



## Minutes City Council's Technology, Economic & Community Development Committee December 2, 2008

Minutes of the meeting of the City Council's Technology, Economic & Community Development Committee held on Tuesday, December 2, 2008, at 3:00 p.m., in the 3<sup>rd</sup> Floor Conference Room, Tempe City Hall, 31 E. 5<sup>th</sup> Street, Tempe, Arizona.

**Committee Members Present:**

Councilmember Onnie Shekerjian, Chair  
Councilmember Corey Woods

**City Staff Present:**

Chris Anaradian, Dev Svcs Mgr  
Kris Baxter, Marketing Specialist  
Martha Garner, Comm Relations  
Shelley Hearn, Community Relations Mgr  
Dave Heck, Deputy IT Mgr  
Ted Hoffman, Deputy IT Mgr  
Jyme Sue McLaren, LRT Proj Mgr  
Chris Messer, Principal Plnr  
Gene Obis, IT Mgr  
Nancy Ryan, Comm Dev/Rio Salado  
Chris Salomone, Community Dev Mgr  
Alex W. Smith, Technology Dev Spec  
Mark Vinson, City Architect  
Sheri Wakefield-Saenz, Econ Dev Administrator

**Guests Present:**

Barbara Khalsa, Rio Salado College  
Dan Killoren, Tempe Historic Preservation Commission  
Bridgette Santaella, Corporate Relations/Corp. Engagement & Research Affairs

Councilmember Shekerjian called the meeting to order at 3:10 p.m., and everyone introduced themselves.

**Agenda Item 1 – Review of Minutes**

No changes were noted in the November 4, 2008, minutes.

**Agenda Item 2 – Public Appearances**

None.

**Agenda Item 3 – Develop Work Plan and Assign Work Duties**

Councilmember Shekerjian summarized that everyone has had the opportunity to submit ideas regarding their WIGs (wildly important goals) to make sure the committee's goals and the work plan were aligned with things currently being done in departments. She and Chris Messer pulled that information together and developed a draft of the work plan. The plan has three main areas of technology, economic development and community development. Under each item appear three to five goals, with task lists under the goals. She asked that the group provide two things: (1) help identify who will be assigned to these duties; and (2) identify which meetings should focus on the different goals. Meetings will occur every month, as well as through the summer, although she would prefer to have conclusion on some of the items by the end of the fiscal year. A few special subcommittee groups could also be formed to work on some of the items, such as the "social media" under technology. She would like to have all the items initially reviewed between January and March. One addition might be regarding historic preservation. She would like to take this document to Council for approval on December 11, however.

Councilmember Shekerjian summarized the Committee's mission as follows: "Committee should address technology application and implementation in Tempe economic development issues and opportunities, and community development and redevelopment strategies and efforts." She further summarized the categories:

- Expand the use and availability of technological enhancements by City Government and Tempe residents and businesses.
  1. Hold a public forum to gain input on technologies to help the City of Tempe. *Community Relations (Shelley Hearn) and ITD (Gene Obis) will coordinate the public forum.*

Councilmember Shekerjian stated that there are a large number of people in the citizenry who are technologically advanced. She proposed a one-time public forum/brainstorming session to talk about how technology can be used in the City, specifically regarding items #2, #3, #4 and #5.

2. Ensure transparency and accountability in government through open access to information. *ITD (Gene Obis) will take the lead on finding out where those places are and what we need to do.*

This encompasses a lot of the departments. For example, it would help those who need to provide information to the City Clerk so that our community knows what is going on. It also means in Development Services, for example, improving the on-line public access and use, such as electronic Building Permit Plan Review and issuing Building Permits.

3. Develop a Constituent Services Management tool. *ITD (Gene Obis) and Community Relations (Shelley Hearn) will coordinate this item.*
4. Explore and expand on-line payment and input systems city-wide. *ITD (Gene Obis) will explore this item.*

Anywhere in which we can communicate with the public where they need to provide input, or they need to pay something on line, we want to make opportunities available.

5. Explore and implement "social media" opportunities. *Community Relations (Shelley Hearn), Economic Development (Kris Baxter) and someone from web development (ITD) will lead a sub-committee.*

Currently, only one newspaper now reports on Tempe as of January. Subscription numbers are decreasing and the newspapers are becoming less of a player in providing information to the public.

This is an opportunity to do our own reporting and present it to the public. The area of social media is a very powerful tool.

- Implement redevelopment and development services policies for recommendation to Council, and implementation of council-approved projects.
  1. Amend the Transportation Overlay District (TOD) to encourage development that is more neighborhood, developer, and affordable housing friendly. **(WILL BE AMENDED)** *Development Services, Community Development and Transportation will coordinate this item.*

The Apache Boulevard area, specifically, would be an area where this would be important. We want to encourage better development and more development that is friendly and focus on that.

2. Rehabilitate/Redevelopment/Enhancement of neighborhood commercial centers. *Development Services and Community Development will coordinate this item.*

The strip mall issue is ongoing. She and several others were able to visit with Michael Pollack who was passionate, had great examples of the kinds of things that could happen, and is ready to avail himself to whatever extent we need in order to show us the kinds of things he feels need to be done, as well as other professionals in the area.

- a. Develop an asset inventory and needs assessment of neighborhood centers throughout Tempe.

What do we have that is going well and what area do we need to work with. Each zip code has a different need, and graph it geographically.

- b. Prioritize neighborhood centers to target for rehabilitation or redevelopment.
- c. Review design standards and sign regulations. **DELETED BY THE COMMITTEE.**
- d. Work with property owners, developers, real estate brokers and tenants to provide tools for façade improvements and assisting with tenant recruitment/retention.

- Develop, implement and assess economic development approaches, projects and proposals.
  1. Update economic development strategy/policy. Develop a needs assessment and asset inventory, hold a public forum to gain input on the economic strategy and policy. *Community Development (Sheri Wakefield-Saenz and Chris Salomone).*

Chris Salomone suggested that the committee look at the economic development policy and see if it needs to be updated to determine what really works well and what doesn't work well. The needs assessment and asset inventory are things that the City does well on an ad hoc basis. Councilmember Shekerjian suggested holding a public forum to brainstorm on the economic strategy.

2. Work with ASU, GPEC, Biodesign Institute, Ira A. Fulton School of Engineering, Global Institute of Sustainability, community colleges, and the Office of the Vice-President for Research and Economic Affairs and other partners in an effort to establish university- and community college-based start-ups and expand the number of solar and biotech companies in Tempe. *Community Development (Sheri Wakefield-Saenz), ASU and Community Colleges will coordinate.*

3. Work in conjunction with Sports, Recreation, Arts & Cultural Development Committee to consider economic development that may result from related business tourism as well as arts and culture-driven tourism, and youth and amateur sports and outdoor, active tourism. ***Parks and Recreation (Mark Richwine) will coordinate.***

Councilmember Shekerjian also sits on the Sports, Recreation, Arts & Cultural Development Committee with Councilmember Mitchell, and will let that committee determine how we can help.

4. Work with ASU and Community Colleges to further workforce development. ***Community Development, ASU and Community Colleges***

Councilmember Shekerjian added that economic development is not just bringing in new businesses and supporting the ones here, but it is also making sure that the businesses that are here have the workforce they need. Our partners will be a big part of how we develop the tasks under this item.

Councilmember Shekerjian asked those assigned to the goals to forward their preference of a meeting date for presentation (January, February or March) to Chris Messer so that he can develop a timeline. For example, Gene Obis already has a lot of information on the Constituent Services Management Tool and he could probably present at the next meeting. The next meeting was scheduled for January 7, but it will need to be rescheduled. Mr. Messer will provide the date. A week prior to that meeting, everyone should send their preferences to him. He will also forward a document noting the item assignments.

Chris Salomone added that Michael Pollack offered to come to speak. Councilmember Shekerjian stated that it is important to determine what audience would benefit most. There was a suggestion to have him speak at the economic development forum.

Chris Anaradian expressed concern about the sign issue. Councilmember Shekerjian suggested removing that item from the work plan. She felt the idea is to work with property owners, developers, and real estate brokers in terms of façade improvements and general improvements.

Jyme Sue McLaren added that in discussing the TOD (Item #1 under the second bullet), it seems like the link between neighborhood character and the character of those shopping centers is something that should be included. Mr. Anaradian had brought it up previously about a neighborhood character assessment to establish some type of guidelines for how neighborhoods and shopping centers interact. It is a big endeavor, but it is something that was really an issue in developing the TOD ordinance. The two are related. The TOD ordinance addresses the regulatory piece, but it doesn't address how the neighborhoods and shopping centers interrelate and whether there is a certain character about that neighborhood that should be reflected in architectural detail or design façade treatment.

Mr. Anaradian suggested rather than saying "amend the TOD" that maybe it should read, "develop planning strategies along transportation corridors to encourage development that is more neighborhood, developer, and affordable housing friendly." There was a further suggestion to include appearance or character. Ms. McLaren and Mr. Anaradian will work with Chris Messer to provide an amendment before it goes to Council on the 11<sup>th</sup>.

#### **Agenda Item 4 – Future Agenda Items**

- TBD

Meeting adjourned at 3:40 p.m.

Prepared by: Connie Krosschell  
Reviewed by: Chris Messer

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Jan Hort  
City Clerk