



# COUNCIL STRATEGIC PLANNING SESSION ACTION MINUTES

January 12, 2023

The City Council of the City of Mesa held a Strategic Planning Session in the board room of the Mesa Parks, Recreation, and Community Facilities, 708 West Baseline Road, Building 4, on January 12, 2023, at 7:37 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

### 1. Mayor's welcome.

Discussion only; no formal action taken by the Council.

### 2-a. City Manager's Overview: Hear a presentation, discuss, and provide direction on the purpose of the City Council annual Strategic Planning Session, examples of accomplishments in 2022, an introduction about key projects planned in 2023 within a context of broader economic challenges, and an overview of the day's agenda.

Discussion only; no formal action taken by the Council.

### 3. Hear presentations, discuss, and provide direction on each of the following topics impacting the City:

#### 3-a. Economic Outlook and Forecasting: Projected revenue trends and other key metrics and indicators related to Mesa's economic conditions and outlook.

Discussion only; no formal action taken by Council.

(A brief recess occurred at 8:50 a.m. The Council Strategic Planning Session resumed at 9:00 a.m.)

Discussion only; no formal action taken by Council.

- 3-b. Planning for the Future: Update to Mesa’s General Plan, a citywide policy tool providing community-driven parameters to ensure today’s growth, development, and infrastructure-related decisions align with the community’s long-term outlook and needs.

Discussion only; no formal action taken by Council.

- 3-c. Future Ballot Measures: Potential, future ballot measures in 2024, such as General Obligation bonds, Permanent Base Adjustment, and Prop 400 tax funding that is set to expire in 2025.

Discussion only; no formal action taken by Council.

(A brief recess occurred at 10:40 a.m. The Council Strategic Planning Session resumed at 10:55 a.m.)

4. Hear a presentation and discuss Community Outreach and Marketing:

- 4-a. Community Outreach and Marketing strategies, tools, and techniques to improve community transparency and understanding of Council strategic priorities, City services, programs, and outcomes.

Discussion only; no formal action taken by Council.

(Council recessed for lunch at 11:40 a.m. The Council Strategic Planning Session resumed at 12:10 p.m.)

5. Hear a presentation and discuss Law and Ethics:

- 5-a. Legal and ethical issues impacting Councilmembers and Council meetings, including Council authority and procedures, open meeting law, and conflict of interests.

Discussion only; no formal action taken by Council.

(A brief recess occurred at 1:35 p.m. The Council Strategic Planning Session resumed at 1:45 p.m.)

6. Hear a presentation, discuss, and provide direction on City Council Strategic Priorities:

- 6-a. City Council Strategic Priorities, including the FY 22/23 strategic priorities and related projects, and modifications to the strategic priority goal statements for FY23/24.

Discussion only; no formal action taken by Council.

7. Discuss and provide direction on City Councilmember’s current and future priorities for the City.

Discussion only; no formal action taken by Council.

8. Adjournment.

Without objection, the City Council Strategic Planning Session adjourned at 2:40 p.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 12<sup>th</sup> day of January 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 – 7)