



# COUNCIL MINUTES

May 11, 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 May 11, 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. Review and discuss items on the agenda for the May 15, 2023, 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

Responding to a question from Councilmember Goforth regarding Item 4-f, **(Dollar Limit Increase to the Term Contract for Roofing Repair and Installation Service for Parks, Recreation and Community Facilities Department (Citywide))**, on the Regular Council meeting agenda, Parks, Recreation and Community Facilities Department Director Andrea Moore explained the item is to expand the budget capacity for the roofing project at the Brown Road Water Treatment Plant.

City Manager Christopher Brady pointed out that Item 5-c, **(Approving and authorizing the City Manager to enter into three separate Intergovernmental Agreements (IGAs) with the Flood Control District of Maricopa County for the design, right-of-way acquisition, utility relocation, construction, construction management, and operation and maintenance of drainage improvements within the City. (Districts 3 and 4))**, on the Regular Council meeting agenda, is in partnership with the Maricopa County Flood Control District to address neighborhood flooding issues.

2-a. Hear a presentation and discuss the current enhanced services provided by the Downtown Mesa Association (DMA), FY 2022-2023 accomplishments, and the proposed DMA workplan for FY2023-2024 enhanced services funded through the Special Improvement District 228 assessments.

Manager of Downtown Transformation Jeff McVay introduced Nancy Hormann, Downtown Mesa Association (DMA) President and Executive Director, and displayed a PowerPoint Presentation to provide an update on the DMA annual assessment. **(See Attachment 1)**

Mr. McVay stated there are no changes in assessment rates this year; however, there are a few minor changes in the overall assessment due to the City selling and purchasing land. He remarked 540 parcels are being assessed, totaling \$383,000; the City pays \$241,000 in assessments as the largest landowner in Downtown; in addition to \$350,000 provided to DMA through parking enforcement and other enhanced services.

Ms. Hormann gave Council an overview of the DMA goals and achievements. She mentioned the Clean Team has improved the appearance and safety of Downtown Mesa and highlighted the ways the Ambassadors assist in combating vandalism and graffiti. She discussed the improvements since Officer Pat Garthwaite has begun daily walks in Downtown Mesa with merchants and visitors. (See Pages 2 through 5 of Attachment 1)

Ms. Hormann described the banner and parking programs in Downtown. (See Pages 6 and 7 of Attachment 1)

Ms. Hormann emphasized that Mesa has unique restaurants and bars in Downtown Mesa and quoted the Phoenix Magazine article complimenting the selection. She outlined the awards that have been received by merchants in Downtown Mesa in the previous year. She reported the City held its first broker tour to attract new development. (See Pages 10 through 14 of Attachment 1)

Ms. Hormann stated DMA activates Downtown through the sale of gift cards that can only be redeemed at Downtown Mesa merchants, promoting small businesses, and special events throughout the year. She provided an overview of popular events. She discussed that Inspire Farms will be running the Farmer's Market moving forward. (See Pages 16 through 26 of Attachment 1)

Ms. Hormann advised that the workplan is a continuation of what has been done previously, with a few additions. She introduced the DMA executive committee and mentioned the Board retreat where the DMA priorities were discussed. She outlined the priorities and gave a breakdown of how the priorities would be accomplished for each group. She remarked keeping Downtown Mesa vital is the most important key to drawing people. (See Pages 27 through 31 of Attachment 1)

Ms. Hormann noted the three top goals for next year include creating connections, enhancing Mesa's brand, and radiating out from the core. She added that her desire is to light the trees on Main Street from Country Club to Mesa Drive to connect the whole corridor. (See Page 32 of Attachment 1)

In response to a question from Councilmember Duff regarding the tree plan for Downtown, Mr. McVay explained an evaluation of all existing trees and planters has been done and the first step is to improve the underground irrigation system, then fill the empty planters with new deciduous

trees. He mentioned that the streetscape will be reviewed during the façade updates for the 18 properties on Main Street.

Responding to multiple questions posed by Councilmember Spilsbury, Ms. Hormann clarified the Thursday evening Farmer's Market will be located on MacDonald Street to be more centrally located for the merchants in Downtown. She shared her experience with Thursday evening Farmer's Markets. She confirmed food trucks and promoting the art and culture available within the city will be incorporated into the event.

Further discussion ensued relative to the Restaurant Incubator Program, enforcement for special event licensing, connectivity into the Downtown area, and light rail safety.

In response to multiple questions from Councilmember Spilsbury, Ms. Hormann explained a meeting will take place with the arts organization that created the masks in the Restaurant Incubator window to design artist displays for the empty storefronts. She mentioned that most stores are closed on Mondays because they are mom-and-pop businesses that need a day off.

Mr. McVay advised that within the year, the vacant storefront issue will be addressed by new incoming businesses. He added for businesses to remain open on Mondays, the demand must be higher. He remarked the Zen City Project in Downtown Mesa intends to have a small grocer on the first floor.

Mr. McVay affirmed there was one letter of opposition to the assessment, which represents .7% of the total assessment value.

Mayor Giles thanked staff and Ms. Hormann for the presentation.

Mayor Giles declared a recess at 8:37 a.m. The meeting reconvened at 8:46 a.m.

2-b. Hear a presentation, discuss, and provide direction on entering into a purchase agreement for the purchase of the property located at 6733 East Main Street, Mesa, Arizona (the "Grand Hotel") for housing the City's Off the Streets Program.

Deputy City Manager Natalie Lewis displayed a PowerPoint presentation. She reviewed the history that led the City to the point of needing a facility to house the homeless during the pandemic and how the Off the Streets Program has grown. She discussed the Housing Path to Recovery strategy and how the City of Mesa (COM) has prioritized the federal dollars to meet the needs of the community. **(See Attachment 2)**

Ms. Lewis spoke about the resolution that will be presented to Council to approve the purchase of a hotel for the Off the Streets Program. She reviewed the Housing Path to Recovery steps. She outlined the reasons why purchasing a hotel would be the best approach for the COM, adding the program is a key component to being able to enforce urban camping. (See Pages 2 through 4 of Attachment 2)

In response to a question posed by Councilmember Somers, Mr. Brady mentioned the homelessness issue is continuing to grow and the COM will keep open the option of leasing hotel rooms to determine the demand.

Discussion ensued regarding data on the number of times there has not been available rooms to offer, the process of referring homeless for a room, and the Mesa Homeless Resource line.

Ms. Lewis stated Community Bridges (CBI) provides all the operations for the Off the Streets Program; however, the COM has the oversight to ensure that the program is consistent and successful. She mentioned working with the East Valley Men's Center to create additional capacity to allow the COM to focus on the most vulnerable population and provide additional services.

Responding to questions from Councilmembers, Ms. Lewis said the City is working with Community Services to utilize a portion of Community Development Block Grant (CDBG) funding, combined with American Rescue Plan Act (ARPA) dollars for a transitional housing project on the east side. She estimated the yearly costs for leasing the Windemere Hotel at \$1.7 million, \$1.4 for the contract with CBI, using the ARPA funding; and \$800,000 for police security officers, which is paid for by the City.

Mr. Brady added there are discussions occurring with non-profits to assist in creating a transitional housing option that fills the gap between emergency shelter and permanent shelter. He remarked once the ARPA dollars are gone, the costs will need to be built into the General Fund. He mentioned the timing of purchasing the hotel falls in line with the necessity to expend the ARPA dollars by the deadline on a government-approved project.

Ms. Lewis stressed the COM will not close on the purchase contract until the Council Use Permit (CUP) is approved. She highlighted that the CUP process is an open and transparent process with the community.

Further discussion ensued relating to flexibility on the CUP if the City sells the property in the future and the partnership with Maricopa County on the project.

Ms. Lewis shared the dashboard data that demonstrates the success rate of the program. She stated before COVID, the success rate was around 30% to 40% and is currently 74.7% successful. She explained a positive exit means the client moved on to the next step in the Housing Path to Recovery and has not returned to homelessness. (See Page 5 of Attachment 2)

In response to a question posed by Councilmember Goforth, Ms. Lewis attributed the success of the program on the unique model post-pandemic, which is referral based and includes support by providing additional services.

Discussion ensued on the Off the Streets model and the reasons the model is working.

Responding to a question from Councilmember Somers regarding fire sprinklers and Americans with Disabilities (ADA) accessibility, Ms. Lewis advised that once escrow is open, the City will conduct a thorough due diligence on the building to determine the costs to update and customize the space.

Ms. Lewis provided details and the location of the property. She remarked the City is required to notify anyone within 500 feet but will extend that to 1,000 feet. She added there is limited commercial and some residential to the south of the location. She reported CBI will focus on the pockets in the area to locate individuals needing assistance. (See Pages 6 through 8 of Attachment 2)

Ms. Lewis outlined the next steps of the process. She detailed the Good Neighbor Policy that is in place at the Windemere, which will also be a stipulation in the CUP for the hotel purchase to ensure there are checks and balances for the community. She added the request will come before Council on May 15. (See Pages 9 through 11 of Attachment 2)

Councilmember Somers expressed his concern regarding the appraisal price being considered for the purchase and a discussion ensued regarding the property valuation and appraisal.

Mayor Giles stated homelessness is the main issue facing the COM and many other cities. He mentioned if the City is going to be successful at addressing homelessness, the City must comply with the requirement to have emergency shelter available, while being professional and protecting the public funds. He expressed his support moving forward.

Mayor Giles thanked staff for the presentation.

At 10:00 a.m., Mayor Giles excused Councilmember Somers from the remainder of the Council meeting.

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

3-a. Public Safety Committee held on April 10, 2023.

It was moved by Councilmember Freeman, 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–Spilsbury

NAYS – None

ABSENT – Somers

Mayor Giles declared the motion passed unanimously by those present.

4. Current events summary including meetings and conferences attended.

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

5. Scheduling of meetings.

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

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

Monday, May 15, 2023, 5:45 p.m. – Regular meeting

Thursday, May 18, 2023, 7:30 a.m. – Mesa Public Schools Joint meeting

6. Adjournment.

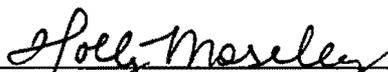
Without objection, the Study Session adjourned at 10:06 a.m.

  
\_\_\_\_\_  
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 11<sup>th</sup> day of May 2023. I further certify that the meeting was duly called and held and that a quorum was present.

  
\_\_\_\_\_  
HOLLY MOSELEY, CITY CLERK

la  
(Attachments – 2)





# **Downtown Mesa Association**

## **Efforts to Create a Thriving Downtown**

### **FY 2022-2023 Accomplishments**

### **FY 2023-2024 Work Plan**

**Nancy Hormann, President & Executive Director, Downtown Mesa Association**  
**Jeff McVay, Manager of Downtown Transformation, City of Mesa**





## Background

Goals of the District include:

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

What Was New in 2022 / 2023:

- Strengthened confidence and optimism from merchants and property owners
- Enhanced rebranding effort with new banners
- New activations and events
- Consistent and efficient service delivery

**"Downtown is coming back in a big way." Jim Minch, Milano Music Center**



# CLEAN, SAFE & BEAUTIFUL INITIATIVES

# Clean Team Ambassadors

**July 2022 – April 2023**

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

**1489 Maintenance Calls**

Bulky Items, Graffiti, Shopping Carts,  
Overflowing Dumpsters

**8014 Hospitality Interactions**

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

**841 Quality of Life Issues**

Clearing or Managing Blocked Sidewalks, Removing  
Encampments, Referring Mental Health & Wellness  
Checks

**502 Drug & Alcohol Paraphernalia Removed**



# Community Police Interaction - Officer Pat Launched September 2022

Many thanks to the City for helping create an additional perception of safety to merchants and visitors.

Due to Officer Pat Garthwaite's presence:

- *Minimized vandalism*
- *Decreased harassment at sidewalk dining areas*
- *Improved relationship with businesses and Mesa Police Department*

An exceptional enhancement we are anticipating for our Downtown this year are the addition of the Mesa Police Department "Ambassadors"





# Main Street In Banners



The Downtown Mesa Association partnered with Benedictine University students, Nathan Beraldo and Jonatan Amastal, and Co+Hoots to design colorful new banners along Main and Center





# Parking Program

- Worked with the DTT to increase parking area for new ASU MIX Center by utilizing 1st Street center lanes
- Created more accurate parking availability count by allowing multiple vehicles on the same permit
- Generated 35% more revenue than previous years
- Working with Mesa Police Department to gain access to MVD registration information in order to successfully follow up on unpaid citations



# DOWNTOWN MESA IN THE MEDIA

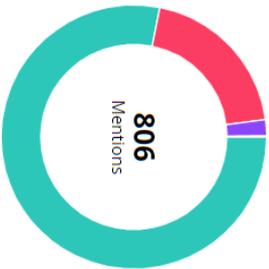


# Media Mentions

## January 2022 – March 2023

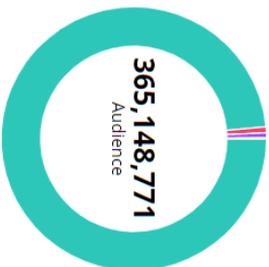


Mentions by Media Type



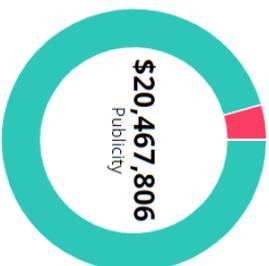
● Online + Print ● TV ● Radio ● YouTube

Audience by Media Type



● Online + Print ● TV ● Radio ● YouTube

Publicity by Media Type



● Online + Print ● TV ● Radio ● YouTube



# Highlights

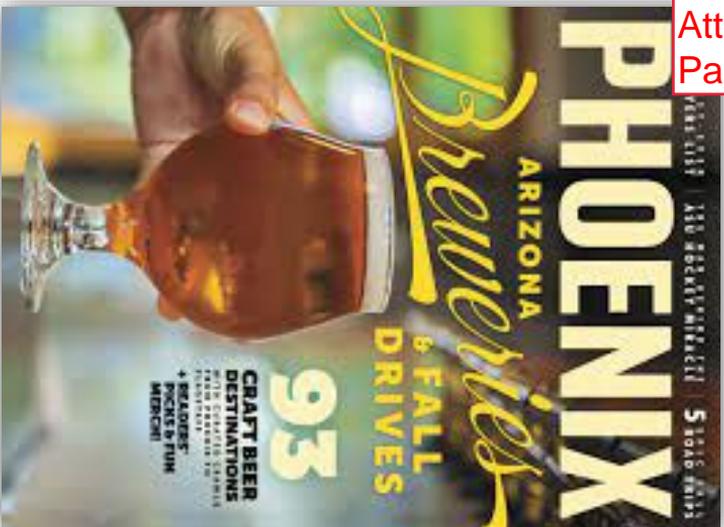


Oro Brewing Co.: "2022  
Brewery of the Year"  
AZ Craft Beer Awards | 2022

Espiritu Cocktails + Comida:  
"15 Best New Restaurants in  
USA"  
Eater | 2022

Cider Corps: "10 Best  
Cideries in USA"  
USA Today | 2022

"Arizona Breweries: 93 Craft  
Beer Destinations"  
Phoenix Magazine  
Sept-Oct 2022



## Phoenix Magazine September/October 2022

*"Nowhere in the valley can you walk more easily between a working brewery, two brewery taprooms, and a cidery than Main Street in Mesa, add in some of our favorite eateries and Downtown Mesa emerges as arguably the crown jewel of the Valley's craft beer scene."*

# New Kiosk Award Signage

**2 BREWERY OF THE YEAR**

**ORO BREWING COMPANY**

- AZ Craft Beer Awards

**12 WEST BREWING -**  
 - AZ Central

**10 BEST BREWERIES IN METRO PHOENIX**

**THE BEER RESEARCH INSTITUTE -**  
 - SILVER MEDAL

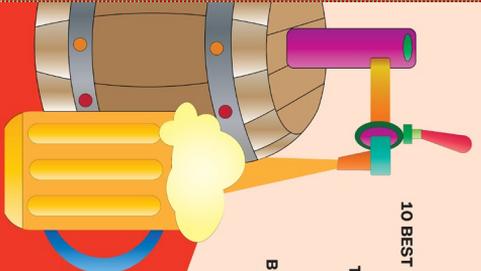
**CHUPACABRA TAPROOM -**  
 - AZ Craft Beer Awards

**BEST NEIGHBORHOOD TAPROOM**

- Phoenix New Times

**ORO BREWING COMPANY -**  
 3 GOLD MEDALS

- AZ Craft Beer Awards




**DOWNTOWN MESA SPA**  
 Uniquely Local

**BEST VINTAGE FURNITURE STORE**

**BUCKHORN VINTAGE**

- Phoenix New Times

**DICKSON'S JEWELERS -**  
 BEST JEWELRY REPAIR SERVICE

- Mesa Tribune

**MAIN STREET HARVEST -**  
 BEST SPECIALTY GROCERY

- Phoenix Magazine

**PXG PARSONS XTREME GOLF -**  
 BEST GOLF APPAREL

- Phoenix Magazine

**MESA BOOK GALLERY -**  
 BEST USED BOOKSTORE

- Phoenix Magazine




**DOWNTOWN MESA SPA**  
 Uniquely Local

**10 BEST CIDERIES IN THE USA 2022**

**CIDER CORPS**

- USA Today

**CIDER CORPS - BEST PHOENIX CIDERY**

- Phoenix New Times

**MYKES PIZZA - BEST PIZZA**

- Phoenix New Times

**PAIR CUPWORKS - BEST MUG GAME**

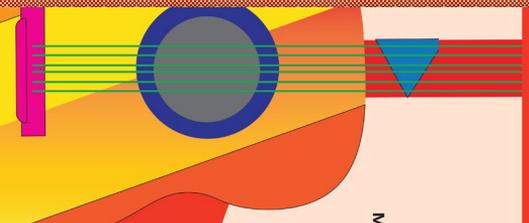
- Phoenix New Times




**DOWNTOWN MESA SPA**  
 Uniquely Local

# New Kiosk Award Signage

**MUSEUM**  
 AZ MUSEUM OF NATURAL HISTORY  
 - Mesa Tribune



**MESA ARTS CENTER -**  
 BEST PERFORMING ARTS CENTER  
 - Phoenix New Times

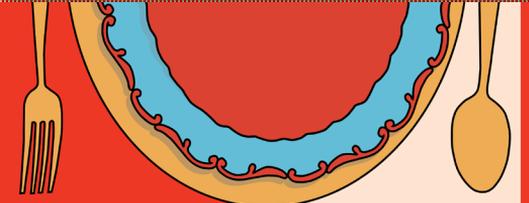
**MESA CONTEMPORARY ARTS MUSEUM -**  
 BEST ART MUSEUM  
 - Phoenix New Times

**MILANO MUSIC CENTER -**  
 BEST MUSICAL INSTRUMENTS STORE  
 - Phoenix New Times

**NEIGHBORHOOD COMEDY THEATRE -**  
 BEST STRESS RELIEVER  
 - Phoenix New Times

**DOWNTOWN MESA**  
 Uniquely Local!

**#2 BEST FRIED CHICKEN IN THE USA 2022**  
 GUSS WORLD FAMOUS FRIED CHICKEN  
 - The Daily Meal



**WORTH TAKEAWAY -**  
 BEST SANDWICH  
 - Phoenix Magazine

**QUE CHEVERE -**  
 BEST RESTAURANTS IN PHOENIX  
 - Phoenix New Times

**BEST SEAFOOD -**  
 PETES FISH & CHIPS  
 - Mesa Tribune

**REPUBLICA EMPANADA -**  
 BEST EMPANADAS  
 - Phoenix New Times

**DOWNTOWN MESA**  
 Uniquely Local!

**15 BEST NEW RESTAURANTS IN THE USA 2022**  
 ESPIRITU COCKTAILS + COMIDA  
 - Eater



**ESPIRITU COCKTAILS + COMIDA -**  
 BEST FRIED FISH  
 - Phoenix Magazine

**ESPIRITU CHEF ROBERTO CENTENO -**  
 "CHOPPED" WINNER  
 - Food Network

**ESPIRITU CHEF ROBERTO CENTENO -**  
 11 RISING AZ CHEFS TO WATCH  
 - AZ Central

**TACOS CHIMAS -**  
 BEST TACOS  
 - Phoenix Magazine

**DOWNTOWN MESA**  
 Uniquely Local!



# DMA/DTT Broker Tour

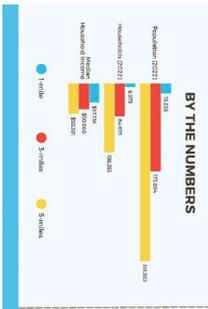
Conducted first broker walking tour of the Downtown Core



## 2.5 MILLION Annual Visitors

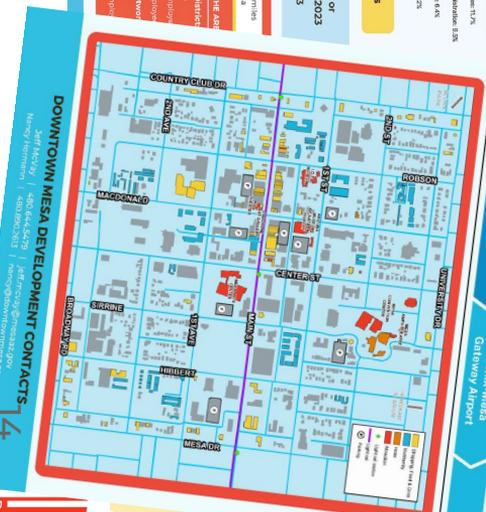
- Main Street sees nearly 12,000 drivers everyday
- 1,900 cell towers with nearly 4.5 million users
- 450+ retail stores
- 450+ restaurants
- 450+ bars
- 450+ hotels
- 450+ schools
- 450+ parks
- 450+ libraries
- 450+ museums
- 450+ theaters
- 450+ sports venues
- 450+ entertainment venues
- 450+ government buildings
- 450+ religious buildings
- 450+ medical buildings
- 450+ educational buildings
- 450+ residential buildings
- 450+ commercial buildings
- 450+ industrial buildings
- 450+ utility buildings
- 450+ other buildings

Over 5,000 Free Parking Spots



668 new housing units since 2017, over 2,000 more planned or under construction, nearly 700 will be completed by end of 2023

22,000 square feet of retail coming online by the end of 2023

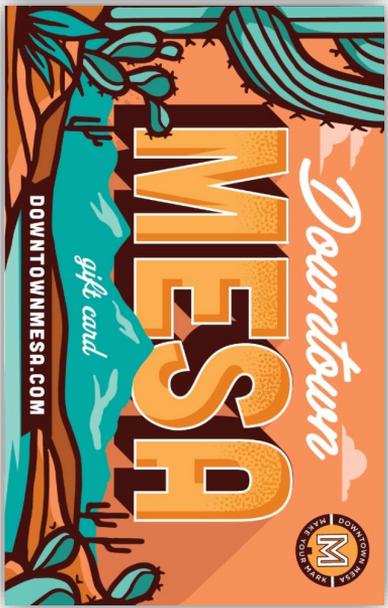




# Promotional & Signature Events



# Downtown Mesa Gift Card Program



**\$12,315.65 sold**

**40+**

**14+**

More than **\$12,315.65 sold** in less than one year, providing a **direct benefit** to downtown businesses

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

Downtown Mesa **Farmers Market** Vendors

# emotional Activations

## 2022 - April 2023



"We had a great turnout, everyone seemed to be having a great time!" Matt Trethewey, B.R.I. Taproom & Arcade.

### Beards & Brews

- 10 participating locations
- 100 tickets sold



### Palentine Besties Crawl

- 7 participating locations
- 80 tickets sold



### Shop Small

- 44 participating locations
- Revenue directly to merchants: **\$44,500** (Revenue was down slightly due to two full weekends of rain)



### 'Fans' of DT Mesa

- 40 participating locations
- 500 fans handed out



# ents

## LOWEEN

- 1000+ visitors throughout the day
- 500 merchant & museum trick-or-treat stations
- Distributed over 8,000 pieces of candy to participants
- Introduced Window Décor Contest, 10 participants
- People's Choice Award Winner: Linton Milano Music
- Grand Haunting Award: Atomic Age Modern
- Guess Who's Coming to (Halloween) Dinner: Main St. Harvest
- Unearthly Halloween: Crismon's Flowers
- Best Vintage Halloween: Buckhorn Vintage



**THE ANNUAL DOWNTOWN MESA HAUNTING ON MAIN ST.**  
 OCTOBER 29TH 11AM-5PM

Free Halloween Bags Available at the Farmers Market and the Info Booth on Wedwood (while supplies last)

**FREE EVENT**

- Trick-or-Treating on Main St. (11am-5pm)
- Free Halloween Bags Available at the Farmers Market and the Info Booth on Wedwood (while supplies last)
- Farmers Market (9am-2:30pm)
- KIDZ Arts & Crafts Activities
- Main & Wedwood (11am-5pm)
- Family Fun Games, Activities, & Prizes
- Eat or Fuel (sandwiches, cotton candy, popcorn)
- Dr. Wedwood Music Machine

[downtownmesa.com](http://downtownmesa.com) | Facebook | Instagram | Downtown Festival Day @DowntownMesa.com



# Events

## MERRY MAIN STREET

*Collaboration with the City of Mesa*

### Santa's Merry Makers Marketplace:

- Holiday night market on Main & Macdonald
- 25 vendors participated
- 10,000+ attended the first weekend

### Holiday Lights

- DMA led efforts to light and decorate downtown



# Merry Main Street



## Bingles the Gnome on the Roam

Partnered with City of Mesa Parks  
13 Participating locations  
75 "Bingles Finders"  
DMA donated \$250 gift card to  
Bingles winner

## Lighting the Mesa Menorah

First time events  
Part of Merry Main Street  
Candle lit by Rabbi Bothner



## I LOVE MESA DAY – 2nd Annual Collaboration with the City of Mesa

- 15,000 attendees all day
- 40+ businesses participated
- Museums @ capacity all day
- 160+ social media mentions
- Main Stage added

**Greenbelt Succulents:** “It was a magnet for people who actually had a strong positive belief in what Mesa is, and a heartfelt emotion for supporting our downtown and the businesses that make up the city center.”

**Gus’s World Famous Fried Chicken:** “It was our busiest day since opening = busiest week ever. Why can’t we have ILMD every Sat?”



**Nash Vintage Collective:** What’s the next one? We had lots of NEW customers, not just our regulars.”

# ents TER

- 2,000 visitors throughout the event
- 11,000 Easter eggs hidden along Main Street
- 15+ businesses participated in the egg hunt
- Activities, arts and crafts, Easter Bunny photos, and interactive entertainment along Main Street

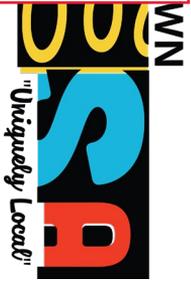




## MESA MUSIC FESTIVAL - Collaboration with the City of Mesa Produced by Motor Media

- Approximately **3,000** Friday - **10,000** Saturday attendees
- **137** Bands performed – **50** shows on Friday and **177** on Saturday
- **12** businesses participated creating performance venues throughout Main Street
- **10** performances on the main stage
- **Over 200+** social media mentions and **10** newspaper interviews and **5** Television segments





*12 West Brewing: "One of our best days ever!"*

*Lost Dutchman Coffee Roasters:  
"That day was insane!"*

*Chupacabra: "The weekend was a tremendous success."*

*Gus's World Famous Fried Chicken: "We interacted with a large amount of customers who had never been to Gus's before."*

*Que Chevere: "Broke a record - our busiest day ever!"*

*B.R.I Taproom & Arcade: "Sold event, tons of additional foot traffic! These kinds of events pull people into DTMI. These kinds like festival style events and doing these in DTM allows you to show off how far this district has come!"*

*Jarrold's Coffee Tea & Gallery: "Let's do it again!"*

*Oro Brewing: "Best Saturday ever!"*

*Tacos Chiwas: "We love Mesa - our biggest day ever, bigger than I Love Mesa Day!" (ILMD was their biggest day to date.)*

*Mangos Mexican Cafe: "It was great for business!"*

## TOWN MESA'S MARKETS

# Events



## New Location WIC

- Transitioning the ownership of the event to a local Downtown business to increase visibility
- Now at **Inspire Farms\***
- Partnered with:
  - Pinnacle Prevention: SNAP and EBT payments accepted at the market beginning 2022
  - Local First AZ: as of July 2021, DMFM is a part of the Local First residency program for small businesses
  - Recycled City, LLC: promoting sustainable practices at the market

**\*Inspire Farms has graciously agreed to take over the management and liability of the market starting June 1, 2023**

**DMA will produce a Third Thursday Night Market monthly starting September 21 – June 20, 2024**







## Workplan

*In preparation for the creation of the Downtown Mesa Association (DMA) Fiscal Year 2023 - 2024 Plan of Work, the staff implemented effective projects and programs that promote the advancement of Downtown Mesa as a continued desirable place to work, live, and play.*

*Some of those projects and programs:*

- 1. The continued work of our Downtown Clean team*
- 2. Continued the new Parking Program*
- 3. Continued our Media Blitz*
- 4. Created new branded banners for Main Street and Center Street*
- 5. Hung summer flower baskets*
- 6. Production of Thursday Night Market*
- 7. Held BBQ judge class in preparation for November 2023 BBQ competition*

## CREATING OUR PRIORITIES

DMA uses a downtown management model that is based on best practices in the business improvement district community, with direction from the DMA board, City of Mesa contract and Downtown Stakeholders.

*In January 2023, the DMA held a board retreat with both the property owner and business owner boards to set the priorities for the 2023-2024 Fiscal Year. Below are the joint priorities of the two boards. We will be further refining our priorities in order of importance, feasibility of accomplishment and ability to complete in our timeframe.*

## CREATING OUR PRIORITIES

***One thing they would change right now for the good of Downtown:***

***Order of the highest priority***

- More Parking(1)
- More Sit Down Dining (2)
- No Vacancies (10)
- Open Later and on Mondays (2)
- Streetscape Improvements (5)
- Grab and Go Food (1)
- Remove Colonnades (4)
- Wayfinding for Parking (1)
- Gateway Signage (2)
- Greater Sense of Safety (1)

***One thing they would change right now for the good of the individual:***

***Order of the highest priority***

1. Entertainment Strategy (4)
2. Micro Mobility Master Plan (10)
3. Breakfast/sit down Restaurant (4)
4. Promote East Main to Mesa (3)
5. Fine Dining (2)
6. Better Route for Downtown Buzz (1)



As part of the workplan retreat four different groups tackled the job  
how we would accomplish our priorities

## WORKPLAN RETREAT SESSION'S GOALS

### GROU P 1 –Retail Strategy

#### 1. Low Hanging Fruit

Share each other's social media; Shopping Stroll event

#### 2. To Accomplish in 6 Months

(Attraction) created a network for NEW businesses to go to for help at the City. Retail Round-Up for discussion and idea sharing.

#### 3. To Accomplish by One Year

Welcome packet for new businesses. Incubator/Workshop event (Local First, SCORE, DMA Farmers Market).

### GROU P 2 –Parking

#### 1. Low Hanging Fruit

Add more parking on 1st Street, going West.

#### 2. To Accomplish in 6 Months

Come up with a REAL parking plan.

#### 3. To Accomplish by One Year

Buy a garage OR start the process of building one.



As part of the workplan retreat four different groups tackled the job of how we would accomplish our priorities — cont.

## WHAT ABOUT SESSION'S GOALS

### GROUP 3 - Micro Mobility Plan

#### 1. Low Hanging Fruit

QR codes on Main St to locate additional parking. Art on asphalt to identify crosswalks, to create traffic calming.

#### 2. To Accomplish in 6 Months

Lighting in lots, under former colonnades

#### 3. To Accomplish by One Year

Have a new strategy with a new plan

### GROUP 4 - Entertainment/Vibrancy

#### 1. Low Hanging Fruit

Take advantage of the Plaza and the big movie screen. Family to later day, food trucks. Support the existing stuff - music fest, movie fest, etc.

#### 2. To Accomplish in 6 Months

Create a strategy for enhancing our Music & Arts venues. Hire a consultant to promote and program. Take advantage of venues we already have.

#### 3. To Accomplish by One Year

Branding experiences. Market for what we want downtown to be. Look at the MAC, the Convention Center, etc. Work with Milano Music for artists.

# 3 Top Goals for 2023-2024 Physical Year

## Create Connections

(between all Downtown has to offer)



Connect Amphitheater and Convention Center to The MIX, The MAC and Main Street

## Enhance the Brand



Make it obvious that you are in Downtown and continue to attract more retail and restaurants while remaining “Uniquely Local”

## Radiate out from the Core



Start by lighting all the trees on Main Street from Country Club to Mesa Dr – year round

mesa.az





# Off the Streets



**Community  
Health & Safety**



**Strong Community  
Connections**



**Skilled & Talented  
Workforce**

# Proposing a long-term solution for Off the Streets Program

May 11th City Council Study

Session





# Request

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Approve resolution to authorize execution of agreement to purchase real property and improvements at 6733 E. Main Street, the Grand Hotel.

# Mesa's Strategy: Housing Path to Recovery (and long-term stability)





## Off the Streets



### Why this approach?

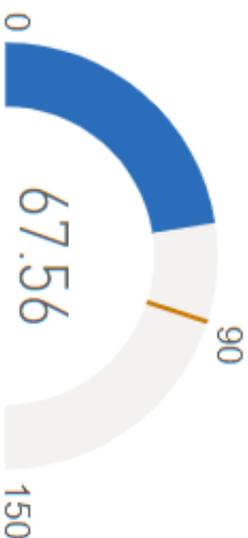
- Federal funding available and City is accountable.
- Helps Mesa enforce urban camping laws.
- Right size. Right location.
- Transit connections to regional services.
- Mesa control: program continuation; program quality/standards; outcome-driven data; focus on Mesa priorities (public safety, vulnerable populations).
- Leasing costs rising.
- Back to Council: Council Use Permit approval required before closing. (Fall)

### Clients Served

1544

Average Number of

Days in the Program



### Rate of Positive Exits

74.7%

One Exit Per Client

### Victims/Survivors of Domestic Violence

21.6%

### Percentage of Veterans

4.2%

### Clients Experiencing Domestic Violence at Time of Entry

7.5%

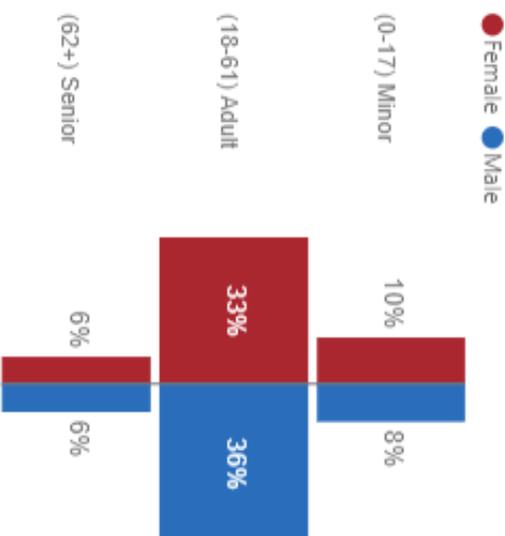
### Median Minor Client Age (0-17)

8

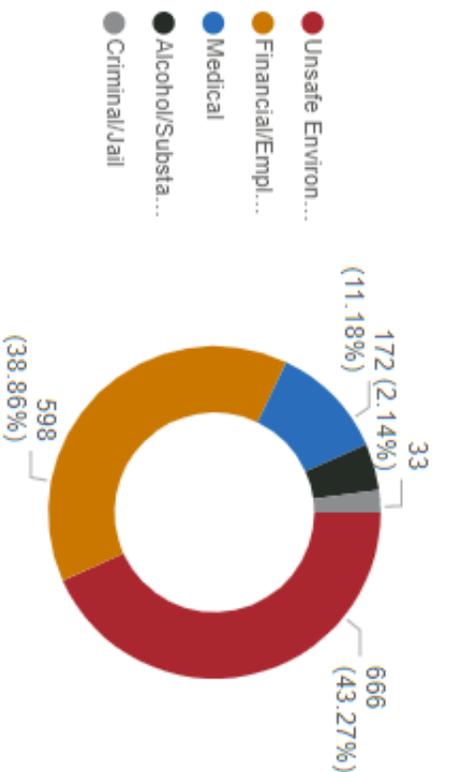
### Median Adult Client Age (18+)

45

### Clients by Age Category and Gender

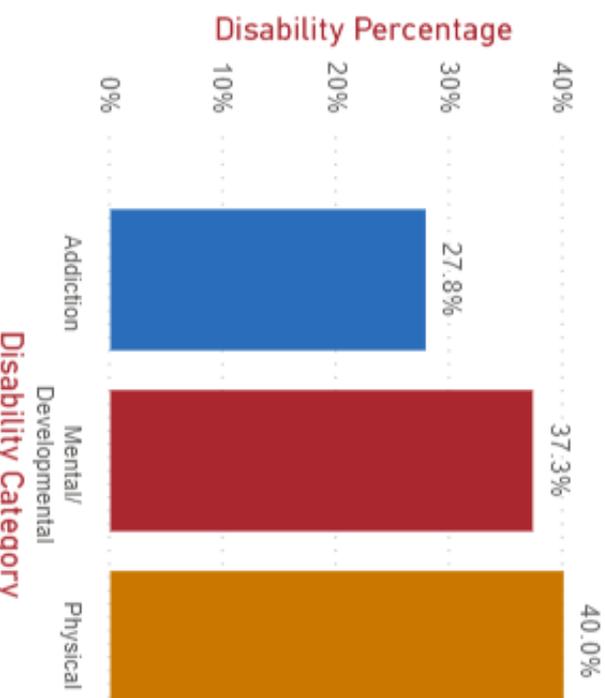


### Clients by Primary Reason for Homelessness Category

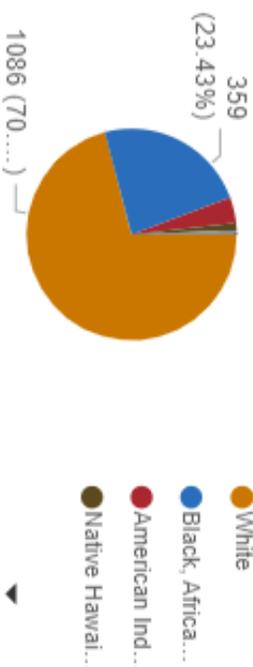


### Clients with Disability Categories

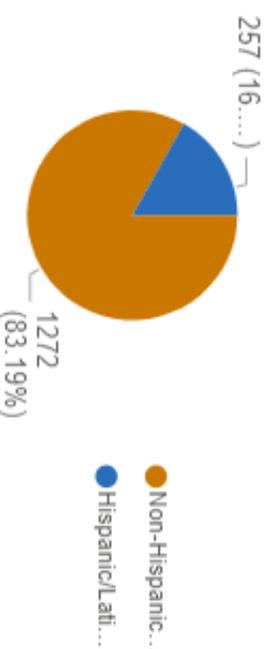
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### Clients by Primary Race



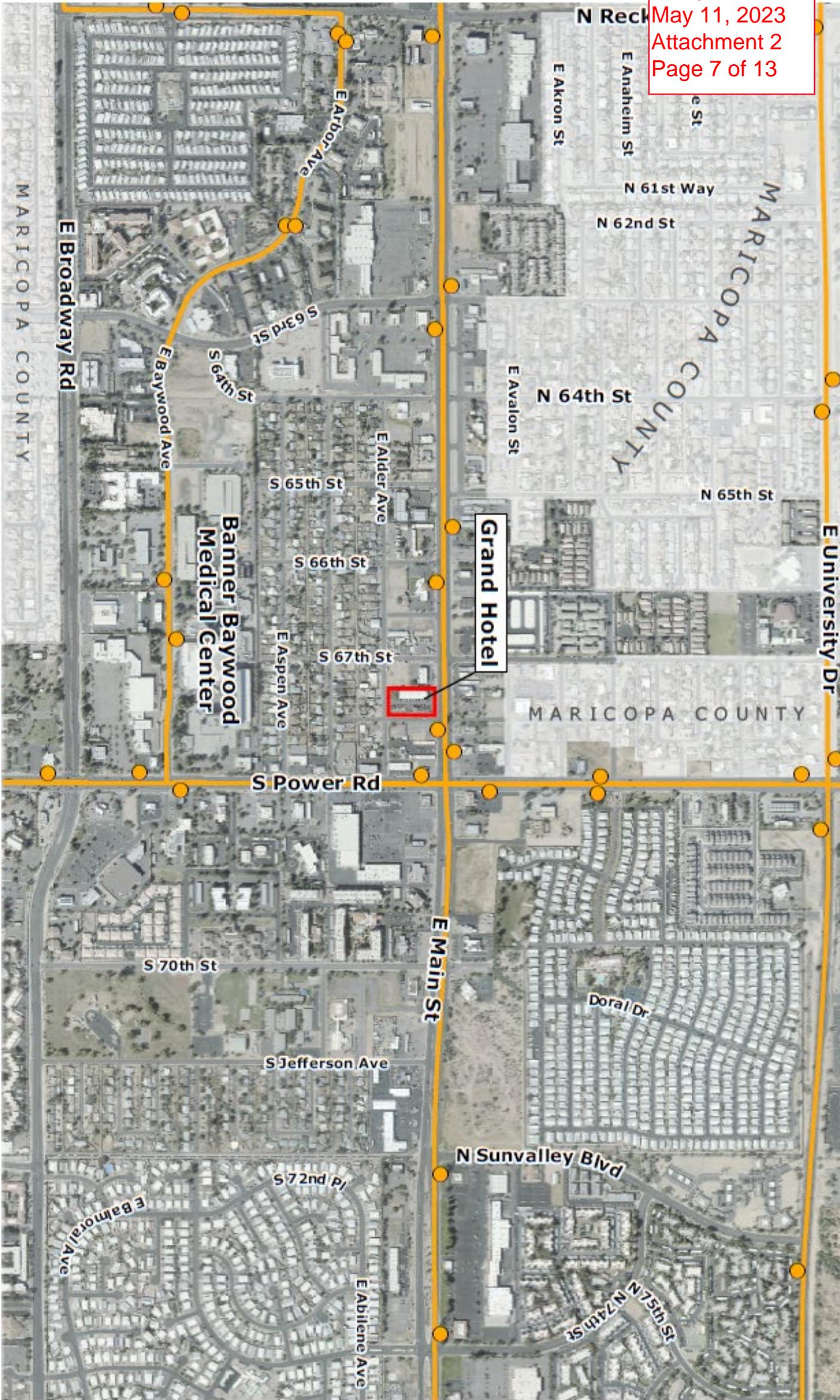
### Clients by Ethnicity

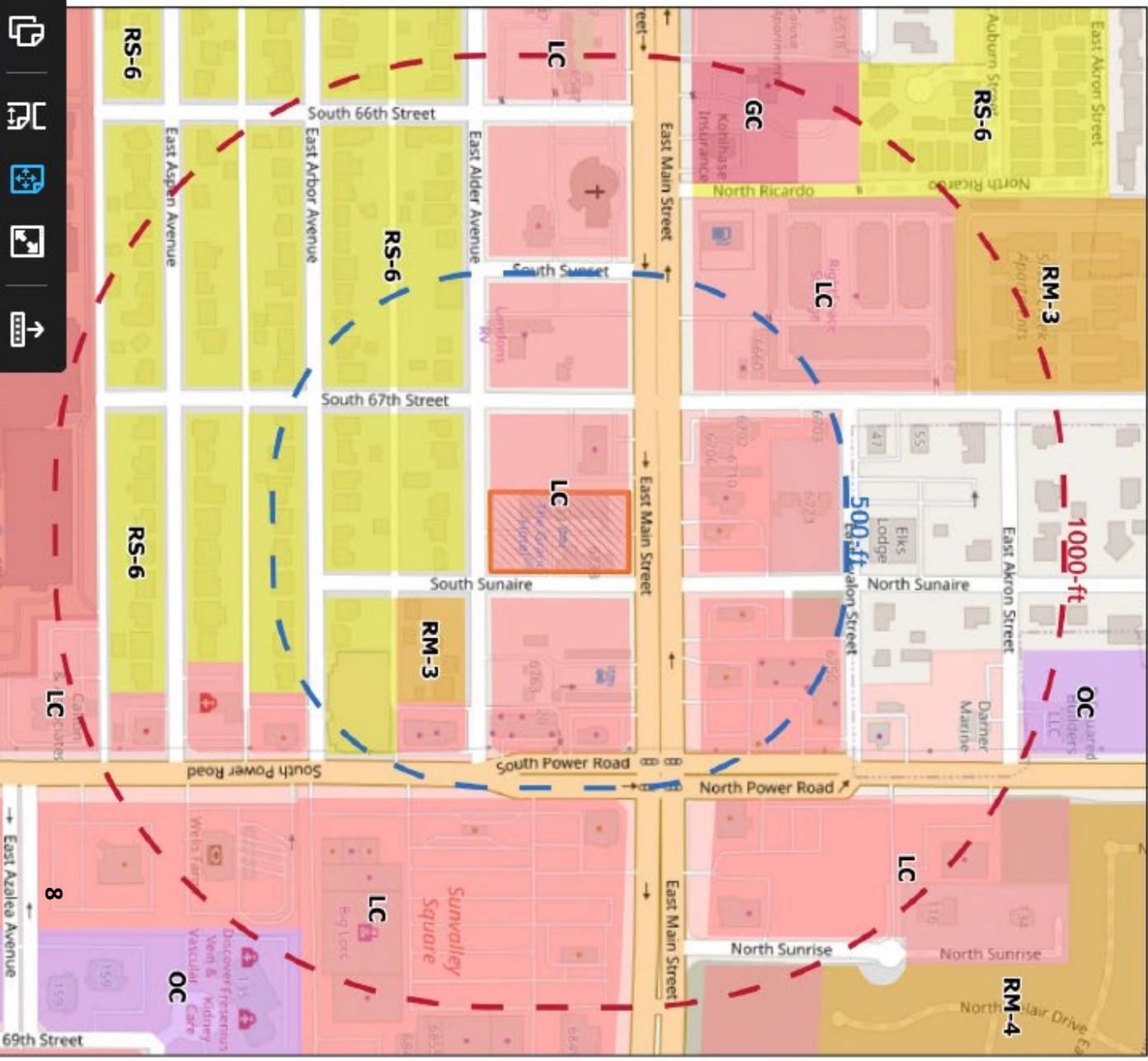




## Property

- The Grand Hotel-6733 E. Main St.
- Built: one-story 1973; two-story 1985
- 70 rooms, 1.34ac (one/two beds)
- Space for dusk-to-dawn beds
- Office space, laundry facilities
- Connects to transit, commercial jobs
- New A/C units, tankless water heaters, roof
- Single story could serve transitions into program or to graduation
- Would require ADA, other tenant improvements to maximize capacities







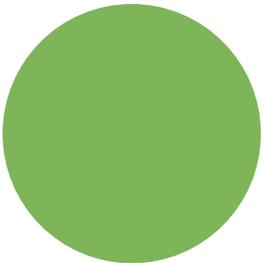
## Proposed Next Steps

**May-September:** Community engagement, property due diligence, site improvement needs planning and phasing of construction.

**September/Mid October:** Council Use Permit consideration by City Council.

**End October:** Closing.

**Winter:** Planning for service and good neighbor policy tenant improvements.





## Good Neighbor Policy (Draft Summary)

- Referral based, no walk-up or drop-in services; enforced curfew.
- Limited designated areas for outdoor use.
- Delineated and secure campus.
- Daily CBI checks of participant rooms.
- Curfew for program participants afterhours.
- Transport clients off campus for most services.
- Police presence on-site day and night.
- Trespass enforcement for surrounding businesses; neighborhood engagement and access to existing services.
- Clear communication channels for nearby businesses and residents.



Off the Streets

# Request

Approve resolution to authorize execution of agreement to purchase real property and improvements at 6733 E. Main Street, the Grand Hotel.  
Back to Council this fall with CUP.

# Questions?



m.e.s.a.az

