

COUNCIL MINUTES

April 20, 2023

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 April 20, 2023, at 7:30 a.m.

COUNCIL PRESENT

John Giles
Francisco Heredia
Jennifer Duff
Mark Freeman
Alicia Goforth
Scott Somers
Julie Spilsbury

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

(Items on the agenda were discussed out of order, but for the purpose of clarity will remain as listed on the agenda.)

1-a. Hear a presentation, discuss, and provide direction on Economic Development Department budget including the Education and Workforce Office.

Economic Development Director William Jabjiniak introduced Assistant Economic Development Director Jaye O'Donnell, Economic Development Deputy Director Lori Collins, Education and Workforce Administrator Sarah Tolar, and Management Assistant II Chris Molnar, and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. Jabjiniak reviewed the purpose of the Economic Development Department. He stated the lines of service align with the City's strategic plan with the goal of enhancing the economy in the entire city. He outlined the priorities and opportunities for small business development and expanding real estate development. He noted companies that have been successfully recruited to Mesa. (See Pages 2 through 4 of Attachment 1)

Mr. Jabjiniak gave an overview of the performance measures for the Department. He pointed out the increase in new and retained jobs for 2023, as well as an increase in average annual wages based on attracting better quality jobs. He remarked capital investments are currently at \$1.42 billion. (See Pages 5 through 8 of Attachment 1)

Ms. O'Donnell summarized the Department's expenditures and revenues, adding both have remained static over the last few years. She reported the increase in 2022 included the addition for the Small Business Assistance Program. She identified the programs included in the economic investment projects. (See Page 9 of Attachment 1)

Ms. Tolar informed the Council that the Workforce Development strategy is a collaborative effort between the Economic Development Department and Education and Workforce. She mentioned Workforce Development continues to be at the forefront of City initiatives.

Ms. Collins elaborated that the strategy focuses on services provided to businesses and the community. She added the strategy is to respond, support, and adapt to meet the needs of residents and encourage further education to secure a good job. (See Page 10 of Attachment 1)

Ms. Tolar announced through surveys and focus groups, the common theme that emerged was the need for connection and information between education and industry. She stated the key areas include equitable access to career exploration and advancement, a singular technology platform, and a feedback loop between industry and education to share information.

Ms. Collins discussed the opportunity for the City of Mesa (COM) to customize a tool leveraging existing framework that would encourage connections between the stakeholders. She stated Pipeline AZ was launched several years ago, has approximately 530 Mesa companies in the system, and connects people to jobs. (See Page 11 of Attachment 1)

Ms. Tolar expanded that for educators and students, the goal is to help create a path to employment. She said Mesa Public Schools (MPS) integrates career exploration starting as early as fourth grade and pointed out the benefit of utilizing additional tools throughout the students' educational path to achieve success. She emphasized the importance of having a Mesa-specific platform that works with COM developers to provide training and data that is beneficial to Mesa residents and students.

Discussion ensued relative to the benefits of partnering with Pipeline AZ by adding a Mesa brand that directly connects with Mesa education assets, the Education and Career Action Plan (ECAP) that high school students complete, and the data that will be utilized to ensure long-term goals are achieved.

Councilmember Spilsbury identified the work being done by the Education and Workforce Roundtable and how each of the tools provides more opportunities to clearly identify the multiple paths that are available and help fill gaps for employers.

Ms. Tolar shared the three-year pilot costs for the Workforce Development program, which will help determine what the community needs are. (See Page 12 of Attachment 1)

Ms. Collins highlighted the key performance indicators that will provide data to measure success. (See Page 13 of Attachment 1)

In response to a question posed by Councilmember Spilsbury, Mr. Jabjiniak clarified that the \$98,000 for Workforce Development is separate from the Economic Development budget.

Responding to additional questions from Councilmember Spilsbury, Ms. Collins indicated the program will take approximately five months for development and Mesa would be the first to have a specific brand with Pipeline AZ.

Councilmember Somers commented on the concern in District 6 to attract high-quality retail and diverse restaurant establishments for the demographics. He compared the sales tax revenue for surrounding cities.

Mr. Brady discussed opportunities to bring in project-specific experts or consultants to deliver the desired resources.

Councilmember Freeman stated Mesa has had a history of being a community that exported their workforce, and the metrics is changing with an objective of keeping the workforce in Mesa which will increase sales tax revenue. He asked for more details on why the economic environment is changing.

Mr. Jabjiniak responded that decision making has slowed down in preparation for any decline in the economy. He mentioned the increase in demand for smaller spaces under 25,000 square feet and having to react to market changes, which brings uncertainty.

Responding to a question from Vice Mayor Heredia, Mr. Jabjiniak described the office market as slowing down, which tends to be higher quality jobs. He remarked the COM has been focused on manufacturing versus warehouse. He explained vacancy rates in the industrial market are still favorable.

Councilmember Duff discussed looking at land use and design to create environments where people want to connect to have neighborhood experiences.

Mayor thanked staff for the presentation.

1-b. Hear a presentation, discuss, and provide direction on Community Services Department budget.

Community Services Director Ruth Giese introduced Senior Fiscal Analyst Mischelle Durkovic and displayed a PowerPoint presentation. **(See Attachment 2)**

Ms. Giese reviewed the Community Services Department public purpose, adding the Housing Path to Recovery is used as a framework to identify gaps and for proposed budget adjustments. She mentioned \$1.3 million in federal funding has been expended for housing and crisis services this fiscal year. (See Pages 2 and 3 of Attachment 2)

Ms. Durkovic shared the expenditure and revenue summary. She said the budget consists primarily of federal funds. She added for Fiscal Year (FY) 23/24, Community Services will be restructuring the budget to align with the public purpose. (See Page 4 of Attachment 2)

Ms. Giese highlighted the four Department priorities. She mentioned the goal is to have 96% of the housing vouchers utilized by the end of 2023. She stated an additional housing specialist will ensure the priorities and goals are met. She discussed the increase in funding sources and local allocations since FY 18/19 and requested two additional community development assistants. She stated each funding source has different compliance requirements. (See Pages 5 through 8 of Attachment 2)

Responding to a question from Councilmember Duff, Ms. Giese explained the Economic Development Initiative (EDI) is a new funding source that will match a \$300,000 Housing and Urban Development (HUD) grant for the Downtown Small Business Revitalization and Rehab Program.

Ms. Giese continued by saying expanding services to meet the needs of the community through the creation of the Office of Homeless Solutions is a priority and will coordinate the citywide

homeless strategy and oversee contracts and programs to strengthen how homelessness is addressed. She discussed the request for a marketing and communications director to enhance outreach. (See Pages 9 and 10 of Attachment 2)

Ms. Giese introduced Solid Waste Director Sheri Collins who reported on the utilization of the Community Clean-up Program and the plan to increase capacity of the program by focusing on the areas of underutilization. (See Page 11 of Attachment 2)

Ms. Collins provided an overview of the Community Clean-up Program. She indicated that 55% of the users are previous customers.

Discussion ensued relative to the Community Clean-up Program, the involvement of Community Engagement to connect with the community, and the differences between curbside and roll-off pickup.

Ms. Giese outlined the steps to launch the program, which will be a phased approach beginning in January. She updated Council on the Human Services funding totals. She summarized the Grant Fund adjustments and General Fund adjustments. (See Pages 12 through 15 of Attachment 2)

Responding to a question from Councilmember Spilsbury regarding homeless coordination with the Police Department, Mr. Brady explained that homelessness is a long-term issue that affects multiple departments, which has led to the Office of Homeless Solutions to be the contact point for the City.

In response to a question by Councilmember Duff relative to eviction assistance, Deputy City Manager Natalie Lewis gave an overview of the efforts that begin at the County level which then works with cities to provide aid. She acknowledged the capacity issues that affect the non-profits.

Additional discussion ensued on the collaboration that occurs between the City, non-profit partners, and regional partners to confront the homelessness issue.

Mayor Giles thanked staff for the presentation.

Mayor Giles declared a recess at 9:07 a.m. The meeting reconvened at 9:16 a.m.

1-c. Hear a presentation, discuss, and provide direction on the Library Department budget.

Library Director Polly Bonnett introduced Management Assistant II Tony Garvey, who displayed a PowerPoint presentation. **(See Attachment 4)**

Ms. Bonnett shared the public purpose for the Mesa Public Library (MPL). She played a video to highlight programs and events MPL has worked on over the past year. (See Pages 2 and 3 of Attachment 4)

Ms. Bonnett mentioned that MPL has updated the strategic plan priorities to address community expectations. She commented that the feedback received clearly defined four priorities and discussed the four categories. (See Page 4 of Attachment 4)

Ms. Bonnett identified the FY 23/24 priorities. She stated the NorthStar Digital Literacy Assessment is in partnership with the Workforce Center and is software to assess computer skills

and recommend certified training courses. She reported Lynda.com is a subscription that provides training models and courses. She mentioned Story Spot is a kiosk that offers one-, three-, or five-minute stories. She spoke about the Monterey Park Express Library that will have automated extended access, adding Dobson Ranch is implementing extended access from 7:00 a.m. to 9:00 a.m. that is available once a patron has gone through the training and signed the waiver. (See Page 5 of Attachment 4)

Ms. Bonnett reviewed the revised FY 22/23 budget, stating the year-end estimate savings is mostly due to vacancy savings, in addition to funding for the bookmobile being moved to the Fleet budget for procurement of the vehicle. She commented that the FY 23/24 proposed budget is increased based on one-time costs associated with the Southeast Library building and personnel costs. (See Pages 6 and 7 of Attachment 4)

Ms. Bonnett requested three positions to assist in outreach services, including a supervisory librarian, a librarian II, and library assistant. (See Page 8 of Attachment 4)

Ms. Bonnett outlined the library performance measures of circulation, collection turnover rate, cards issued, and in-house visits. She said the summer reading program last year had over 9,000 participants. She mentioned the value of a library card campaign that partnered with 40 local businesses to offer discounts by showing your library card. (See Pages 9 through 11 of Attachment 4)

Responding to multiple questions from Vice Mayor Heredia, Mr. Brady gave an update on the Monterey Express Library, which is expected to be completed in August or September of this year. He continued by saying if the Express Library in the park concept works, then additional park libraries can be considered.

Mayor Giles thanked staff for the presentation.

1-d. Hear a presentation, discuss, and provide direction on Arts and Culture Department budget.

Arts and Culture Director Cindy Ornstein introduced Arts and Culture Assistant Director Illya Riske, who displayed a PowerPoint presentation. **(See Attachment 3)**

Ms. Ornstein presented the vision and mission of the Arts and Culture Department. She highlighted the priorities and objectives for the upcoming year delivered through the Arizona Museum of Natural History (AZMNH), the i.d.e.a. Museum, and the Mesa Arts Center (MAC) programs. (See Pages 2 and 3 of Attachment 3)

Ms. Ornstein shared the membership performance measures. (See Pages 4 and 5 of Attachment 3)

Mr. Riske commented that program participation, museum admission, and ticket sales have returned to pre-COVID levels. He pointed out the monthly revenue for FY 22/23. He detailed the participation performance measures and revenue for the AZMNH, i.d.e.a. Museum, and MAC. (See Pages 6 through 12 of Attachment 3)

Mr. Riske recapped the total earned and contributed revenues for Arts and Culture. He identified the total resources available by FY and total expenses. He added the proposed budget includes the requested increases. (See Pages 13 and 14 of Attachment 3)

Ms. Ornstein asked for a museum education assistant to expand engagement in the community, a chief curator to assist in setting the strategic vision for the museum, and a consultant for museum master planning to establish the direction for the museum. She noted the additional requests covered by reserves and earned revenues from the Arts and Culture fund. (See Pages 15 through 18 of Attachment 3)

Ms. Ornstein summarized the requested budget adjustments for Arts and Culture. She mentioned that key Council strategic priorities are addressed by the activities. (See Page 19 of Attachment 3)

In response to a question from Councilmember Goforth, Ms. Ornstein advised that the Arts and Culture fund is the earned income that is generated from programs and ticket sales. She added the COVID relief grant allowed the fund to grow. She said the goal is to keep a balance in the fund for emergencies and new opportunities.

Responding to questions from Councilmember Spilsbury, Ms. Ornstein explained that adjunct instructors can be used when needed. She remarked that the AZMNH has an education staff.

Museum Administrator Simon Tipene Adlam elaborated the education department does outreach and engagement within the community.

Mr. Brady stated bond discussions will begin in the fall to consider all the interests for the November 2024 election.

Further discussion ensued regarding the proposed AZMNH masterplan and updating the current i.d.e.a. Museum masterplan.

In response to a question from Councilmember Goforth regarding the return on investment (ROI), Mr. Tipene Adlam provided the ROI for surrounding states, adding he will be doing additional research to delve into the data to try to understand why certain states have a higher ROI.

Ms. Ornstein reported staff will bring the results of the National Arts and Economic Prosperity study to Council, which is normally done every five years but the last one was delayed due to COVID. She mentioned for the first time that the entire state of Arizona is participating and will provide the full economic impact of the arts in Arizona.

Mayor Giles stated he is proud of the arts programs within the COM and he supports additional bonding to increase capacity of the AZMNH. He said he would like to see the i.d.e.a. Museum and AZMNH come up to the MAC in terms of quality of facilities.

Mayor Giles thanked staff for the presentation.

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

2-a. Audit, Finance and Enterprise Committee meeting held on March 23, 2023.

It was moved by Councilmember Somers, seconded by Councilmember Spilsbury, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Giles–Heredia–Duff–Freeman–Goforth–Somers–Spilsbury
ABSENT– None
NAYS – None

Carried unanimously.

3. Current events summary including meetings and conferences attended.

Mayor Giles 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:

Thursday, April 27, 2023, 7:30 a.m. – Study Session

5. Adjournment.

Without objection, the Study Session adjourned at 10:32 a.m.



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 20th day of April 2023. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

la
(Attachments -4)



Office of Economic Development

April 20, 2023

Bill Jabjiniak, Economic Development Director

Jaye O'Donnell, Assistant Economic Development Director

Lori Collins, Deputy Economic Development Director

Chris Molnar, Management Assistant II

Sarah Tolar, Education and Workforce Administrator

Fiscal Year 2023/24

Public Purpose

OUR PURPOSE IS TO
support the creation of quality jobs,
promote direct investment,
promote a culture of quality,
increase prosperity, and
improve life for residents.



ities/Lines of Service

Business Attraction, Retention and Expansion (BRE)

Small Business Development / Entrepreneurship

Redevelopment / Revitalization

Workforce Development / Talent Attraction

rities/Opportunities

Priorities

- Emphasizing Small Business and Workforce

Opportunities

- Improved Real Estate Inventory
- Adaptive Reuse / Redevelopment / Revitalization

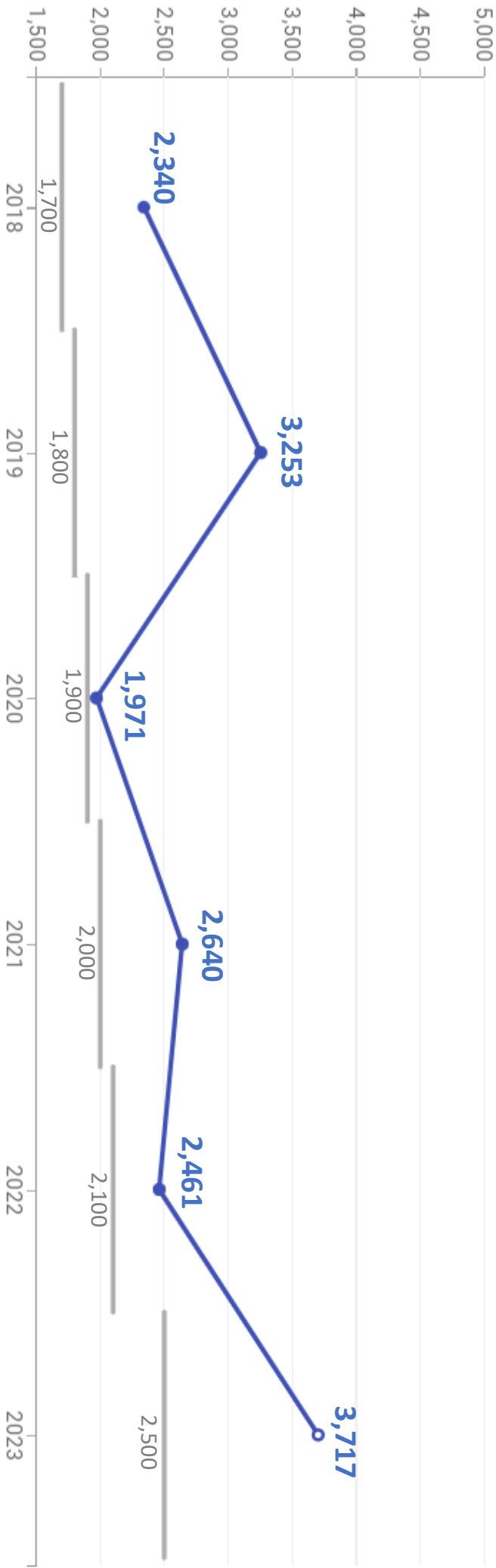


Performance Measures Overview

	GOAL	AS OF 4/17/23	% OF GOAL MET
# Announced New/Retained Jobs	2,500	3,717	149%
Avg Annual Wage of Jobs Created/ Retained	\$56K (135% of county median wage)	\$64.7K	116%
Capital Investment Announced	\$750M	\$1.42B	189%

Performance Measure

Announced New and Retained Jobs Cumulative YTD

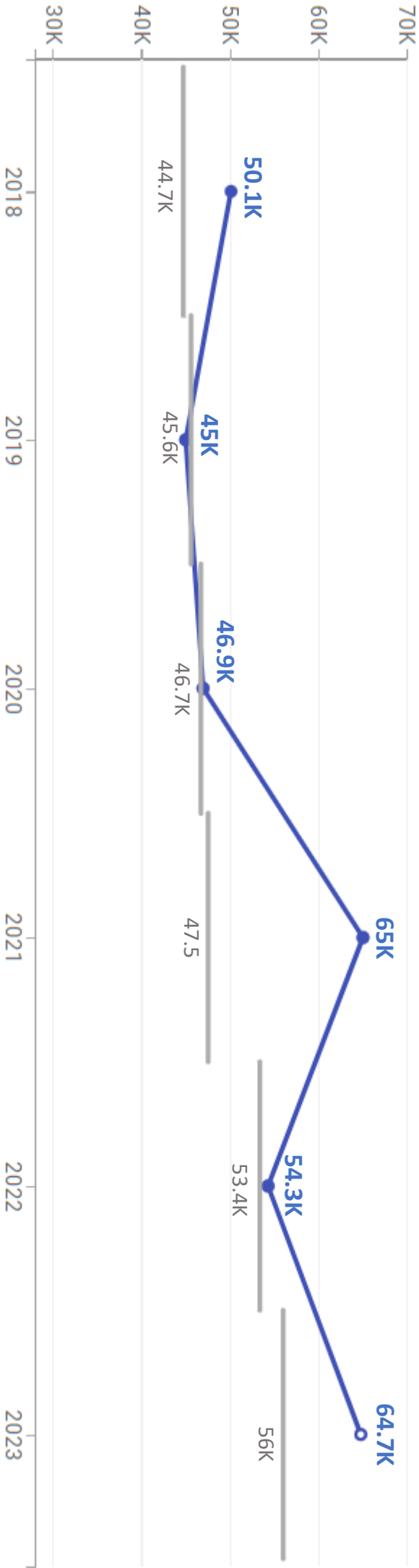


Actuals

Target

Performance Measure

Average Annual Wage of New Jobs Announced and Jobs Retained



Actuals

Target

Performance Measure

Capital Investment - Announced



Actuals

Target

Expenditure & Revenue Summary

Core Business Process	FY 21/22 Year End Actuals	FY 22/23 Revised Budget	FY 22/23 Year End Estimate	FY 23/24 Proposed Budget
Expenditures				
Building a Sustainable Community	\$1.4	\$1.6	\$1.5	\$1.6
Creating and Retaining Quality Jobs	\$2.8	\$3.0	\$2.9	\$2.9
Economic Investment Projects	\$2.8	\$3.9	\$3.7	\$3.5
Expenditure Total:	\$7.0	\$8.6	\$8.2	\$8.0
Revenues				
Economic Investment Projects	\$2.8	\$3.3	\$2.8	\$3.0
Revenue Total:	\$2.8	\$3.3	\$2.8	\$3.0

Dollars in Millions

NOTE: Individual lines shown may not be exact due to rounding

ation & Workforce Development Initiative

A CITY-WIDE EFFORT: BUILDING A THRIVING WORKFORCE

Services to Business -

Office of Economic Development

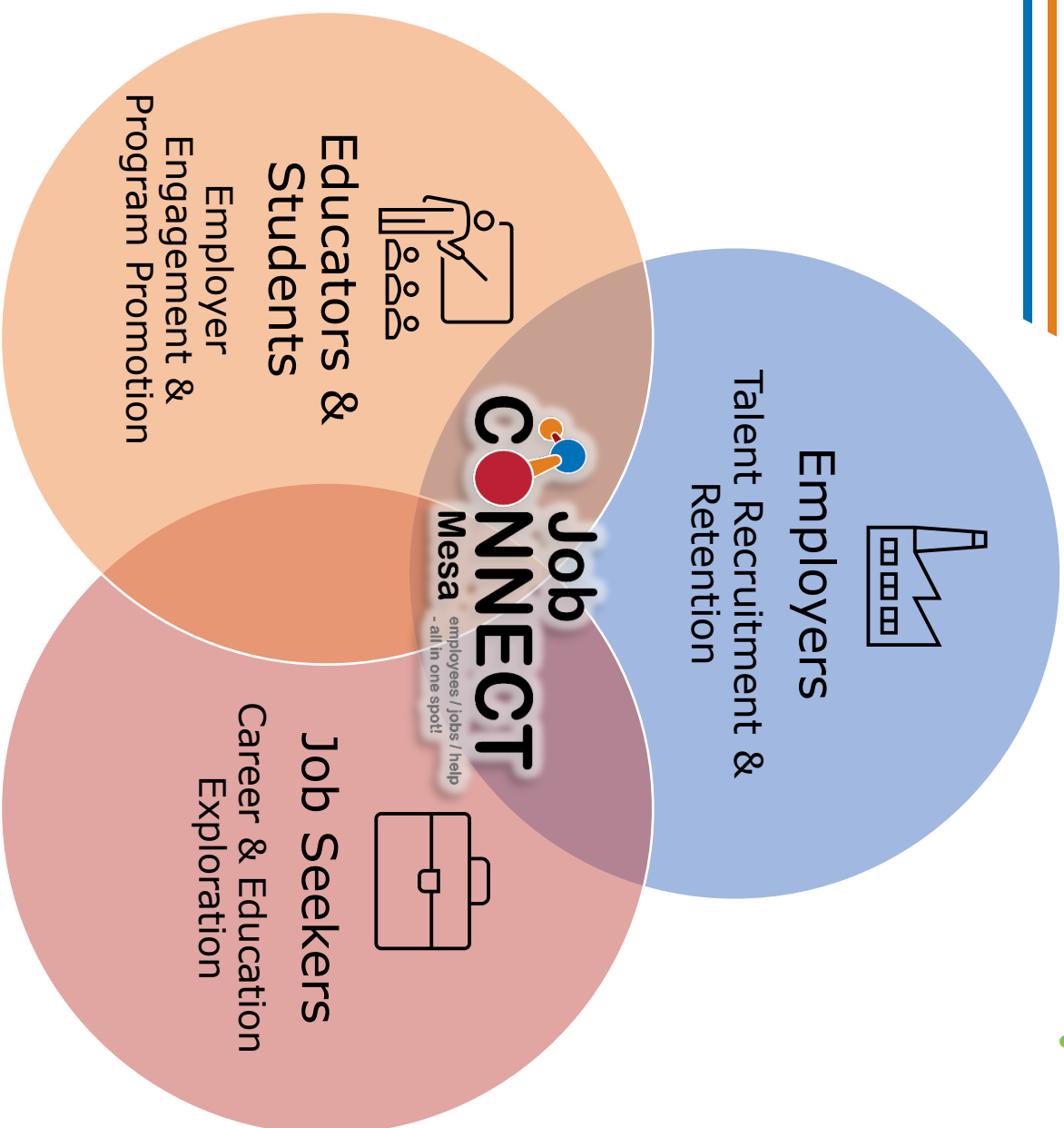
Services to Community -

*Education & Workforce Office /
Workforce Center @ Mesa*





force Development

via
 PipelineAZ



Workforce Development

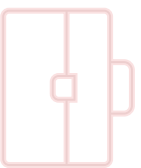
Adjustment	Amount	Council Strategic Priorities
Platform Development + Maintenance Cost (Year 1)	\$61,900	 Skilled & Talented Workforce  Strong Community Connections
Ongoing Maintenance + Support (Year 2+)	\$18,200	
3 Year Pilot Total	\$98,300	

does success look like?

Project Key Performance Indicators: Impressions, Click-Through Rate, Referrals to Partner Organizations



Employers: Single interface for recruiters to work with talent and career navigators



Job Seekers: Ability to use single sign-on architecture across all stages of career



Educators & Students: Promotion of career pathways. Data on students' career interest and aptitude to inform employer engagement

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Community Services

April 20, 2023

Ruth Giese, Community Services Director

Mischelle Durkovic, Senior Fiscal Analyst

Fiscal Year 2023/24

Public Purpose

Strengthening our community by providing housing assistance, animal advocacy and control, community engagement and support of essential community needs for Mesa residents

~ Support ~ Educate ~ Engage ~



Housing Path to Recovery



EMERGENCY

Immediate shelter.
Safety.
Housing Plan.

STABILIZATION

Congregate.
More rules and responsibilities.
Health, recovery, employment needs.

BRIDGE TO SUCCESS

Demonstrated success.
Transitional housing.
Continued support services.
Connect to housing voucher.

RENTAL ASSISTANCE

Rental assistance.
Housing vouchers.

INDEPENDENCE

Move to complete independence.
Home ownership.

Expenditure and Revenue Summary

Core Business Processes	FY 21/22	FY 22/23	FY 22/23	FY 23/24
	Year End Actuals	Revised Budget	Year End Estimate	Proposed Budget
<u>Expenditures</u>				
Admin - Community Services	\$0.0	\$0.0	\$0.0	\$1.3
Animal Control	0.8	0.9	0.9	1.0
Community Engagement	0.7	0.8	0.7	1.3
Human Services	0.0	0.0	0.0	1.1
Community Development	19.5	4.6	4.5	11.6
Housing Services	24.4	58.1	58.8	22.1
Expenditures Total:	\$45.4	\$64.4	\$64.9	\$38.4
<u>Revenues</u>				
Community Development	\$6.8	\$0.3	\$4.1	\$11.5
Housing Services	24.4	53.2	55.7	22.1
Revenues Total:	\$31.2	\$53.5	\$59.8	\$33.6

Dollars in Millions

Apartment Priorities

Priorities

Maximize Housing
Voucher Utilization

Excellence in
Federal Funding
Administration

Expand Services to
Reduce
Homelessness

Educate and Engage
the Community

Opportunities

Efficient
administration of the
waitlist, leasing
success rates,
landlord outreach

Enhance policy
and procedures and
leveraging
technology and data
analytics

Close gaps in
services,
collaborative
methods to maximize
resources

Greater connection,
access and inclusion
to public programs
and services

Challenges

Available owners
willing to lease to our
voucher participants

Regulatory federal
changes, increase in
funding and
monitoring

Individuals in crisis
have needs that have
unique paths to
recovery

Growth in demand
for programs and
partnerships

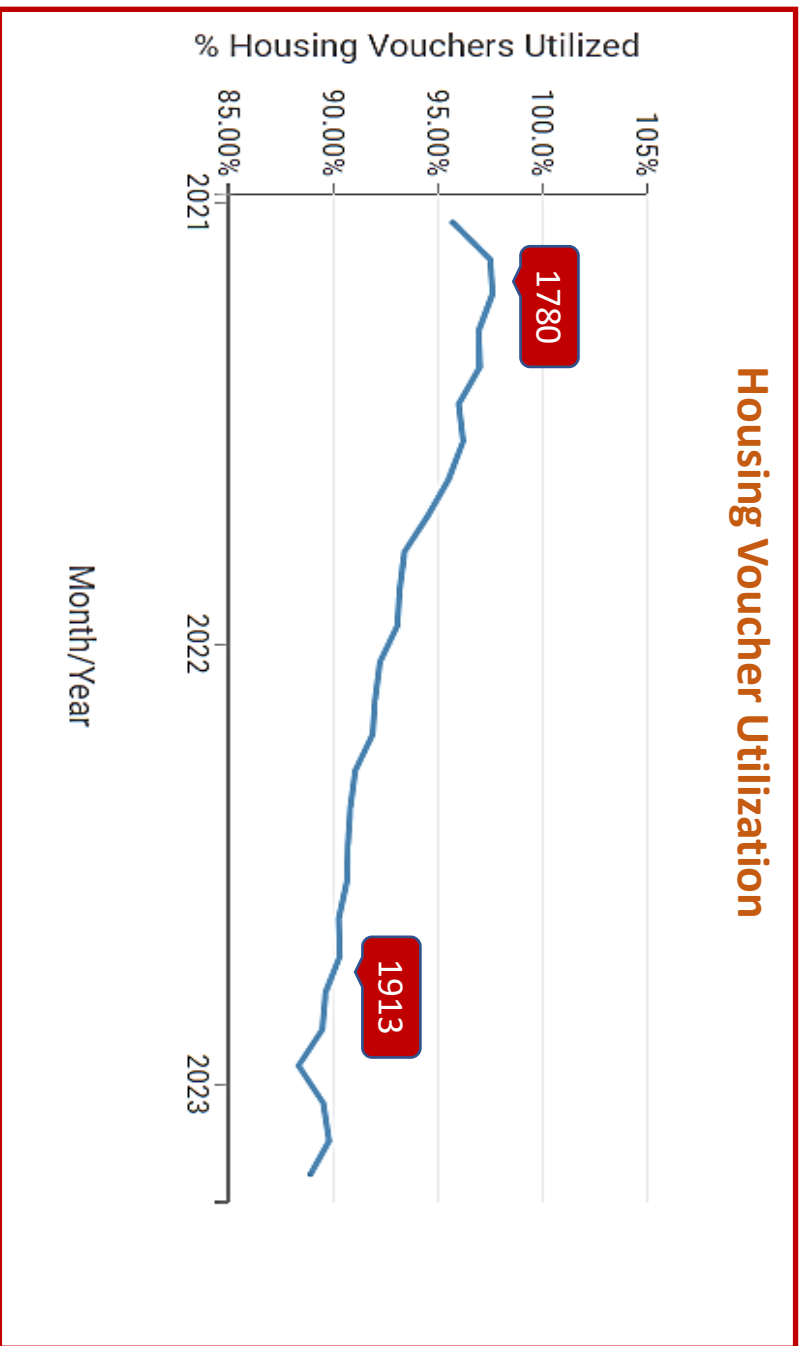
Maximize Housing Voucher Utilization



Efficient administration of the waitlist, leasing success rates, and landlord outreach

Increase the available owners willing to lease to our voucher participants

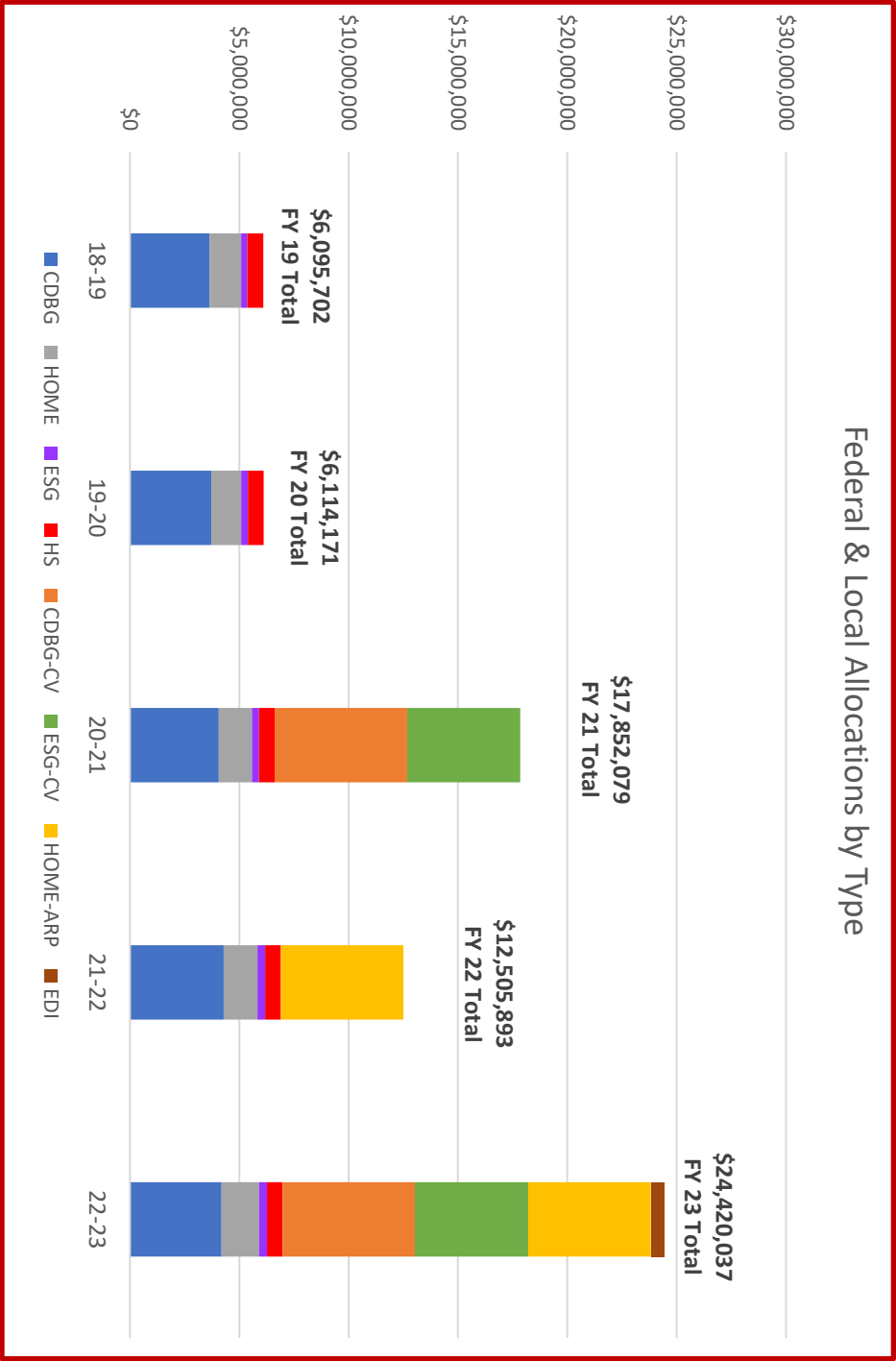
Additional Housing Specialist – Housing Homeless Support (1 FTE)



excellence in Federal Funding Administration

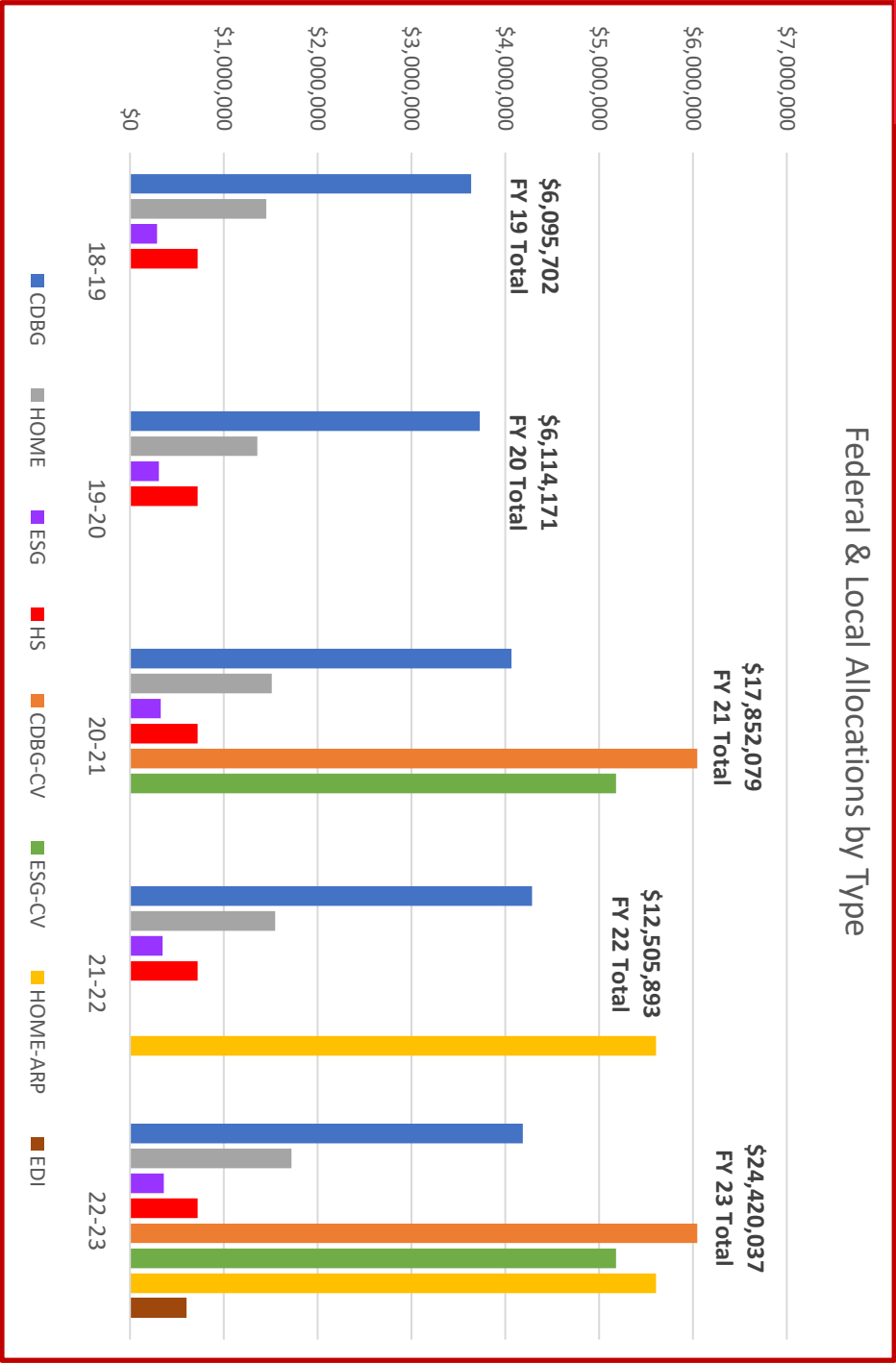


- Enhance policy and procedures and leveraging technology and data analytics
- Regulatory federal changes, increase in funding and monitoring
- Additional Community Development Assistants (2 FTEs)



75% Award Allocation Increase since FY 18-19

excellence in Federal Funding Administration



Each New Funding Source
Represents

New compliance requirements

Additional program monitoring

Added reporting obligations

Expand Services to Reduce Homelessness



Expand and strengthen
Housing Path to Recovery services and
programs

Strategic collaborations
maximize resources

Create Office of Homeless Solutions with
new Manager and Coordinator (2 FTEs)



Age Group	Male (%)	Female (%)	Other (%)
18-24	65	35	0
25-34	60	40	0
35-44	55	45	0

Enhance reach, accessibility and inclusion of public programs and services

Cohesive marketing and communications strategy for department

Marketing & Communications Coordinator to support the department and collaborate with PIO office (1 FTE)



ucate and Engage the Community

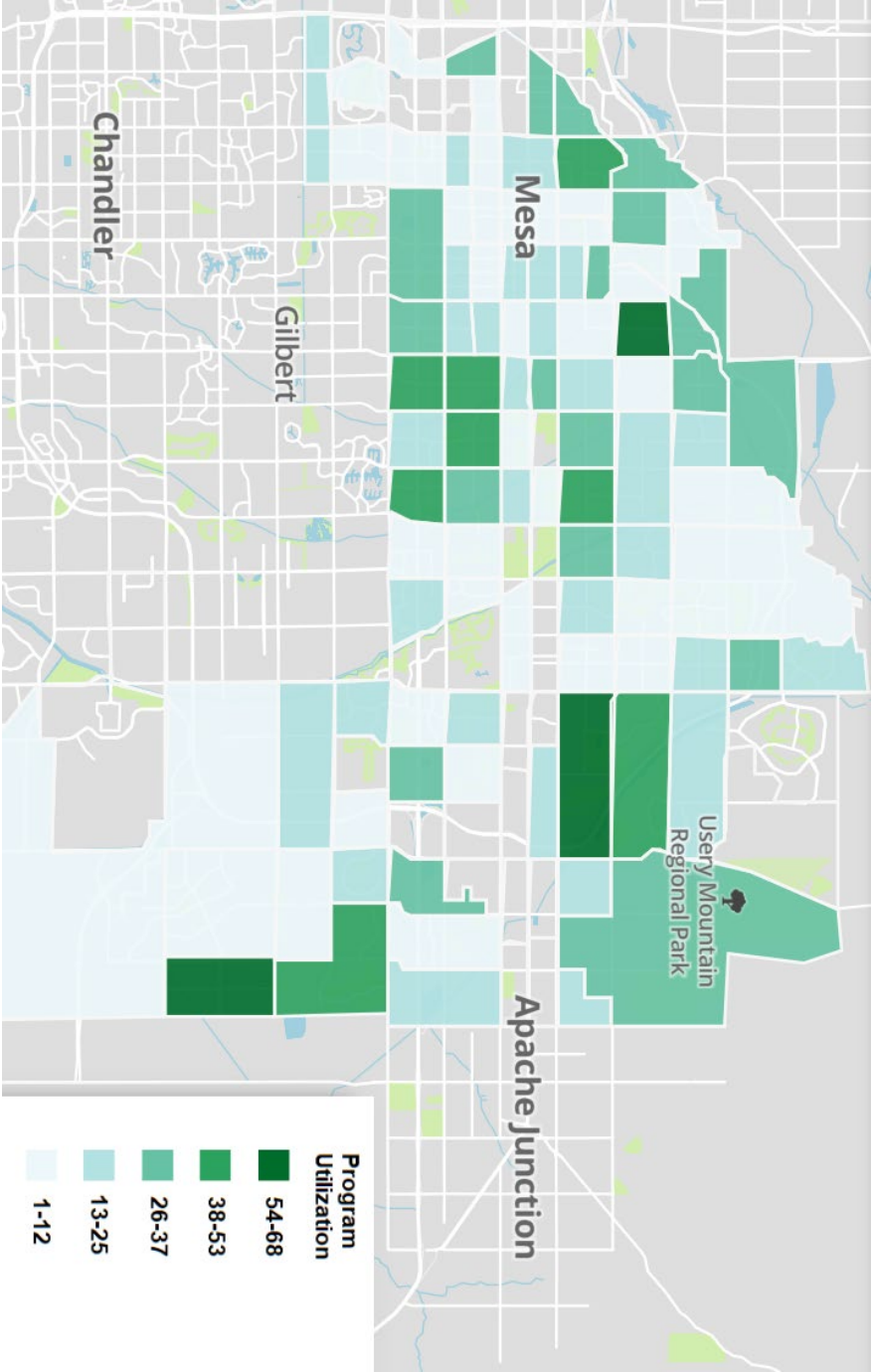


Community Clean-Up Program

Increase capacity of clean-up programs
with no direct fee to residents

Equitable distribution of resources citywide
with targeted outreach

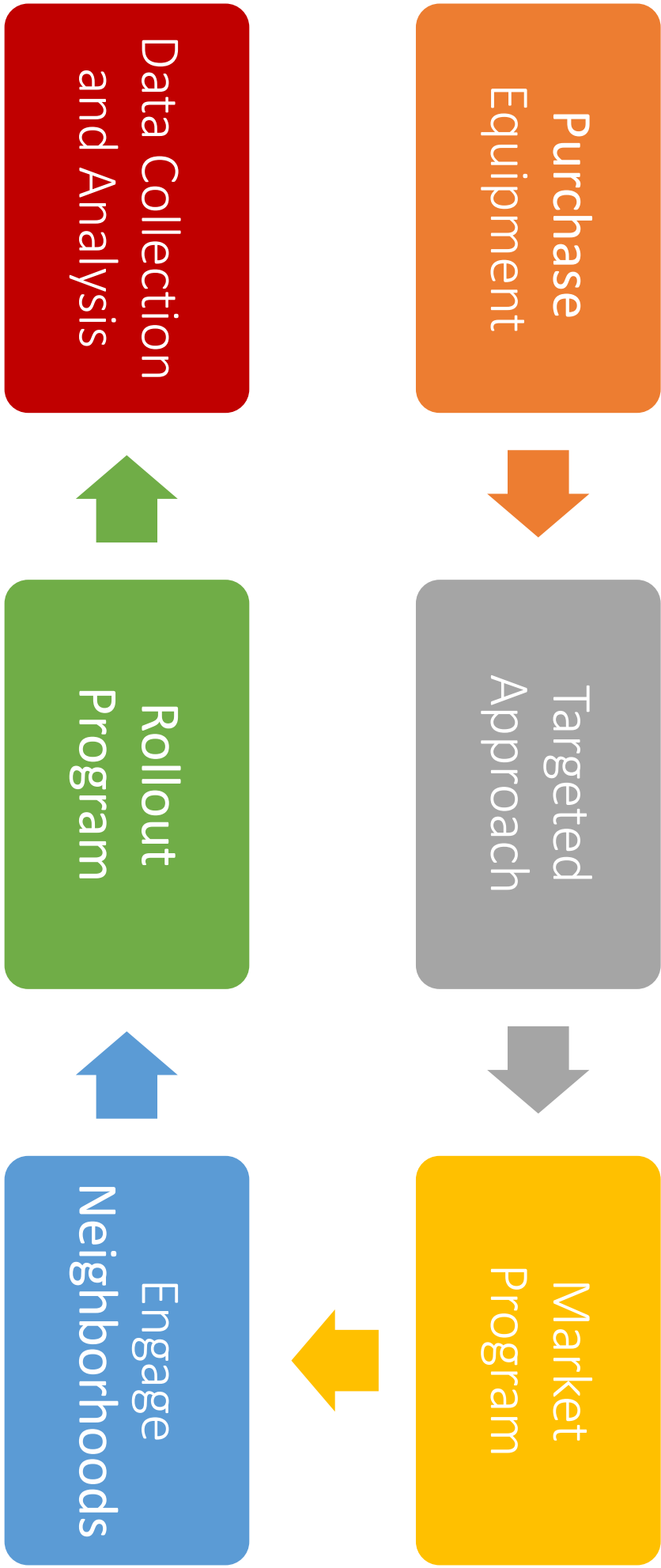
Interdepartmental collaboration
with Solid Waste (1 FTE, Truck, 24 Roll-Off
Containers, and Landfill Costs)



ucate and Engage the Community



Community Clean-Up Program



Human Services Summary

Resources




General Fund Contribution	\$1,082,534
A Better Community (ABC) Funding	\$146,000
Total Resources	<u>\$1,228,534</u>

Programs







Aster Aging	\$96,473
Mesa Promise (includes one-time \$35K increase)*	\$135,000
Mesa K Ready (includes one-time \$35K increase)*	\$135,000
HUD Re-Allocation	\$100,000
Community Court Navigators	\$204,061
Human Services Recommended Allocations	\$558,000
Total Human Services Funding	<u>\$1,228,534</u>

*Staff recommendation for additional \$70K allocation

23/24 Grant Fund - Budget Adjustment Summary

Adjustment	FTE	One-Time	Ongoing	Council Strategic Priorities
Housing Specialist	1		\$79,344	 Neighborhoods & Placemaking
Community Development Assistant (Regulatory Compliance)	1		\$79,296	 Neighborhoods & Placemaking
Community Development Assistant (Subrecipient Performance)	1		\$79,296	 Neighborhoods & Placemaking
Federal Grant Total	3		\$237,936	

23/24 General Fund - Budget Adjustment Summary

Adjustment	FTE	One-Time	Ongoing	Council Strategic Priorities
Homeless Solutions Manager	1		\$123,984	 Community Health & Safety
Homeless Services Coordinator	1		\$92,472	 Community Health & Safety
Marketing and Communications Coordinator	1		\$118,944	 Neighborhoods & Placemaking
Community Clean-Up Program	1	\$600,000	\$275,000	 Neighborhoods & Placemaking
Mesa K Ready	0	\$35,000	\$100,000	 Skilled & Talented Workforce
Mesa Promise	0	\$35,000		 Skilled & Talented Workforce
General Fund Total	4	\$670,000	\$710,400	

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Department of Arts and Culture

Thursday, April 20, 2023

Cindy Ornstein, Director

Illya Riske, Assistant Director



Fiscal Year 2023/24



Public Purpose

Vision:

A thriving and engaged community where all people have a powerful sense of belonging in a world shaped by discovery, creativity, and imagination.

Mission:

To enrich people's lives through inclusive arts, cultural, and science experiences in welcoming and creative environments.



ities/Objectives

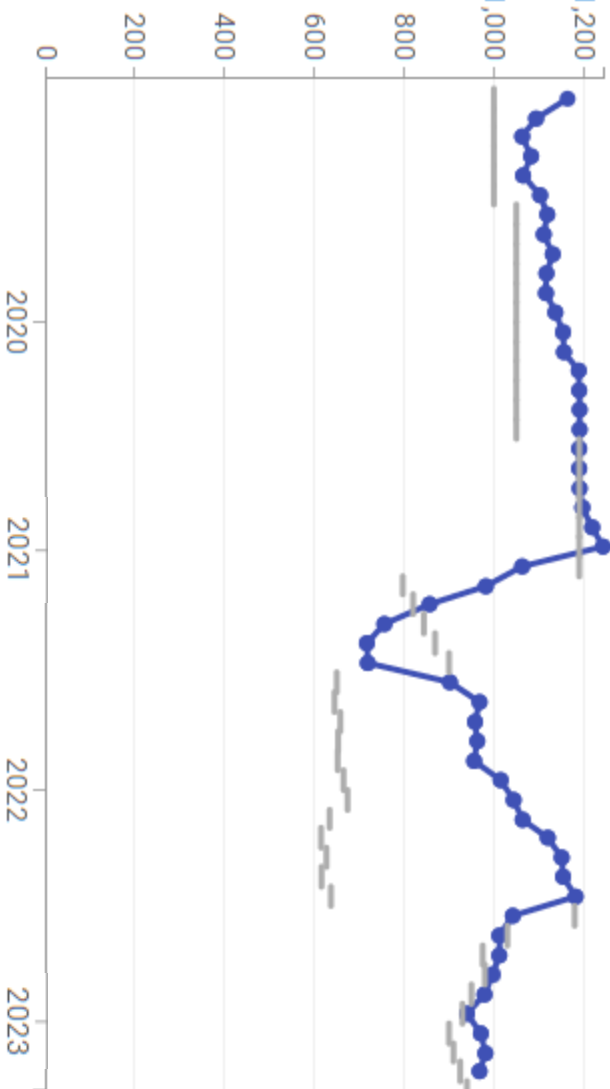
1. Supporting programming through investments in staff
2. Long-term sustainability and healthy growth



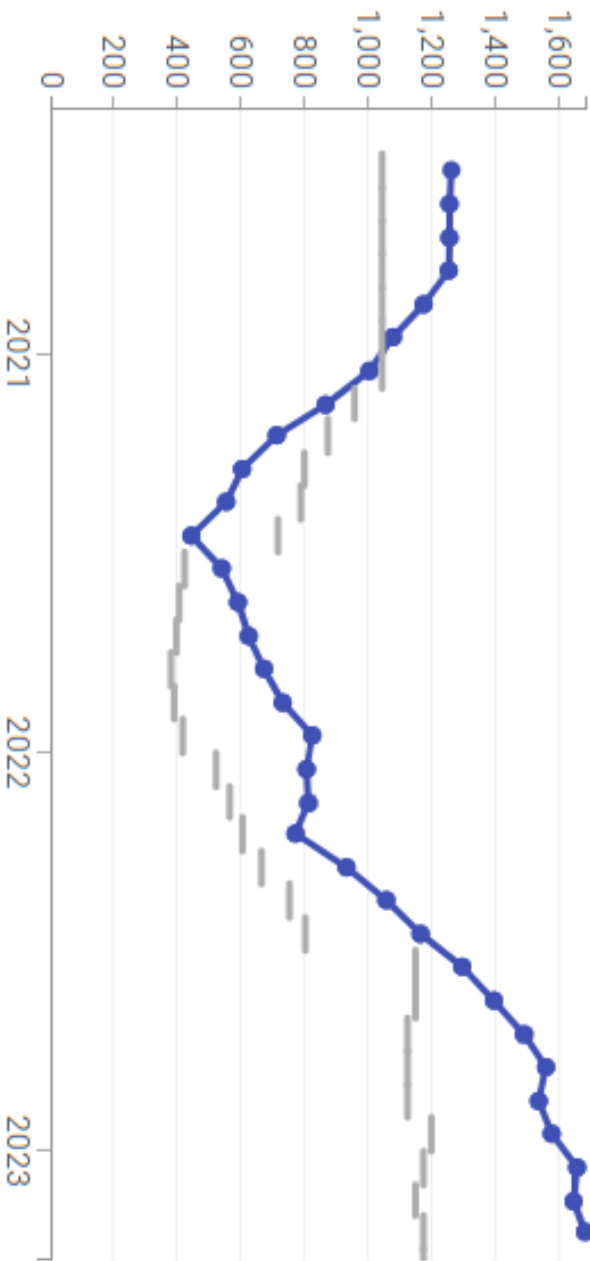


ormance Measures - Membership

Number of AZMNH memberships

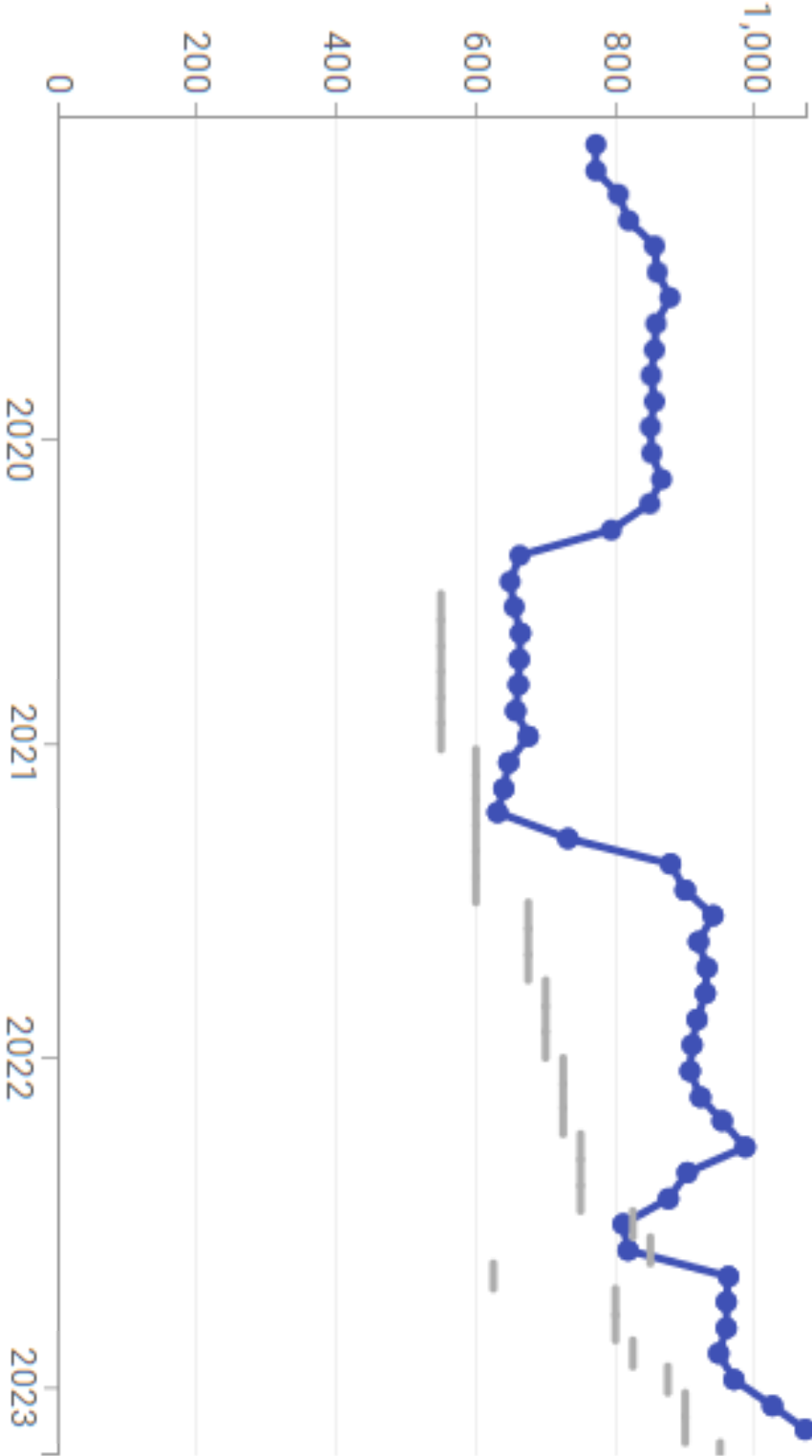


Number of i.d.e.a. museum memberships



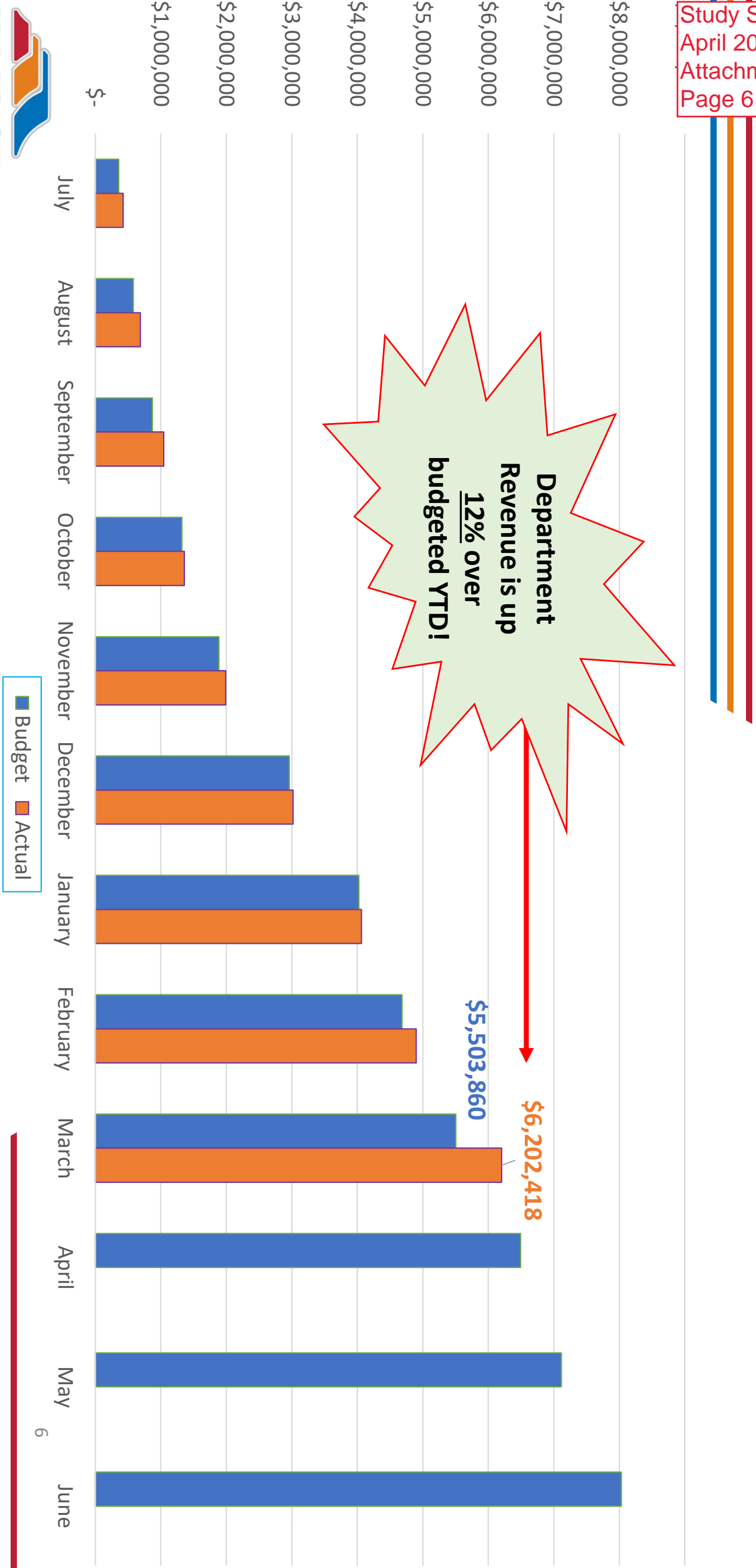
Performance Measures - Membership

Number of MAC memberships



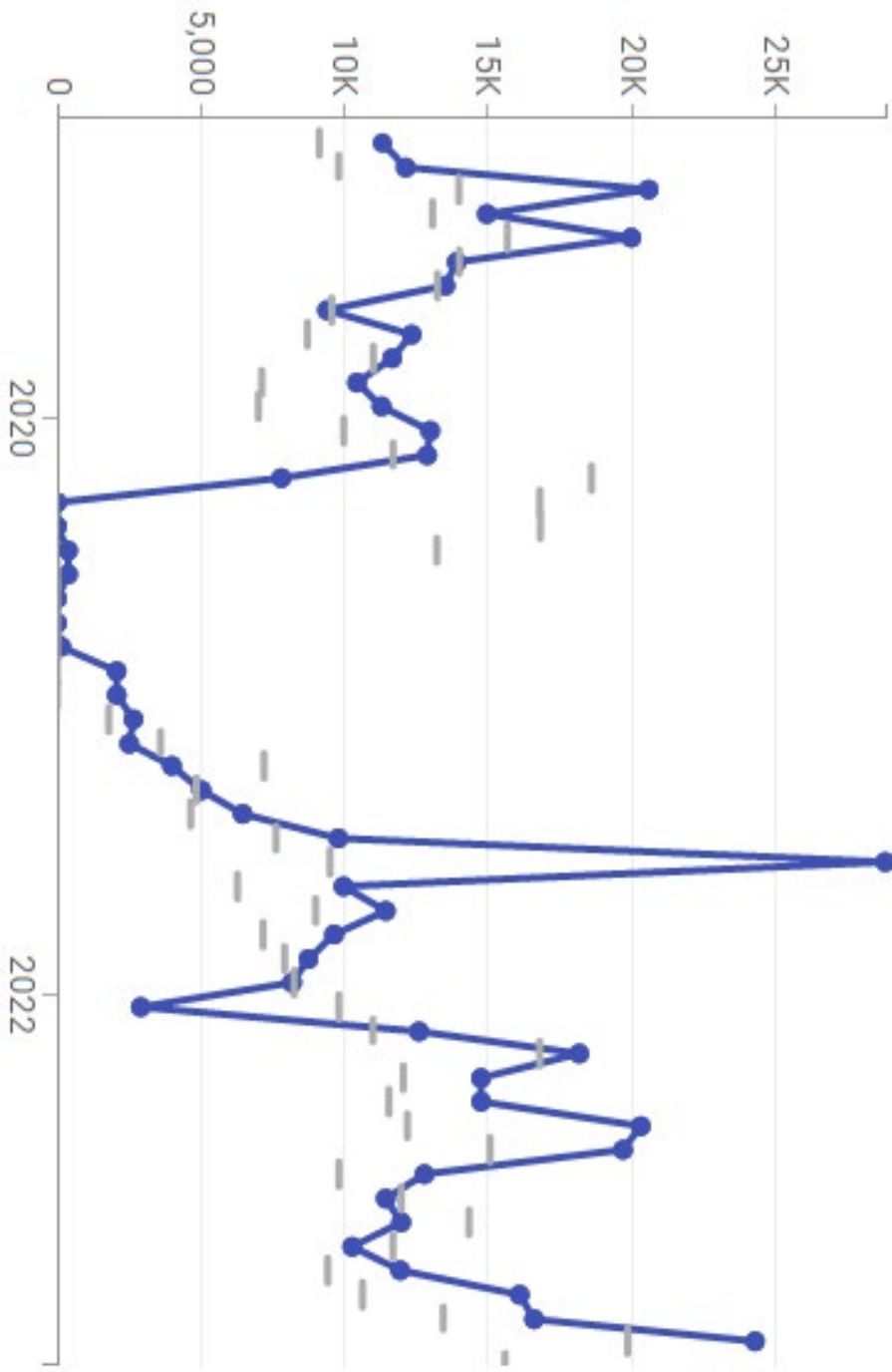
22-23 – Revenue Budget v. Actuals – Arts and Culture Fund

Department
Revenue is up
12% over
budgeted YTD!



Performance Measures - Participation

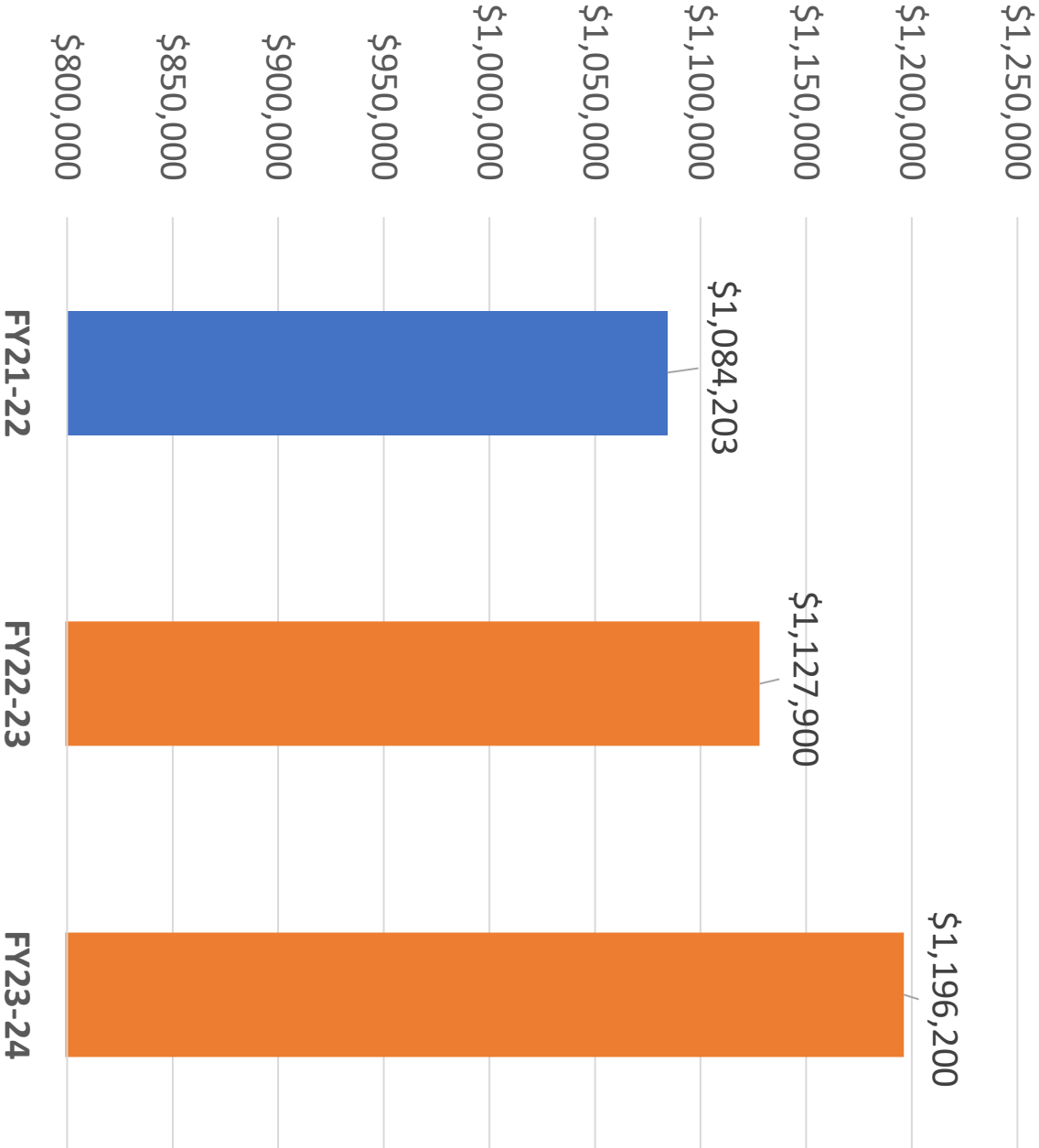
AZMNH Participants



Revenue – AZMNH

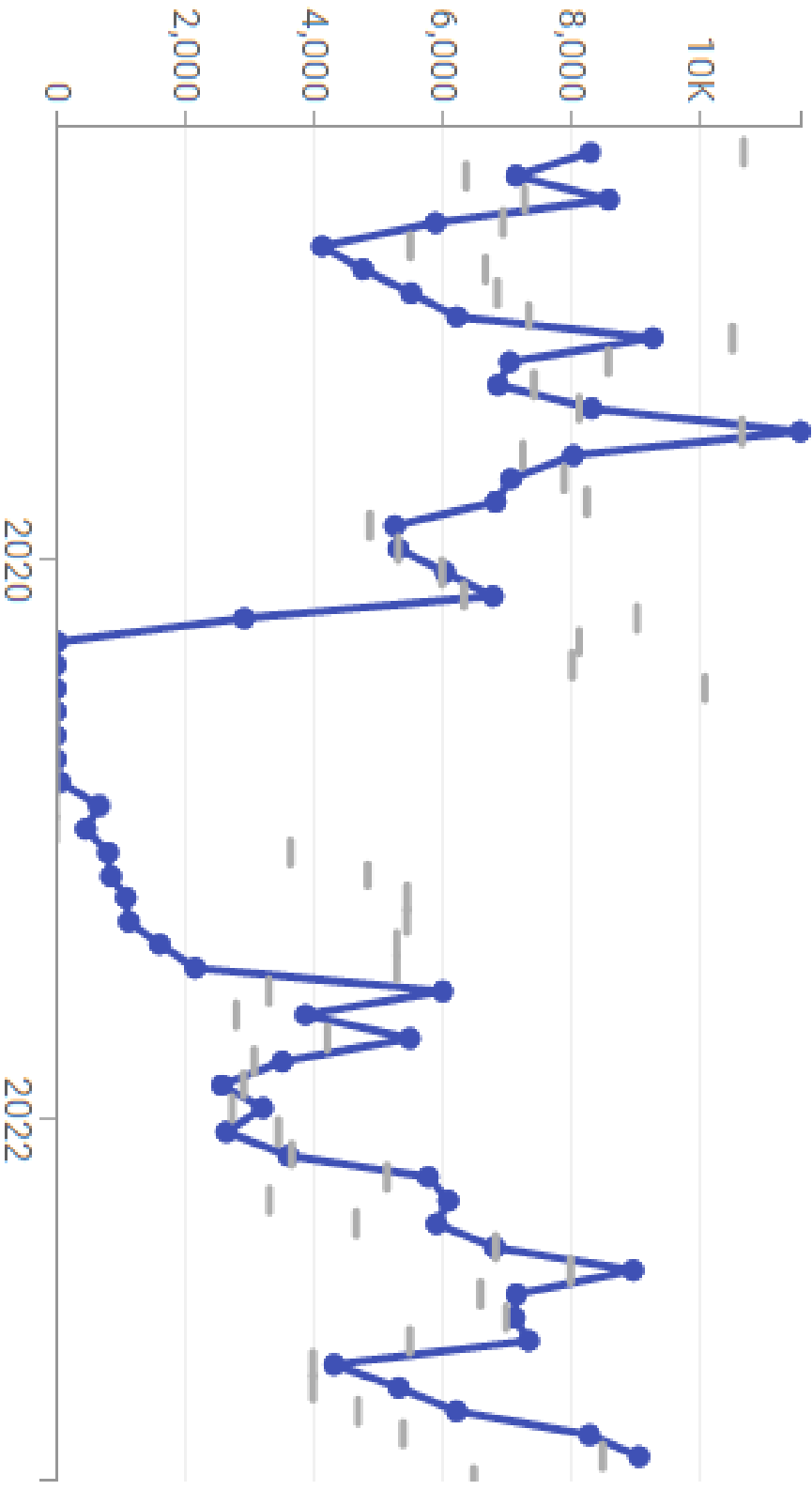


- 4% increase in FY22-23
- 6% forecast increase in FY23-24
- Increasing Investment in Marketing



Performance Measures - Participation

Number of i.d.e.a. Museum Participants



Revenue – i.d.e.a. Museum

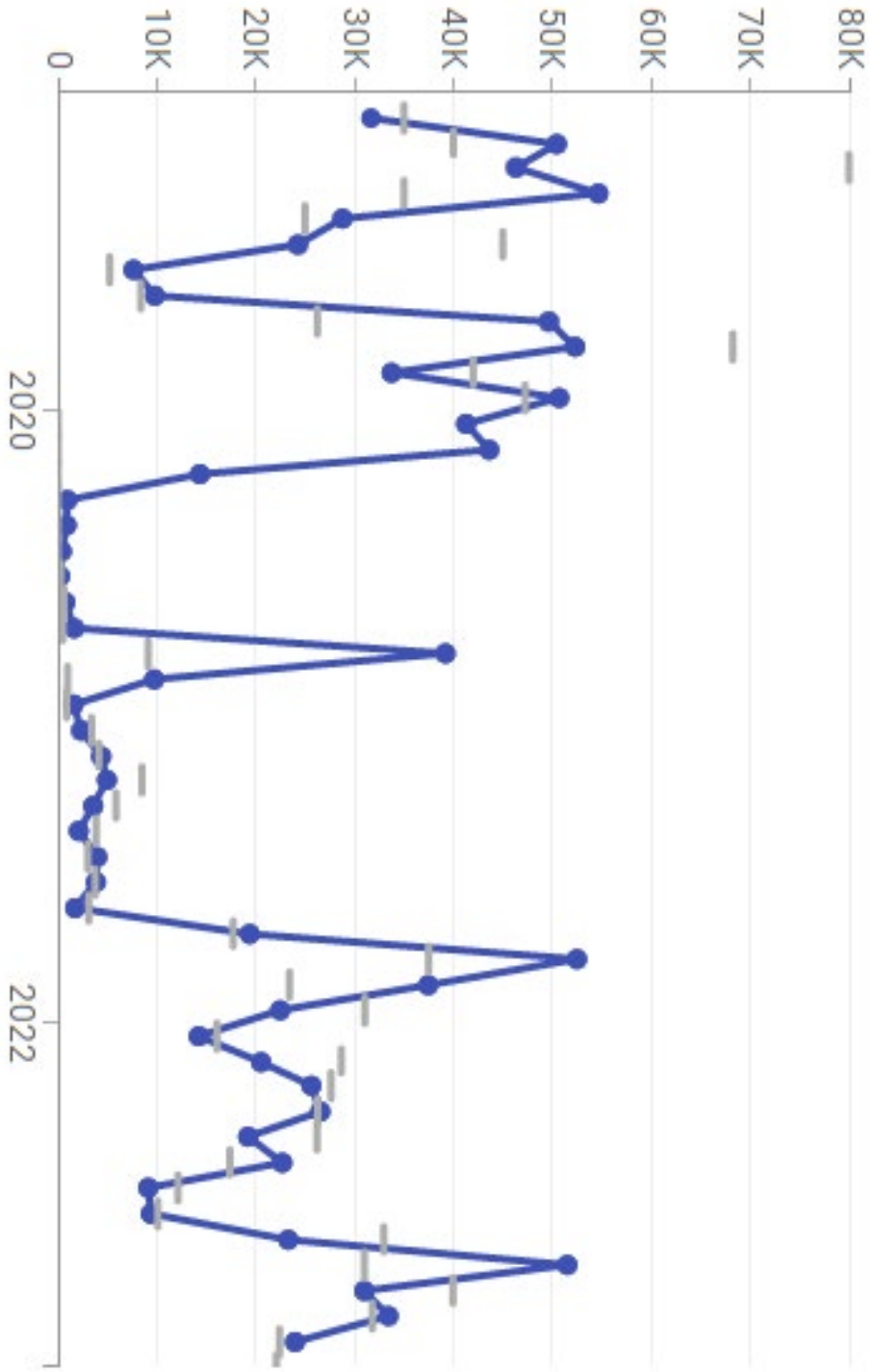


- 29% increase in FY22-23
- 14% forecast increase in FY23-24
- Increasing investment in Marketing



Performance Measures - Participation

Mesa Arts Center Participants



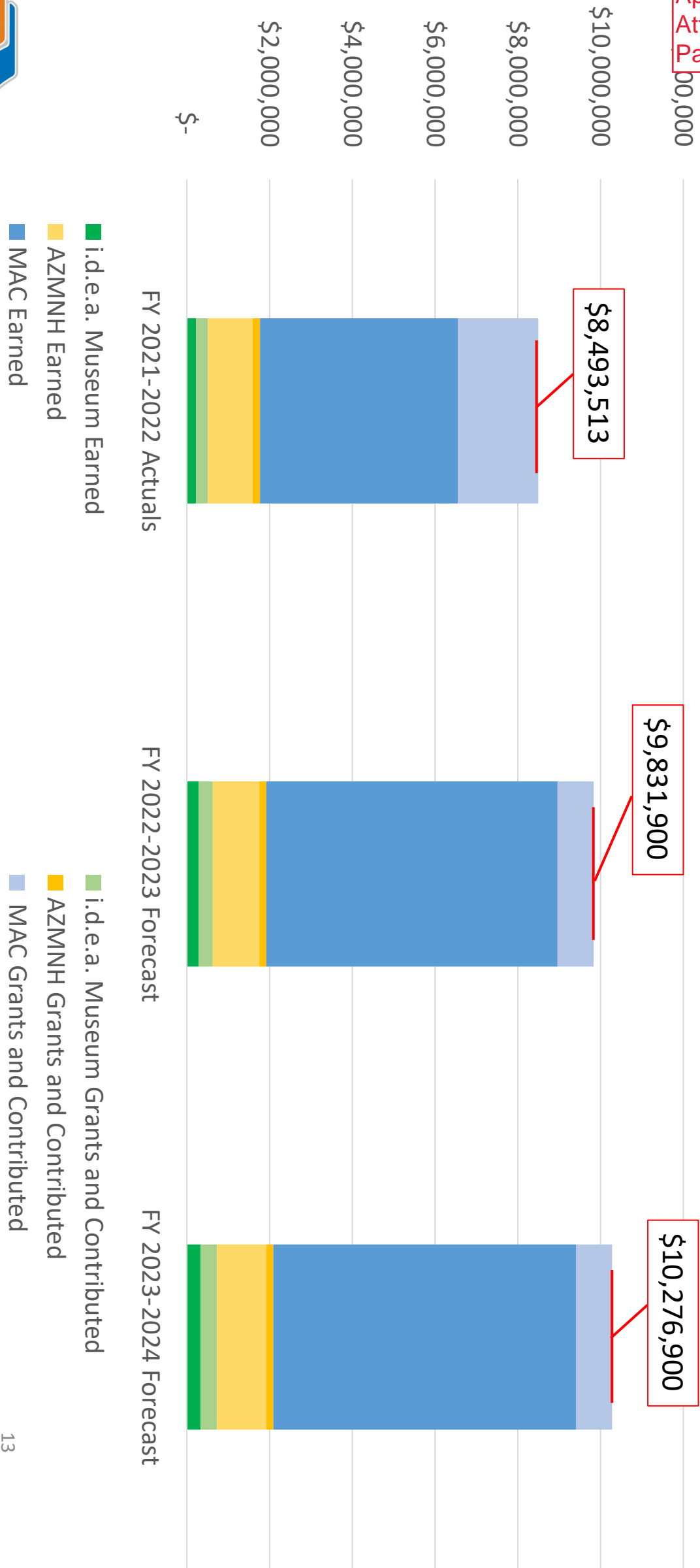
Revenue – Mesa Arts Center



- 47% increase in FY22-23
 - Full Return from COVID closure
- 4% forecast increase in FY23-24
 - Theaters - Increasing ticket fees \$1.25
 - Increasing number of Art Classes



Revenue Summary – Arts and Culture



Arts and Culture Budget Summary

Arts and Culture Budget Summary	FY 21/22 Year End Actuals	FY 22/23 Revised Budget	FY 22/23 Year End Estimate	FY 23/24 Proposed Budget
Earned and Contributed Revenues	\$8,493,513	\$9,831,900	\$9,831,900	\$10,276,900
General Fund Contribution	\$7,773,923	\$8,880,336	\$8,880,336	\$9,971,913
Total Resources	\$16,267,436	\$18,712,236	\$18,712,236	\$20,248,813
Total Expenses	\$15,280,500	\$19,761,800	\$19,761,800	\$20,628,000

Revenues and Expenses include Arts and Culture Fund, Grants and Contributions
**FY 22/23 and FY 23/24 Total Expenses include one-time expenditures
covered by Arts and Culture Fund reserves

1.0 Museum – New Position – Education Staff



General Fund

One-Time	Ongoing
-	\$77,600

1.0 FTE – Museum Education Assistant

- Increases engagement capacity and supports expanded activities during major capital project
- Allows development of more impactful community collaborations





INH – New Position – Chief Curator

1.0 FTE - Chief Curator

- Set strategic vision for curation, research and collections
- Develops curatorial direction for museum capital project
- Establish long-term business plan, support audience experiences

General Fund

One-Time	Ongoing
-	\$105,100



NH – Museum Master Planning

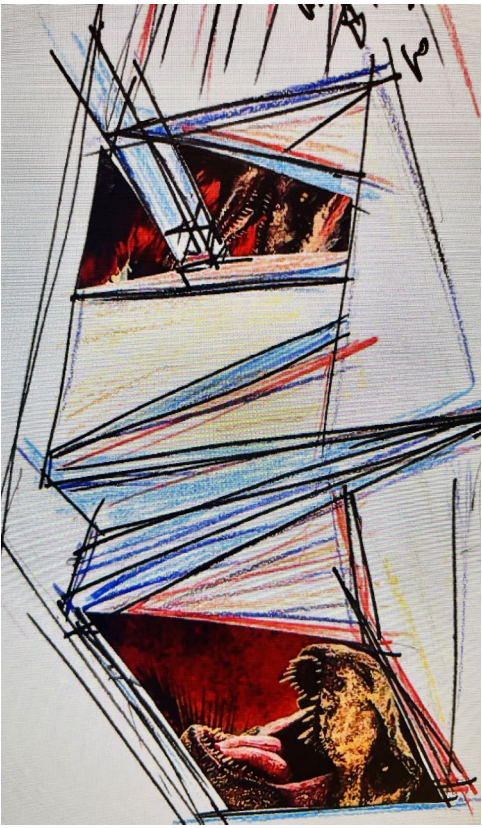
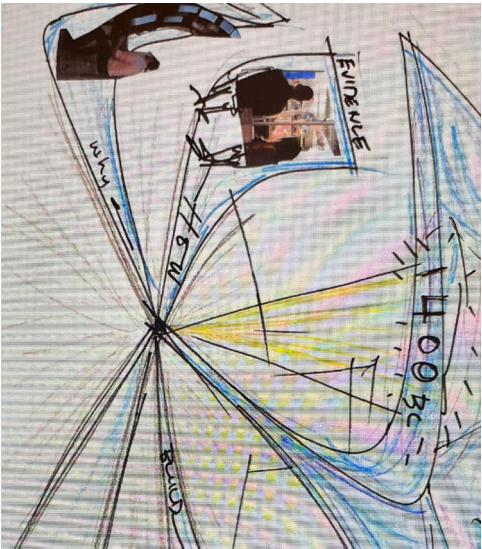


General Fund

One-Time	Ongoing
\$250,000	-

\$250,000 – Consultants for Museum Master Planning

- Establish clear direction on future of museum.
- Case for experiences/programs.
- Identify required resources, timeframes, and milestones.



nd Culture Fund Planned Expense Increases





















One-Time	Ongoing
\$266,800	\$76,700
\$130,500	\$71,200
-	\$174,400
-	\$71,300
-	\$162,000
\$95,500	-

- Expand AZMNH Programs & Marketing
- Increase i.d.e.a. Museum Programs & Marketing
- Three new MAC Program Support Positions
- 1.3 FTE MAC Art Studios staff
- Increased Dept. Security Contract costs; expanded AZMNH coverage
- MAC Equipment Replacement— \$95,500 One-Time



Green above indicates covered in whole or in part by new revenues.

/24 Budget Adjustment Summary

	FTE	General Fund		Arts and Culture Fund		Council
Request		One-Time	Ongoing	One-Time	Ongoing	Priorities
Department: Utilities Rate Increase	-	\$113,800	\$114,000			 Magnification & Preservation 
i.d.e.a. Museum: Museum Ed. Assistant	1		\$77,600			 Magnification & Preservation 
AZMNH: Chief Curator Position	1		\$105,100			 Magnification & Preservation 
AZMNH: Museum Master Planning	-	\$250,000				 Magnification & Preservation 
AZMNH: Increased Program Support	-			\$266,800	\$76,700	 Magnification & Preservation 
i.d.e.a. Museum: Increased Program Support	-			\$130,500	\$71,200	 Magnification & Preservation 
MAC: Program Support Staff	3				\$174,400	 Magnification & Preservation 
MAC: Studios Staff	1.3				\$71,300	 Magnification & Preservation 
MAC: Equipment Replacement	-			\$95,500		 Magnification & Preservation 
Department: Increase Security Budget	-				\$162,000	 Magnification & Preservation 
Total	6.3	\$363,800	\$296,700	\$492,800	\$555,600	19

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Library Services

April 20, 2023

Polly Bonnett, Library Director

Tony Garvey, MA II

Fiscal Year 2023/24

Public Purpose

Mesa Public Library supports lifelong learning, empowers individuals, and strengthens the community.

-  **Neighborhoods & Placemaking**
-  **Skilled & Talented Workforce**
-  **Strong Community Connections**
-  **Sustainable Environment**



...rities/Objectives

MPL 2023 – 2026 Strategic Plan Priorities

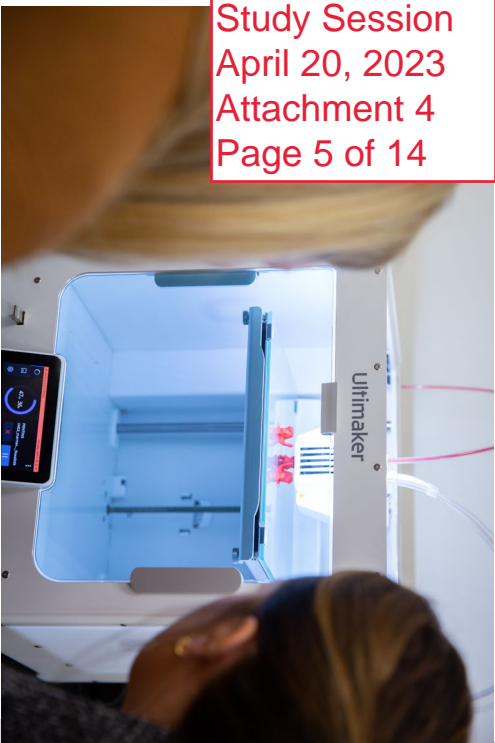
Customer Experience

Community Literacy

Engagement and Access

Staff Support





FY23/24 Priorities

5

- MPL Strategic Plan
- Literacy
 - Library Card Initiative with MPS
 - eCards
 - NorthStar Digital Literacy Assessment
 - Story Spot tour
- Community Engagement
 - Open *Mesa Express Library* using Open+ Technology
 - Outreach Team deployment
- Climate Action Plan
- Expanded Digital Collection
- Southeast Mesa Branch

Expenditure Summary

	FY 21/22 Year End Actuals	FY 22/23 Revised Budget	FY 22/23 Year End Estimate	FY 23/24 Proposed Budget
Core Business Process				
Library Resources	\$2.6M	\$3.1M	\$2.7M	\$4.7M
Library Programs and Services	\$5.0M	\$5.7M	\$5.1M	\$8.7M
Total	\$7.6M	\$8.8M	\$7.8M	\$13.4M

/24 Proposed Budget

Southeast Library Budget

(included in FY23/24 proposed budget)

<div><div><div>➤ Furniture, service desks, shelving, displays, workstations, appliances, supplies, etc. - \$1,485,000</div><div>➤ Computers, self checkout kiosks, security gates, sorters, other technology - \$580,000</div><div>➤ Start-up book/materials collection - \$1,300,000</div></div><div>Total FFE - \$3,365,000</div></div>	<div><div><div>➤ Personnel \$1,580,000</div><div>➤ Other Services/Commodities \$530,000</div></div><div>O&M – \$2,110,000</div></div>
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3/24 Budget Adjustment

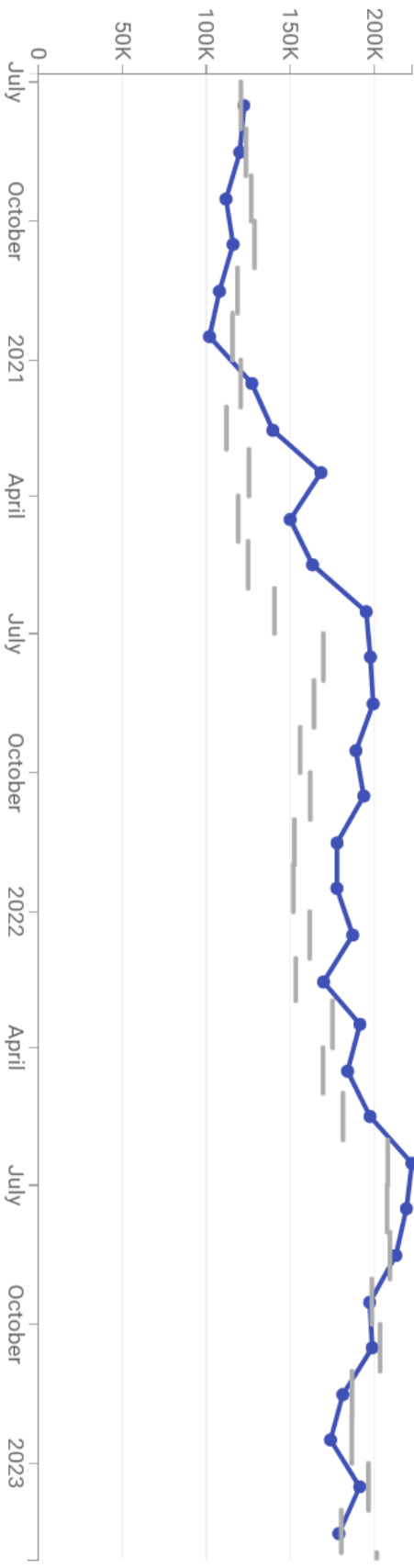
Outreach Unit Development

- Supervisory Librarian (1FTE)
- Librarian II (1FTE)
- Library Assistant (1FTE)

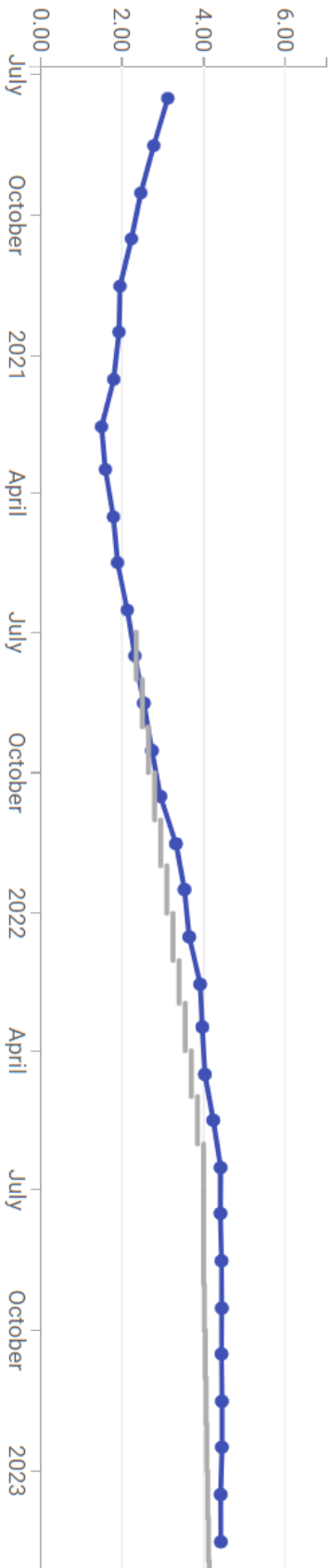


Performance Measures

Library Circulation



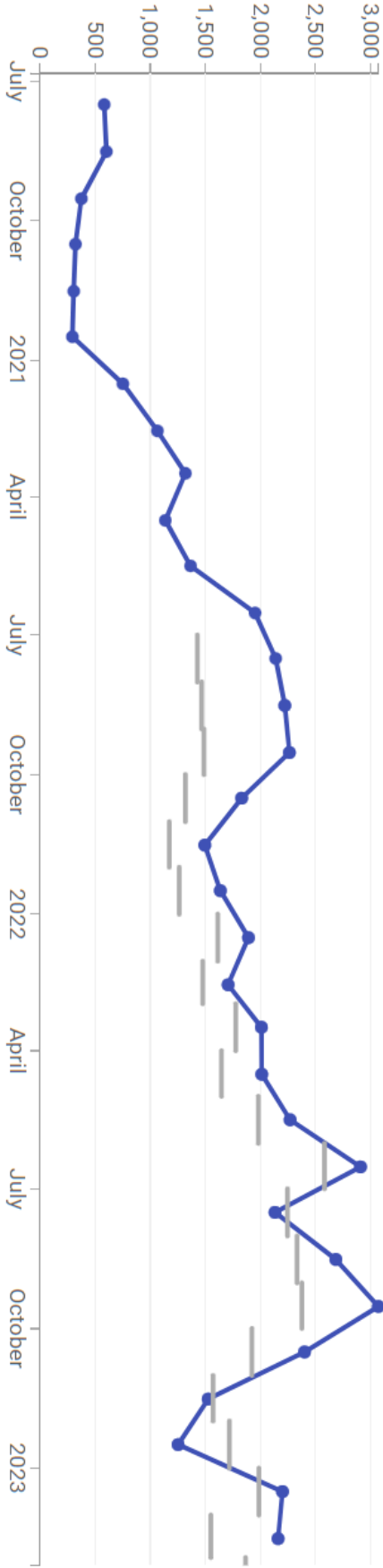
Library Services - Collection Turnover Rate



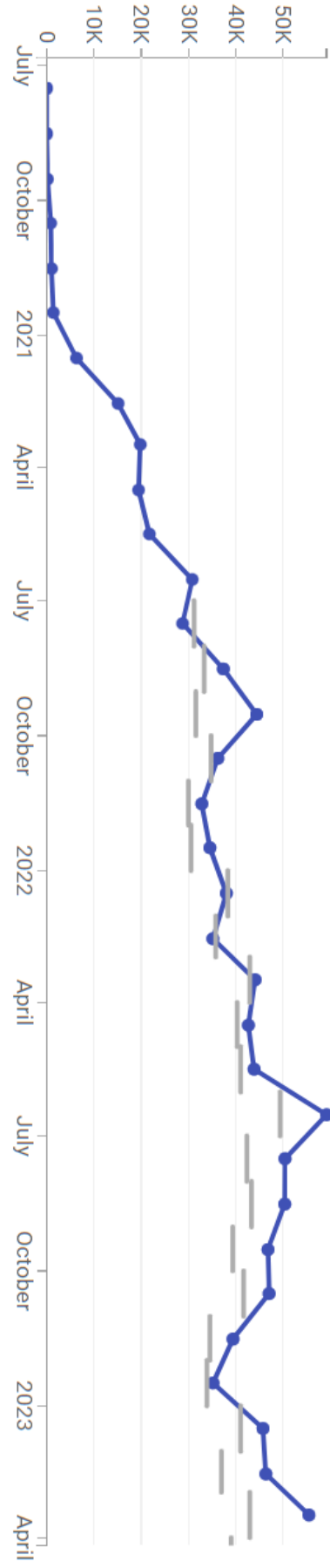
Performance Measures



Library Cards Issued



Library In-House Visits



/24 Budget Adjustment Summary

Adjustment	FTE	One-Time	Ongoing	Council Strategic Priorities
Outreach Unit	3		\$278,184	Transforming Neighborhoods
Total	3		\$278,184	

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Dreaming starts here.

Revenue Summary

	FY 21/22 Year End Actuals	FY 22/23 Revised Budget	FY 22/23 Year End Estimate	FY 23/24 Proposed Budget
Core Business Process				
Library Resources	\$24K	\$25K	\$23K	\$30K
Library Programs and Services	\$190K	\$221K	\$190K	\$236K
Total	\$214K	\$246K	\$213K	\$266K