

## COUNCIL MINUTES

February 2, 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 February 2, 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.

1-a. Hear a presentation, discuss, and provide direction on the American Rescue Plan Act funded Downtown District Revitalization Project.

Downtown Transformation Manager Jeff McVay introduced Economic Development Specialist Anthony Rodriguez and displayed a PowerPoint presentation. **(See Attachment 1)**

Mr. McVay provided an overview of the district revitalization program. He emphasized the focus will be on a historically-sensitive design to capture the quality and authentic nature of Downtown Mesa. He reported the application process began the end of 2022 and 39 properties are seeking façade improvements. (See Pages 2 and 3 of Attachment 1)

Mr. McVay explained the recommendation is to fund 22 properties, which have colonnades fronting onto Main Street. He remarked, based on experience from the 2017 façade improvement program and conservative budgeting, the City is confident that the design and construction of 18 properties will be fully funded. He noted if funds are available, a complete design is recommended for one or two of the four alternate properties. (See Page 4 Attachment 1)

Mr. McVay reviewed the recommendations of the staff regarding the properties on the south side of Main Street in order of priority. He explained the updates to the 45 and 47 W. Main properties were part of the 2017 façade improvement program, which was not completed due to lack of funds. He stated the City will be able to achieve a full block on the south side of Main Street between McDonald and Robson where all the colonnades have been removed and the properties have received a façade improvement. (See Pages 6 and 7 of Attachment 1)

In response to a question from City Manager Christopher Brady, Mr. McVay responded the City purchased the property at 111 W. Main Street to house the Restaurant Incubator.

Mr. McVay described the properties on the south side of Main Street that were part of the completed façade improvements in 2017. He explained the City has budgeted for complete construction on the properties, with the exception of 155 W. Main Street that will only need demolition. (See Pages 8 through 10 of Attachment 1)

Mr. McVay discussed the recommendations for improvements to the properties on the north side of Main Street. He explained the City is recommending funding design and construction on certain properties due to long-term maintenance issues. He noted, based on timing for future tenant buildouts, the City may only fund the demolition. He mentioned by updating the presence on Main Street, the City is hoping to improve retail activity. He commented the City is recommending historic-sensitive design for some of the older buildings in Downtown. (See Pages 11 through 15 of Attachment 1)

Mr. McVay summarized the façade improvement design recommendations for the four alternate properties; if funding is available, then the construction will proceed. He mentioned that the Smith-O-Lator property did not apply for the program and a design solution will need to be considered. He provided a map showing the locations of the 18 properties recommended for construction and the four alternate properties along Main Street that will undergo façade improvements. (See Pages 16 through 18 of Attachment 1)

Mr. McVay presented the breakdown of the total funding from the American Rescue Plan Act (ARPA) to cover the design and construction costs. He reported the City will release a Request for Qualifications (RFQ) for design and construction and reviewed the timeline for the program. He summarized the next steps with construction beginning in the first quarter of 2024. (See Pages 19 and 20 of Attachment 1)

In response to multiple questions by Councilmember Spilsbury, Mr. McVay stated significant outreach was conducted in collaboration with the Downtown Mesa Association (DMA) partners to notify every property owner in Downtown of the program. He added office hours are available for any questions regarding the application process. He explained the City will hire one construction contractor to complete the final design and all the construction work with a variety of architectural designs. He noted the City will collaborate with property owners throughout the entire program and property owners will meet with the architect. He emphasized the City will have influence on the design to ensure a historically-sensitive design is met. He advised property owners are in support of opening up storefronts to Main Street.

Discussion ensued relative to additional parking in Downtown Mesa.

In response to a question from Councilmember Somers, Mr. McVay advised the City has not hired the architects, and the RFQ will require experience in historically-sensitive buildings. He commented the architects for the 2017 project were required to have that same experience.

In response to multiple questions from Councilmember Heredia, Mr. McVay stated there are approximately 21 properties without colonnades and an estimated 60 properties that have colonnades. He anticipates after the project is complete, a third of Downtown Mesa properties will not have colonnades. He advised he will provide Council a summary of the exact number of properties with and without colonnades. He remarked he has not received any negative comments regarding the removal of the colonnades.

Councilmember Somers suggested replacing the colonnades with the Mayor's initiative of planting a million trees.

In response to a question posed by Councilmember Goforth regarding replacing shade, Mr. McVay explained that in 2017 funding only permitted façade improvements to the buildings. He noted the current program is more flexible and can address street appeal, including relocation of patios up against the building and landscape improvements adjacent to the building.

In response to a question posed by Mayor Giles, Mr. Brady explained the City is in discussions with property owners to determine the best solutions for landscaping, streetscapes, and water resources, while addressing any concerns of adjacent property owners.

Councilmember Duff highlighted Downtown Mesa has experienced significant development and suggested integrating the streetscape projects with the façade improvements, as long as restrictions are not violated.

In response to multiple questions from Councilmember Duff, Mr. McVay stated most property owners, and a few tenants, will contribute 5% toward direct construction costs. He confirmed that some signs can be reused and new signage is eligible under the current program. He mentioned the \$100,000 sign grant program that opened to businesses in January 2023. He noted that the economic return and metrics of success under this program will be reported to the Treasury Department, as required by ARPA on a district basis.

In response to a question posed by Councilmember Duff, Mr. Rodriguez explained the budget is determined by the linear frontage of the property, estimated at \$7,500 per linear square foot with a maximum of \$250,000 per property. He noted the direct construction costs include design, demolition, the construction of the façade, as well as City overhead and contingency.

In response to a question from Councilmember Duff, Mr. McVay confirmed that the City will effectively expend the dollars before the ARPA deadline, as the dollars must be allocated by 2024 and expended within two years.

Councilmember Freeman expressed his support for removal of the colonnades in order to allow individuals to interact with the City and business owners, as well as to create a safer environment where people feel more comfortable and enhance the Downtown environment.

In response to a question posed by Councilmember Goforth, Mr. McVay stated the removal of the colonnades has not served as a deterrent in attracting tenants to the Downtown area. He explained if a potential tenant does not choose Downtown Mesa, it is usually due to negotiations with the property owner over a lease or suitable space.

Mayor Giles thanked staff for the presentation.

1-b. Hear a presentation, discuss, and provide direction on the City's application for the National Civic League 2023 All-American City Award.

Diversity and Special Projects Manager Andrea Alicoate displayed a PowerPoint presentation to provide information on the application process for the 2023 All-American City award. **(See Attachment 2)**

Ms. Alicoate provided an overview of the history of the National Civic League, which has been in existence for over 125 years. She mentioned the All-American City award has recognized over 500 communities for their efforts in addressing critical issues and creating community connections. (See Pages 2 and 3 of Attachment 2)

Ms. Alicoate reviewed the benefits of the award, including its use as an economic stimulator to attract and retain businesses, as well as recognition within the community. She commented in the past, recipients of the award have seen an increase in tourism, grants, and financial funding. She added the City is looking forward to working with many different community partners and stakeholders to champion this initiative and receive national recognition. (See Page 4 of Attachment 2)

Ms. Alicoate discussed the theme and criteria for the award, which requires showcasing three City programs that adhere to the theme, in addition to 12 additional criteria. (See Page 5 of Attachment 2)

In response a question from Mayor Giles, Ms. Alicoate affirmed all communities are required to adhere to the theme of this year's award. She added previous themes have been similar and revolved around community engagement; however, the youth component is specific to this year.

Ms. Alicoate provided details of the three programs that will best represent the City of Mesa (COM) and described how each will measure up against the criteria points. She noted the programs selected will showcase data and innovation, arts and culture, and public safety, with a focus on youth programs. (See Pages 6 through 9 of Attachment 2)

Ms. Alicoate summarized the timeline for the application and selection process. She noted the City had the opportunity to partner with a mentor city. (See Page 10 of Attachment 2)

Mr. Brady commented that this is a great opportunity to showcase Mesa's valuable programs. He added if the COM is selected as a finalist, there will be a significant amount of work, including a substantial presence that will require the participation of many individuals.

In response to multiple questions from Councilmember Spilsbury, Mr. Brady reported following the selection of the COM as a finalist, the next step will be to discuss the details and cost breakdown.

In response to multiple questions posed by Councilmember Spilsbury, Ms. Alicoate explained that three programs were selected to ensure that all elements of the matrix were represented. She commented Mesa offers many programs that meet the criteria; however, the three designated programs specifically address the criteria. (See Page 12 of Attachment 2)

In response to multiple questions from Councilmember Somers, Ms. Alicoate explained Mesa's mentor, the City of Las Vegas, explained that winning the award is an opportunity to showcase accomplishments to the community and promote its various programs. She will request that the mentor city provide information regarding the results of the economic stimulus. She noted that the City of Las Vegas commented that highlighting the award has had a significant impact and continues to benefit the city years later.

In response to a question posed by Councilmember Goforth, Ms. Alicoate replied that an average of 40 applications are submitted each year, with 20 finalists notified in March, and then 10 finalists chosen for the award.

Mayor Giles endorsed his support for the competition and agreed with Councilmember Freeman that this was a sense of pride back in 1979 for the COM to receive this award.

In response to multiple questions from Councilmember Duff, Ms. Alicoate stated if the COM is selected for the award, the City will have the opportunity to showcase its programs and efforts on a national stage, promote the award in a celebration, and invite the National Civic League to attend. She mentioned several other cities have received All-American City street signage awards and experienced the benefit of an economic impact for larger scale businesses, grants, and additional funding for programs. She noted as the highest award for civic engagement, the award carries a sense of prestige among the winners.

Mayor Giles thanked staff for the presentation.

2. Current events summary including meetings and conferences attended.

Mayor Giles –	Regional Unity Walk United States Interagency Council on Homelessness Fountain Hills State of the Town Apache Junction State of the City 100 Club First Responder's event – Mesa Riverview Park MD Helicopter tour Gun Range dedication
Vice Mayor Heredia –	NFL Green Project – Native Health Lunar New Year's celebration – Mesa Community College Heritage Academy award ceremony Dobson Ranch Library re-opening
Councilmember Duff –	Regional Unity Walk Point-In-Time Homeless Count NFL Green Project – Native Health Arizona Association of Women in Water & Agriculture Black History Month kickoff – ASU MIX Center Heritage Academy award ceremony
Councilmember Freeman –	Mesa Firefighter's Memorial service Community meetings
Councilmember Goforth –	Hacktivate Mesa Mesa Firefighters Memorial service Red Mountain Library – Valentine kindness event 100 <sup>th</sup> Birthday celebration for Mesa resident Boeing's Leader briefing and tour
Councilmember Somers –	Retirement celebration - Mesa Police Officers Boeing tour Gun Range dedication
Councilmember Spilsbury –	Hacktivate Mesa ceremony Regional Unity Walk

Mesa Main Library - Valentine kindness event

Vice Mayor Heredia thanked the Parks and Recreation Department for a pilot program of little libraries in three West Mesa parks. He announced the Mesa Marathon will be held Saturday, February 4, 2023.

Councilmember Somers announced the Mesa Police Department is in need of officers and anyone interested should go to the Mesa Police Department website for available positions. He commented that all Councilmembers attended the Police Department's new training facility dedication.

Mayor Giles announced the State of the City will occur on Tuesday, February 7, 2023, and will be streamed live on social media and rebroadcast on Channel 11.

3. Scheduling of meetings.

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

Thursday, February 9, 2023, 7:30 a.m. – Study Session

Monday, February 13, 2023, 5:15 p.m. – Study Session

Monday, February 13, 2023, 5:45 p.m. – Regular meeting

4. Adjournment.

Without objection, the Study Session adjourned at 9:05 a.m.

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JOHN GILES, MAYOR

ATTEST:

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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 2<sup>nd</sup> day of February 2023. I further certify that the meeting was duly called and held and that a quorum was present.

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HOLLY MOSELEY, CITY CLERK

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(Attachments – 2)

# Downtown District Revitalization (ARPA)

Façade Improvement Recommendations

**Jeff McVay**  
Manager of Downtown Transformation

**Anthony Rodriguez**  
Downtown Transformation Specialist



# GRAM DETAILS

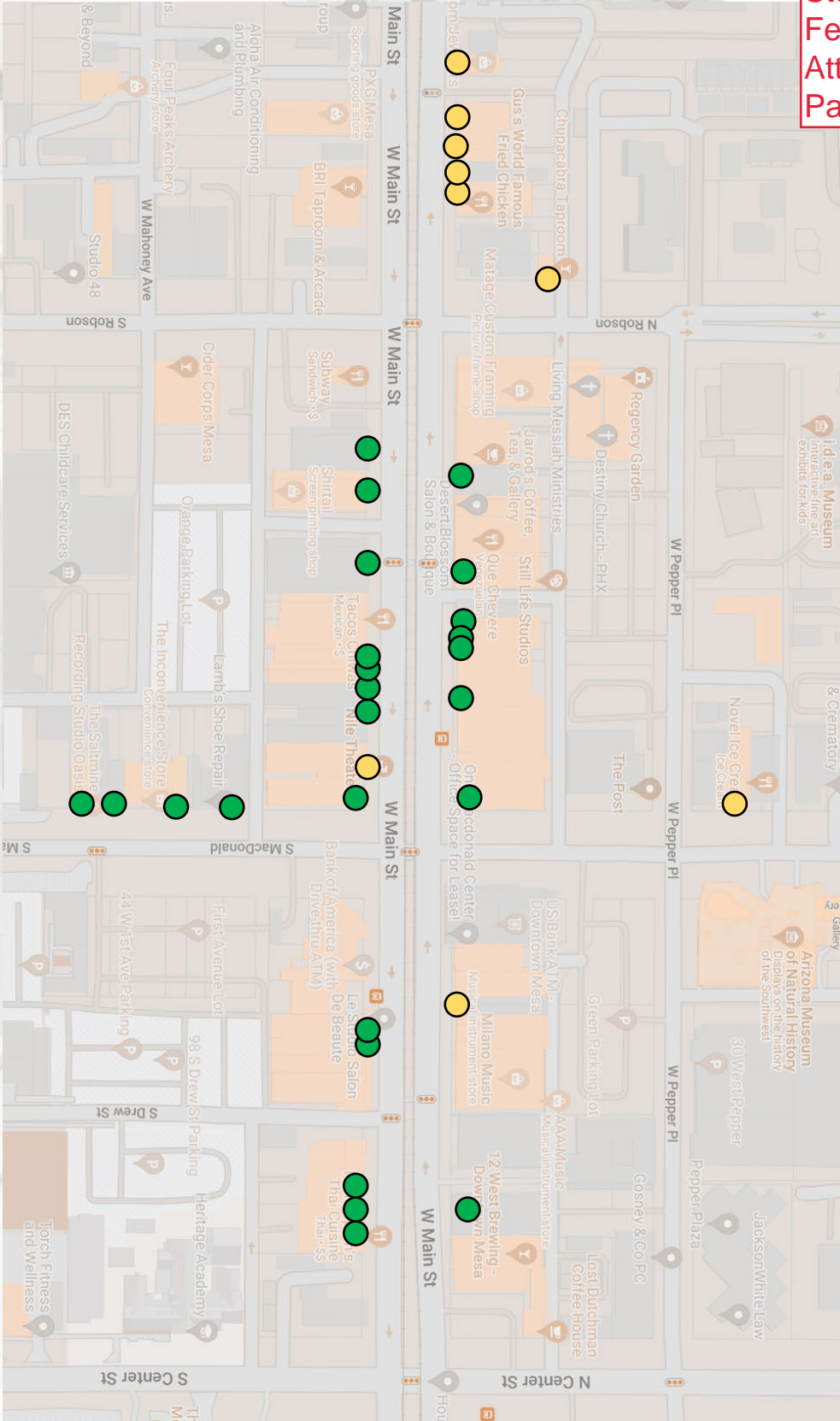
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- Preference for properties with colonnade
- Program Area: Country Club to Center, 1st St to 1st Ave
- City managed design and construction using design-build delivery method
- Historically sensitive design
- Private participants must contribute 5% of the total estimated direct construction cost



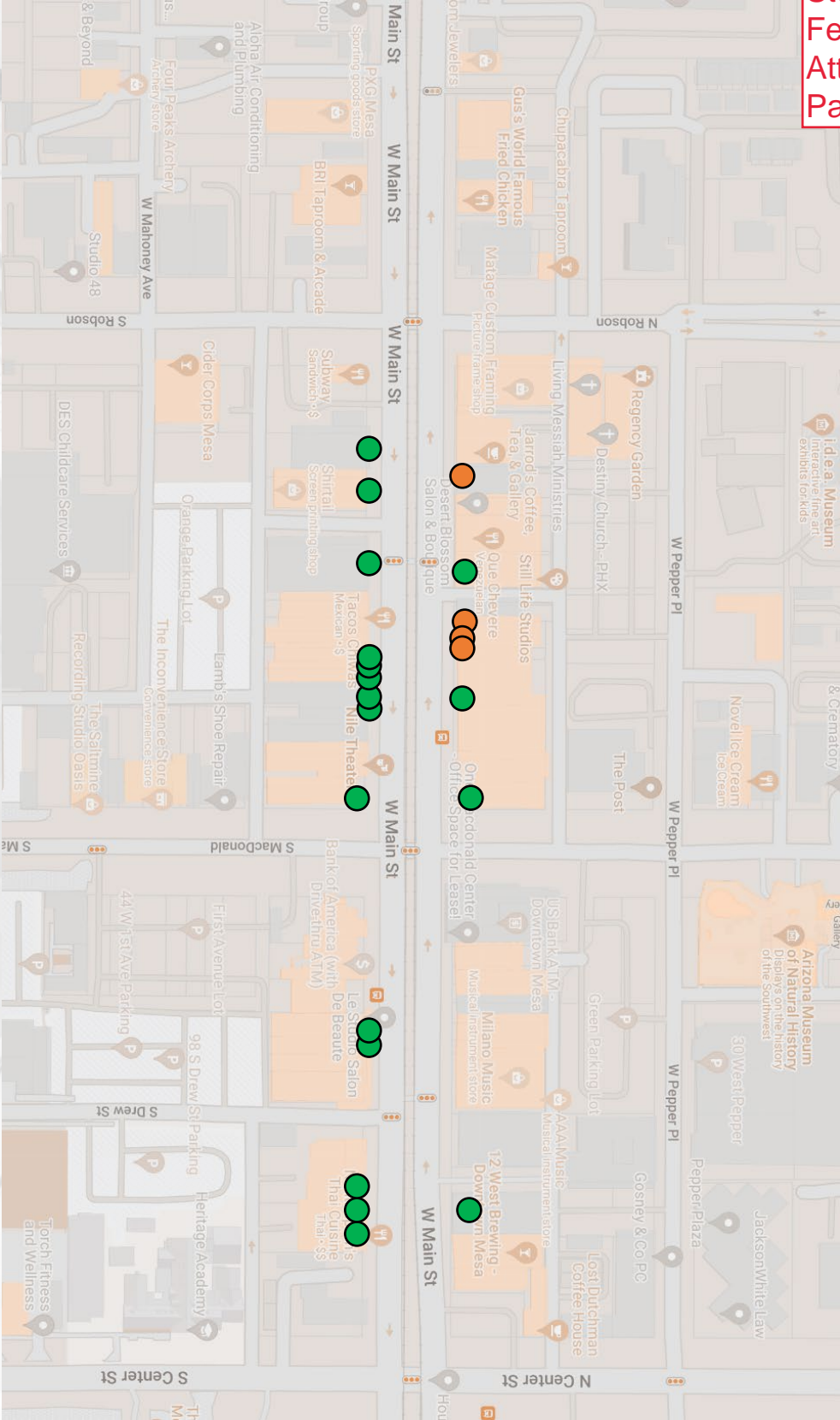


# LICANTS



- 39 properties submitted
- 29 with colonnades
- 10 without colonnades

# COMMENDATIONS



- 18 properties
- 4 alternates



# RECOMMENDATIONS



## 47 W. MAIN ST



- 45 W. Main St- Linton-Milano Pianos
- 47 W. Main St- Le Studio Salon
- Designs previously completed, need to be updated



## 23 W. MAIN ST

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- 113-119 W. Main St- Tre Bella
- 121 W. Main St- Main Street Harvest
- 123 W. Main St- Espiritu
- Would be part of removing colonnade from MacDonald to Robson



## W. MAIN ST



- 137 W. Main St- Vacant
- Would be part of removing colonnade from MacDonald to Robson
- Will incentivize new tenant opportunities



## & 155 W. MAIN ST



- 149 W. Main St- Shirttail
- 155 W. Main St- Copper City Spirits (under renovation)
- Would be part of removing colonnade from MacDonald to Robson
- 155 W. Main would only need demolition



## W. MAIN



- 101 W. Main-  
OneOhOne art gallery
- Would be part of  
removing colonnade  
from MacDonald to  
Robson



## W. MAIN ST

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- 120 W. Main St- Tortoise and the Hare (LOI)
- Long-term maintenance issues
- Early demolition of colonnade to address those issues
- Potentially only paying for demolition depending on timing



## MAIN ST



- 18 W. Main St-Sonoran Rows (lease signed)
- Potentially only paying for demolition depending on timing



## 7 & 21 W. MAIN ST

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- 15 W. Main St- Lucent
- 17 W. Main St- Nunthaporn's Thai Cuisine
- 21 W. Main St- Main St. Sweets
- Long-term maintenance issues



## W. MAIN ST



- 136 W. Main St- Pomeroy's, Buckhorn Vintage, others
- Restore historic character to one of the oldest buildings in downtown Mesa



## W. MAIN ST

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- 104 W. Main St- The Boutique, Outcast Donuts, Wilmeng
- Considerations- existing colonnade has historical context and long-term maintenance issues



## ERNATE - 150 W. MAIN ST

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- 150 W. Main St- Urban Legend (under renovation)

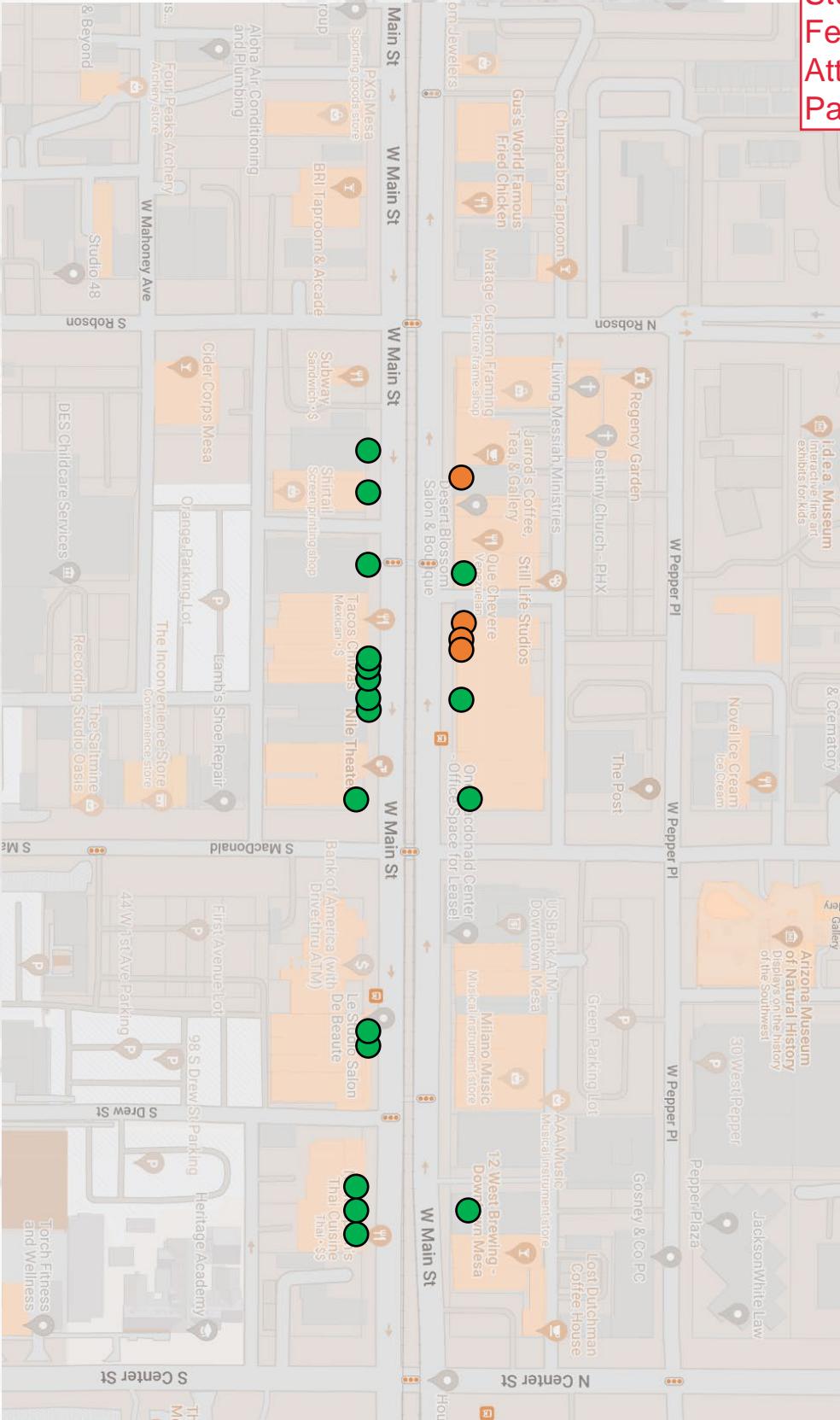


## ERNATE - 126-130 W. MAIN ST



- 130 W. Main St- House of Holmes
- 128 W. Main St- Phoenix Motor Leather
- 126 W. Main St- K'e
- Considerations- would leave small section of colonnade in front of Smitholator

# COMMENDATIONS



- 18 properties
- 4 alternates



# GN AND CONSTRUCTION FUNDING

<b>\$4,400,000</b>	<b>Total ARPA funding</b>
\$3,975,000	Design and construction for 18 recommended properties
\$60,000	Design for 4 recommended alternates
\$365,000	Funds available for unforeseen conditions and construction of alternate properties

# T STEPS

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- Council direction on program participants
- Summer 2023 - Design-build contractor selection
- Fall-Winter 2023 – Design and permitting
- Q1 2024 – Start of construction



# DISCUSSION AND DIRECTION



# OTHER APPLICANTS





## 8 W. Main St- Level 1 Arcade Bar(under renovation)



- 40 N. MacDonald- The Greenbelt  
(Organic Bean Coffee, Novel Ice  
Cream, others)





## W. Main St- The Nile



- 40 S. MacDonald- Studios (under renovation)
- 48 S. MacDonald- Saltmine Recording Studio





## 5. MacDonald-TLC/The Convenience Store

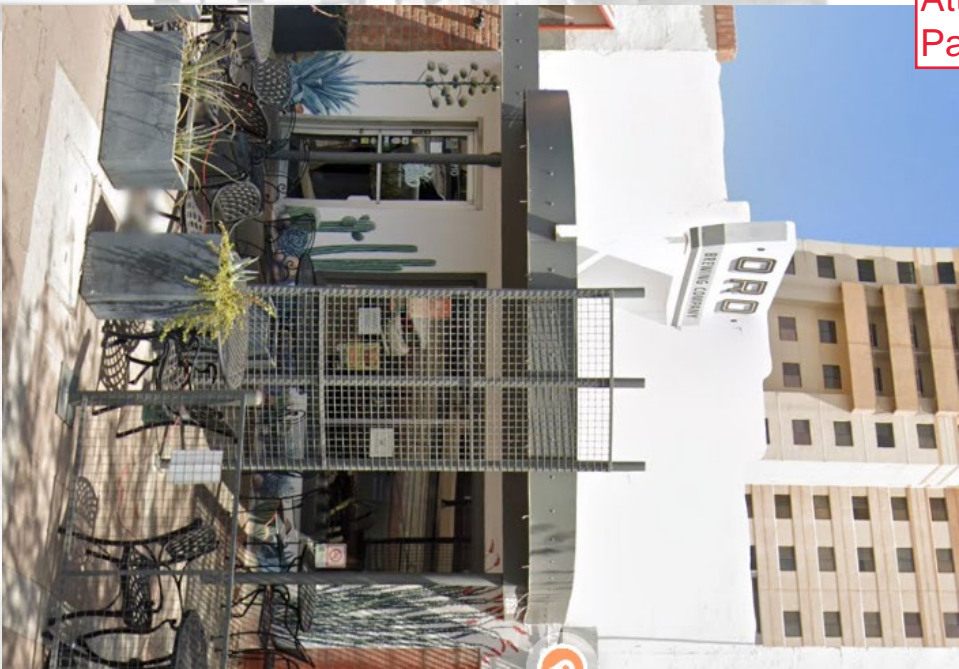


- 20 S. MacDonald-TLC





## 210 W. Main St- Oro Brewing

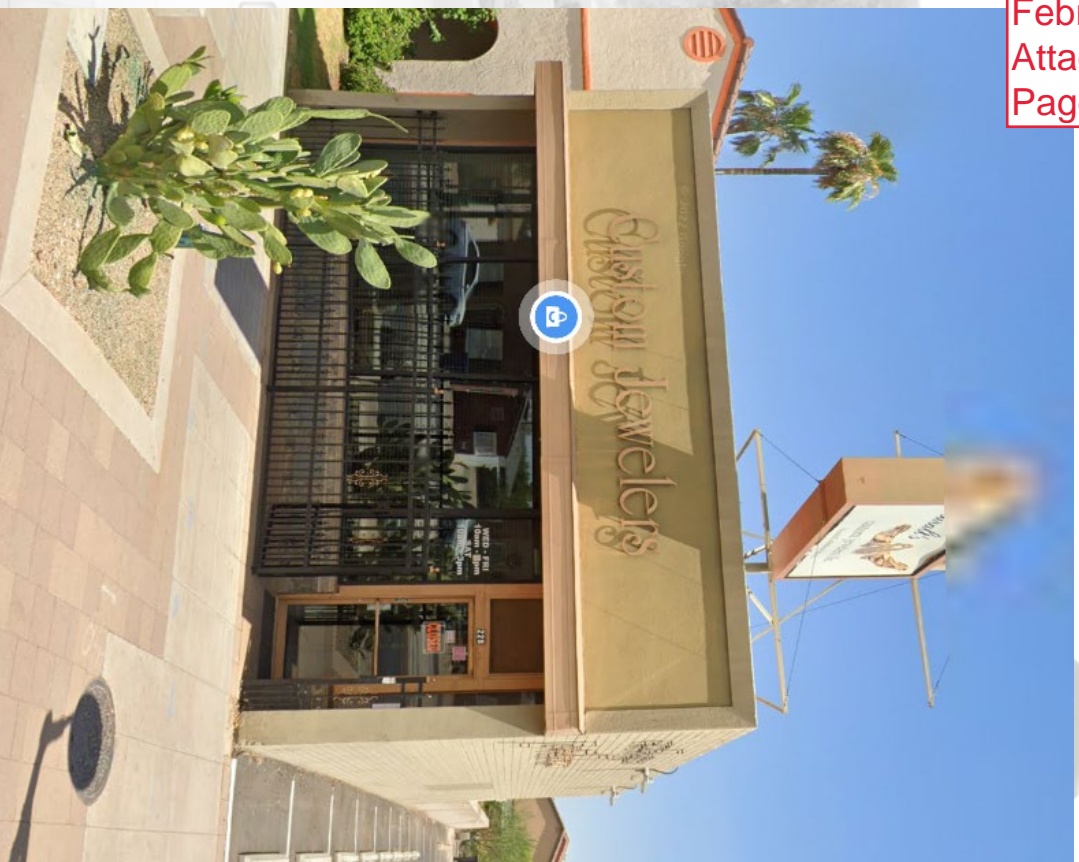


- 214 W. Main St- Burritoholics
- 216 W. Main St- Worth Takeaway
- 220 W. Main St- Old Brick House





## 8 W. Main St- Muralt's Custom Jewelers



- 213 W. Main St-  
B.R.I. Taproom  
& Arcade



- 14 N. Robson-  
Chupacabra  
Taproom



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# All-American City



## National Civic League 2023 All-American City Award Application

City Council Study Session

February 2, 2023

Andrea Alicoate, Diversity & Special Projects Manager

# REVIEW



- National Civic League's All-America City Award celebrates the best in American civic innovation
- Bestowed yearly on 10 communities since 1949
- Recognizes inclusive civic engagement to address critical issues and create stronger connections among residents, businesses and nonprofit and government leaders



# REVIEW



- Cities, counties, tribes and community organizations of all types are invited to apply
- Cities bring together a diverse cross-sector team to showcase strengths, discuss progress, examine challenges and tell the story of their community
- City of Mesa last and only awarded in 1979

# BEFITS OF AWARD



## Economic Stimulus

Winners and finalists use it to attract and retain businesses, residents who want a healthy community, and have seen an increase in tourism and grants.



## Pride and Collaboration

Invigorates communities with a new sense of pride, accomplishment and teamwork, and share the great work taking place in the community.



## National Recognition

Join an elite network of communities that proudly call themselves an All-America City and raise the profile of local efforts on a national platform.



# TERIA



This year's award theme is “Creating Thriving Communities through Youth Engagement.”

Showcasing 3 City projects adhering to this year's theme to include, but are not limited to, those that:

- Build the civic capacity and leadership opportunities of young people
- Improve police-youth relations and engagement in public safety
- Improve mental health and address poverty/homelessness for youth
- Increase job readiness and employment opportunities
- Improve youth-focused equity and inclusion

## PROJECT SELECTION



The 3 recommended programs to profile:

- Hactivate Mesa (Data & Innovation)
- Project Lit (Arts & Culture)
- SPARC Youth Programs (Public Safety)



# PROJECT SELECTION



## hacktivate Mesa

Two-day experience for local high school students to discover, study, analyze and present data about an issue or challenge facing our community.

Promotes: data science, STEM, critical thinking, problem solving, presentation skills, community pride, and more.



# PROJECT SELECTION



## Project Lit

Uses poetry, spoken word and hip hop to promote literacy & activate social and emotional learning with young and emerging adults. Offerings include:

- Educator & Community Resources
- After School Poetry Residencies
- Youth Poetry Festival
- Youth Poetry Anthology

IGNITING  
CRITICAL LITERACY  
THROUGH THE  
ARTS





# PROJECT SELECTION



## SPARC Youth Programs

Provides youth the ability to play fun sports and experience other activities, while learning life skills with the support and mentorship of Mesa Police Officers.

Includes: sports groups, leadership programs, and other educational activities



**SPARC - YOUTH PROGRAMS**  
SPORTS, PROGRAMS & ACTIVITIES REUNITING COMMUNITY

# ELINE



December 15, 2022: Letters of Intent Due (Completed)

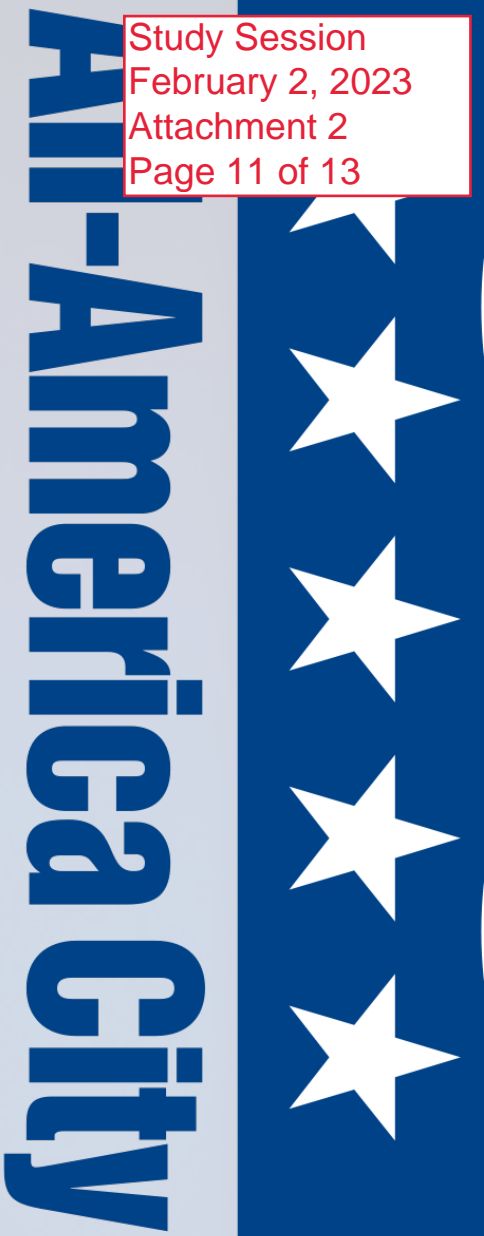
February 15, 2023: Submit Application

March 2023: Finalists Announced

March-June 2023: Competition Preparation

June 9-11, 2023: AAC Competition and Event in Denver, CO





# Questions?

# GRAM RECOMMENDATION MATRIX



Application Criteria	Hacktivate Mesa	Project Lit	SPARC: Sports, Programs & Activities Reuniting Communities
THEME: Creating Thriving Communities through Youth Engagement			
	X	X	X
	X	X	X
	X		
	X	X	X
Build the civic capacity of young people	X	X	X
Promote youth participation in voting and policymaking	X		
Provide leadership opportunities for youth	X	X	X
Enhance civic education	X	X	X
Improve police-youth relations and engagement in public safety	X		X
Reform school discipline and community justice systems	X		X
Improve mental health and trauma systems for youth	X	X	
Reduce poverty and income inequality, including youth homelessness	X		
Increase job readiness and employment opportunities for youth	X	X	X
Create safe and welcoming spaces for LGBTQIA+ youth		X	
Foster youth-oriented efforts to improve equity and inclusion	X	X	X



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