'S MENORAH LIGHTING CEREMONY

WEDNESDAY, DECEMBER 25 | 5-7PM
THE POST 26 N. MACDONALD

Celebrate Hanukkah
with a menorah
lighting, special
prayers, and food.



FREE



Menorah Lighting

- Part of Merry Main Street
- Beloved tradition bringing hundreds into downtown
- Complimentary snacks and crafts inside The Post
- Led by Rabbi Blotner

**NOON
YEAR'S EVE**

**TUESDAY, DEC. 31ST
10AM-1PM
MAIN & MACDONALD**

A family-friendly
celebration and
countdown to
the New Year!

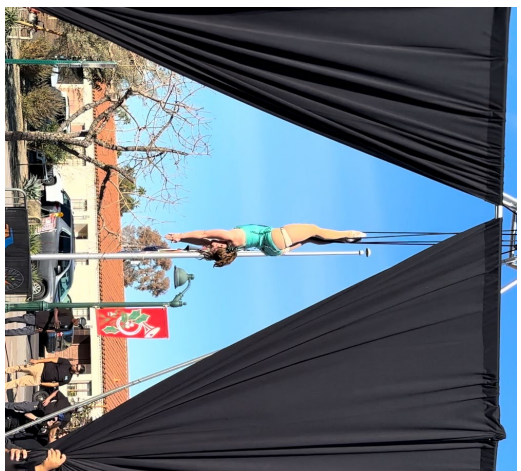
Sponsored by:
FiberFirst VISIT MESA
CITY PARTNER

**SPARKLING
APPLE CIDER**

**PROWINTOWN
MESA**
*Building Progress. One
Step at a Time.*



[More info](#)



Noon Years Eve

- Inaugural event – 5,000+ attended
- Free, family-friendly with crafts, live music, food trucks, crafts, photo booth
- Countdown to 12 noon includes Mesa's own Diving Lady and a colorful fireworks show
- Sparkling apple cider toast for a memorable new year
- Received proclamation as an official day
- Made possible through sponsorship from Visit Mesa

BUSINESS ENGAGEMENT

Business Engagement

- Partnered with OUT and Economic Development to host a broker tour highlighting downtown. +20 attended
- Supported business-to-business collaboration
- Began collecting information on downtown businesses to develop a better system for communication, understanding of current businesses, and opportunities to attract new businesses
- Organized promotional efforts to increase spending in businesses, including our holiday passport, bar and food crawls



Marketing & Communications

- Conducted a comprehensive audit of existing digital marketing efforts and developed strategy for growth and added engagement
 - 35% increase in engagement over FY 23-24
 - 20% increase in email open rates over FY 23-24
- Developed SOPs and implemented streamlined processes for social media and digital initiatives
- Developed graphics and new branding for seasonal messaging, signature and weekly events resulting in a more recognizable identity for DMA and downtown

Happening This Week

DOWNTOWN MESA

THURS 29
TRIVIA w/ GEEKS WHO DRINK
7pm-10pm @ B.L. Taproom & Arcade

THURS 29
THE CHAOS COMEDY SHOW
7pm @ Neighborhood Comedy Tavern

FRI 30
BLENDER BUDDIES
4pm-6pm @ Hartsync Labs

FRI 30
3D PRINTING BASICS
7pm-10pm @ Hartsync Labs

For more information: www.downtownmesa.com

DOWNTOWN MESA ASSOCIATION PRESENTS

DOWNTOWN MESA
Happy Holidays

Merry Main Street Marketplace
NOV 29 | 5-9PM
A HOLIDAY EDITION OF MARKETPLACE featuring LOCAL VENDORS, ARTISTS & LIVE MUSIC

Christmas Tree Lighting Ceremony
NOV 29 | 5-9PM
JOIN US FOR FESTIVE HOLIDAY MUSIC AND LIGHTING CEREMONY

Jingle Bars: Holiday Bar Crawl
DEC 7 | 2-4PM
A HOLIDAY EDITION OF BARS AROUND DOWNTOWN

Cocoa with Santa
DEC 11 | 5-7:30PM
JOIN US FOR COOKIE DECORATION AND MEET WITH SANTA AND MORE!

Scan for the Full Events Calendar

GOALS & WORK PRIORITIES FY 2025 - 2026

Workplan & Goals

FY 2025 - 2026

Guiding Principles:

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



WHAT'S WORKING

- Continued work of the Clean Team
- Free, family-friendly events & program m in g
- Collaboration with the City
- Parking Management and Enforcement
- Development, Increased Investment
- Community Interest in Downtown Mesa
- Special Event Parking Management



OPPORTUNITIES

- Continue to add program m in g that drives people downtown and increases spending in businesses
- Develop support for a collaborative marketing effort
- Partner more with MAC, Convention Center, Amphitheater, Visit Mesa, Co-Hoots, ASU, MIX
- Focus on connectivity, wayfinding and beautification efforts
- Grow sponsorship of DMA signature events
- Strengthen business attraction efforts and continue to work with existing businesses to ensure overall health
- Produce new parking collateral and continue to improve signage and messaging
- Collect data and report monthly



Priorities – A Look Ahead

Marketing & Business Engagement

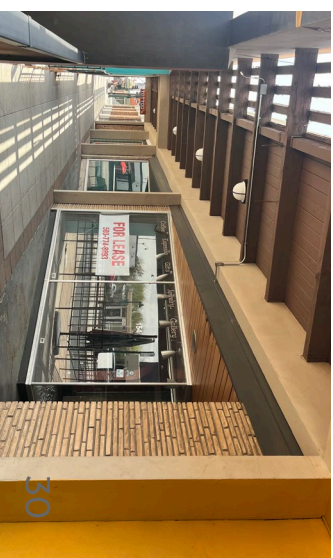
- Lead a collaborative marketing / PR effort to tell the story of downtown as a premier destination ***
- Refresh DMA branding and public -facing messaging
- Select new database that houses information on businesses and owners
- Restructure and launch a regular schedule of stakeholder meetings and communications methods
- 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

Operations

- Identify opportunities for improved maintenance of public spaces
- Develop new monthly reporting of Clean Team activities
- Launch new Mobile Information Kiosk to connect patrons to businesses
- Identify opportunities for beautification throughout downtown – trees / shade, public art, alley activation, lighting, kiosks, etc.
- Produce new collateral highlighting parking locations & identify potential for added parking inventory

Advocacy

- Support City -led studies looking at micro -mobility, retail and convention center / amphitheater
- Champion projects and policies that positively affect downtown



CITY PARTICIPATION

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:

Baseline Services

Funded through the annual SID 228 assessment and City voluntary self assessment -

- Clean Team Ambassadors
- Pressure Washing
- Promotion / Marketing
- Weed Control / Graffiti Abatement
- Business Development

Enhanced Services

Funded through the Professional Services Agreement

- Parking management and enforcement
- Promotional programming
- Banner & kiosk program
- Special Event production – 3 per year minimum
- Enhanced public space management
- Maintenance of Plaza at Mesa City Center

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 \$367,796.19	City Voluntary Self-Assessment – City-Owned Property \$240,763.36	Enhanced Services \$441,404.05
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PROFESSIONAL SERVICES AGREEMENT

2025 - 2026

DMA Annual Budget Amount

\$1,049,963.60

Special Event Parking Fund

Allotment

\$50,000