



Chandler • Arizona

2019 Economic Development Advisory Board Minutes

Regular Meetings

January 16, 2019

April 17, 2019

August 14, 2019

November 13, 2019

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MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER, ARIZONA, Wednesday, January 16, 2019, held at Chandler City Hall, 175 S. Arizona Ave., Chandler, Arizona.

Board Present: David Moss, Chairman
Terry Locke, Vice-Chairman
Micah Miranda, Secretary (Economic Development Director)
Jonvieve Bryant, Boardmember
Steve Greenhalgh, Boardmember
Terri Kimble, Ex-Officio
Ryan Nouis, Boardmember
Mike Spangenberg, Boardmember
Julie Trujillo, Boardmember
Nick Woodruff, Boardmember

Board Absent: Cecilia Ashe, Boardmember
Todd Czaplewski, Boardmember
Bill Gusmano, Boardmember
Larissa Spraker, Boardmember
John Paul Villarreal, Boardmember
Andrew Weingartner, Boardmember

Others Present: Terry Roe, Vice-Mayor
Marsha Reed, City Manager
Debra Stapleton, Assistant City Manager
Joshua H. Wright, Assistant City Manager
Cori Garcia, M & C Marketing and Communications Manager
Kimberly Janes, Tourism Program Manager
Kim Moyers, Downtown Redevelopment Manager
James Smith, Economic Development Innovation Manager
Chelsey Faggiano, Economic Development Specialist
Ryan Kaup, Economic Development Specialist
Michael Winer, Economic Development Specialist
Odette Moore, Economic Development Research Assistant
Jeff McBee, Dignity Health
Lisa Porter, JobDocs

1. Call to Order/Roll Call
Mr. Moss called the meeting to order at 8:46 a.m.
2. Approval of Minutes
 - a) Mr. Nouis and Ms. Bryant noticed they were listed as attending the previous board meeting. However, both were not in attendance and the group agreed to amend the minutes.
 - b) Mr. Locke made a motion to approve the amended minutes and the motion was seconded by Mr. Nouis. Minutes approved unanimously.
3. Unscheduled Public Appearances
None
4. Scheduled Public Appearances
None

5. Briefing Items

- a) Mr. Moss introduced Chandler Company Spotlight feature: Jeff McBee, of Dignity Health who provided an update on Chandler Regional Medical Center's new tower expansion (Tower D).

Mr. McBee began his presentation with an overview of his background and Dignity Health's scope of service within the East Valley region and more specifically in Chandler.

He stated that when Dignity opened Tower C their leadership was expecting a 10-year period before having to consider additional development/expansion projects. However, after Tower C opened, it was at full capacity within a three-week period due to the East Valley's growing population, and more specifically the facility serving as a Level I trauma center.

Mr. McBee went on to define Dignity's primary service area, which makes up approximately 75% of Dignity's patient volume, and encompasses Chandler, Gilbert, Ahwatukee, parts of Tempe and southern Mesa. As they continue to expand their services, they receive transfers from all over Arizona resulting in the need for additional expansion. He went on to discuss that Dignity Health has the highest level of neurosurgery services available in the Phoenix Metro area. The cardiovascular program in Chandler is the largest in Arizona resulting in the need for additional development.

He stated they began analyzing the needs of the region back in 2015 and at the time Dignity's Primary Service Area (PSA) was 700 - 1,000 people and as they looked out to 2025 they expected the number to increase about 13.6%. As they broke it down by demographics it was determined that the patient age group of 60-79 was expected to grow by 86% in the same 10-year period.

Mr. McBee stated that as a result of the data, the need for Tower D became clear as Dignity expects to see expansions in cardiovascular, oncology, neuro, culinary medicine and more.

He went on to describe the Tower D development, which will be a five-story, 212,000 square foot, 96-bed tower with a basement. Renovations to 51,300 square feet of existing space will bring the total bed count at the hospital to 429. In addition, the development will feature a 944-stall parking garage and additional surface parking.

He stated that as the development continues to progress, Dignity is considering bringing "academic medicine" to the Chandler Campus with a teaching program that will enable them to continue to attract a higher level of service. Mr. McBee reiterated that Dignity isn't just looking at the immediate needs of patients but all future needs as well.

Mr. McBee showcased the site plan for Tower D and mentioned that the development will have more greenery to enhance the healing environment, much like Mercy Gilbert's healing garden.

He concluded with an overall project timeline, including: design began in July of 2017, surface parking completed in August of 2018, parking garage development expected in July of 2019 and Tower D is expected to be completed in March of 2021. The interior renovations will begin in March of 2022.

Mr. McBee opened up the discussion for questions.

Ms. Kimble inquired on the OR occupancy rate. Mr. McBee stated that it is running north of 80-85% utilization on any given day.

Mr. Nouis asked how many additional jobs this development will create. Mr. McBee stated that will likely hire about 150-250 full-time employees between now and when the development is completed.

Ms. Kimble stated that between Mercy Gilbert, Chandler Regional and Banner, we are looking at about 1,000 jobs within the next 18 months. Mr. McBee confirmed this statement with the clarification that this number reflects direct operational jobs and not indirect jobs as that number is much higher. The total number of jobs for the Chandler Campus would be closer to 550 if we were to account for the total number of direct and indirect jobs.

Mr. Miranda made mention of trends he is seeing when it comes to medical tourism. He stated the City is placing a special emphasis on this within the Tourism line of service. By making people aware of our thriving healthcare sector, we can meet the needs of patients and provide these families with necessary amenities while they are here.

The group thanked Mr. McBee for his time.

- b) Mr. Moss introduced Chandler Innovations client, Lisa Porter, Founder of JobDocs, which has an application that allows users to upload, organize and share job-related documents and certifications.

Mr. Miranda provided an additional introduction commending Ms. Porter on how much her business has grown since joining Chandler Innovations and how wonderful it has been to watch her succeed thus far.

Ms. Porter began her presentation with an overview of JobDocs, which provides nursing professionals with a cloud-based software solution to maintain their regulatory compliance documents, including: licenses, certifications, continuing education and medical clearance.

She went on to share her journey of how she ended up at Chandler Innovations and what the program has been able to do for her company.

Ms. Porter stated that the idea for her company came from her own needs as a nurse. Constantly staying up-to-date on the certifications needed to be a nurse in good standing was tough, especially when trying to organize the variety of deadlines associated with each license, certification and class requirement.

She stated that at first she thought she would find an app to help her organize everything and through research, she realized that there wasn't an app suitable for this specific need. That is when she knew she had a great business idea.

Ms. Porter continued by outlining what was needed for her to bring this idea to reality. She stated she entered a competition called CodeLaunch, and became a finalist which gave her the opportunity to pitch her company in front of investors. She continued networking with business investors who provided her guidance for next steps.

Ms. Porter took this advice and began looking locally for programs and connections within the local startup community, which led her to Chandler Innovations.

She stated that she applied for the Chandler Innovations program, pitched her idea to a panel of decision-makers and was eventually accepted to join the 3-Track process which consists of: 1) weekly meetings to build a business framework, 2) monthly meetings to develop a business plan and grow towards earning revenue, and 3) scaling the business to market.

Ms. Porter stated she is currently in Track 2 which puts her at 10 months in the program. She is looking forward to advancing to Track 3 in the future.

She provided the group with JobDocs' timeline which is as follows: business was created in December 2016 and the mobile application launched in July 2018. As of today, she is in the continued research phase as they are looking to develop the desktop version. Future growth plans include an enterprise software solution, which will allow larger corporations to utilize this software. A total of \$39 billion is spent on healthcare regulatory compliance annually.

She concluded her presentation by highlighting the many opportunities that the Chandler Innovations program has provided her with, including: traveling to a variety of tradeshows, connecting with a variety of people from nurses to college students as a part of her customer discovery process, and participating in various speaking engagements such as the Arizona's Nurses Association annual conference.

Ms. Porter opened up the discussion for questions.

Mr. Spangenberg inquired as to whether JobDocs had a team established or if she was still building out the business on her own. Ms. Porter confirmed that she currently has a CTO acting as a project manager and offshore developer.

- c) Mr. Moss introduced Micah Miranda, Economic Development Director, who stated the Chandler Economic Development team was going to be providing a the Year in Review/Year Ahead update.

Mr. Miranda started by setting the stage on what the Economic Development team accomplished and what's on the forefront in the coming year. He highlighted recent accolades the City has achieved, noting the expectations that

the division as a whole looks to meet and exceed to advance Chandler's economic competitiveness.

Ms. Moyers provided a look back/look ahead on downtown redevelopment.

In 2018 highlights included: the completion of an award winning redevelopment for the Commonwealth Canal, the punch through of Dakota Street, improvements to Arizona Avenue, a new multifamily development (273-unit Alta San Marcos), completion of Overstreet (and the associated parking garage), new restaurants and businesses (Flix Brewhouse Cinemas employing over 200 people), and the introduction of the City's e-cab service called The Wave, which provides free downtown transportation Thursday through Sunday.

In 2019, projects will include the continued development of Phase 1 of the New Square project (51,000 square feet of office, 8,700 square feet retail), completion of the City's largest public parking garage – the Oregon Street Parking Garage, the launch of the DC Heights multifamily development project, continued adaptive reuse projects such as Civic Market, the Sleepy Whale, Site 7 development, and the opening of Craft 64.

Mr. Smith provided a look back/look ahead on business attraction efforts. He stated that 2018 was a great year for attraction projects. In order for the City to continue to be successful it is important to maintain relationships with the development community as their confidence in Chandler and willingness to undertake speculative development is important to our success. The ability to show tenants available space is a very important aspect of the business attraction process.

He continued by stating that CBRE recently released the Top 10 economic development projects in Metro Phoenix. Out of the Top 10, eight companies have announced a specific location, with three of the eight companies choosing Chandler, resulting in 35% of the total jobs announced.

Mr. Smith outlined the significance the East Valley communities had on the Greater Phoenix region's success. The 2018 business locates outlined, along with Wells Fargo, total 1.5 million square feet of office/industrial absorption and 6,000 total jobs announced.

He transitioned to a focus on what is to come in 2019 and stated that heading into next year, Chandler has more speculative development forthcoming that will be attractive to companies looking to expand/relocate. A few highlights include the Allred Park Place on Price Corridor and Chandler Freeway Crossings.

Mr. Kaup provided a look back/look ahead on business retention and expansion efforts (BRE). He began by stating that the City's BRE program is critical to continued job growth and requires a proactive approach to connect with existing companies.

He continued by highlighting the purpose of BRE visits which is to build relationships, show appreciation for continued investment within the community and act as a resource to companies in Chandler.

He transitioned to highlighting some of the successes of the BRE program which included: ARM, MSR-FSR, Wells Fargo and Turbo Resources.

- ARM– The City worked quickly to assist the company to find temporary space and later assisted in finding a permanent Class A office space for continued growth,
- MSR-FSR– A company that the City met with to assist with the permitting process as they were looking to expand,
- Wells Fargo– The City assisted with workforce development as they grew from 2,600 employees to over 5,000, and
- Turbo Resources – This project was years in the making as the company previously occupied three different buildings prior to constructing their current headquarters in Uptown Chandler.

Mr. Winer provided an update on the division's focus on redevelopment and export assistance. He began by highlighting a few of the City's programs that allow Chandler to stay economically vibrant long-term such as: the Adaptive Reuse Program; which relaxes City development standards to allow for creative re-uses of existing buildings, the Infill Incentive Plan; which provides matching funds for qualified redevelopment work, and the City's designated Opportunity Zones.

Mr. Winer continued by outlining how the division encourages redevelopment by marketing these programs and the benefits through City communication channels, engaging with property owners, identifying developers who specialize in redevelopment, and promoting these areas and programs to businesses looking for unique atmospheres.

He transitioned to highlighting one of the City's redevelopment areas, Uptown Chandler. He provided the group with a brief background on how the City has and will continue to market this area for continued economic growth by utilizing the brand messaging created by various stakeholders.

Mr. Winer concluded by highlighting the City's Export Assistance program. He stated that 95% of the world's population resides outside of the U.S., which unlocks new opportunities for local businesses looking to export goods. He mentioned that the City provides assistance to companies through a partnership with the Export-Import Bank and by hosting Global Dreams Export Programs.

Ms. Faggiano provided an update on the launch of the division's marketing efforts which will be geared towards generating awareness, creating high-quality business leads/prospects and increasing engagement with City stakeholders and local businesses.

Ms. Faggiano outlined the general scope of the marketing strategy which included identifying target audiences, regional markets, and key industries that the division will be looking to connect with.

She concluded by asking the audience to become our community ambassadors and engage with the division's newly launched Twitter and LinkedIn pages.

Ms. Moore provided an update on the division's completed and upcoming events. Ms. Moore stated that in 2018 the division had success with the launch of three new-to-Chandler events: The PHX East Valley Angel Investor Initiative, the Startup Connection event and Global Entrepreneurship Week. All of these events were executed in collaboration with regional organizations and local partners.

She concluded by outlining a series of upcoming events in 2019, including the upcoming 9th annual Chandler Science Spectacular on February 9th, Global Dreams, a four-part workshop series happening throughout February, and Small Business Workshops happening every Wednesday in March.

Ms. Janes provided a look back/look ahead for tourism efforts.

She stated that 2018 was the first full year under the new Tourism Strategic Plan. She also reminded the group that in August they were engaged in the tourism rebranding efforts which included showcasing the new logo and new brand message with discussion around how Tourism will be positioning itself for continued outreach.

Ms. Janes stated that in 2018 Tourism continued with marketing efforts towards small meetings and events which resulted in meeting one-on-one with more than 231 event planners and meeting professionals.

She continued by stating that through November 2018, Chandler has seen a 9% increase in total room nights booked which has been a great source of revenue for the City and is expected to grow with continued hotel development. She mentioned that in June 2018, a 142-room Residence Inn by Marriott opened with additional hotel development forthcoming.

Ms. Janes stated that over the last year our division has been active in seeking entertainment business opportunities to serve as a regional draw for visitors and add value to Chandler residents.

Ms. Janes highlighted a few companies that have recently opened and touting the Crayola Experience which recently selected Chandler to open the company's fifth destination nationwide.

She concluded by outlining what is expected in 2019 including: The official launch of the Tourism rebrand, continued marketing/targeting efforts, the launch of two e-newsletters, and the opening of three major hotel developments (a 264-room full service Marriott, a 136-room Extended Stay America, and a 112-room Hilton Garden Inn).

Mr. Miranda transitioned into providing an overview of Chandler Innovations.

He began by stating Chandler Innovations currently has a total of 37 clients and anticipates two more, which will bring the total to 39 clients.

Mr. Miranda outlined the success the program has seen to date which includes: 37 clients, 21 applicants to join the program, \$1.7M in capital raised, \$1.5M in grants awarded, and a total of 60.5 jobs created. He credited the program's pivot

to more of a service-based model that has allowed companies to scale quicker. He mentioned SkinActives' new location at the Chandler Mall, and the success of DMD Fire Equipment, JobDocs, AniCell BioTech and Attribytes.

Mr. Miranda concluded by stating the Board will see increased marketing efforts in Q2 for Chandler Innovations as we look to elevate the brand and increase excitement around community programs and events.

6. Action Items

None

7. Advisory Boardmember Comments

Ms. Trujillo requested to receive the Chandler Economic Development PowerPoint slides. Ms. Faggiano stated the presentation slide deck would be distributed to the full Board and meeting attendees.

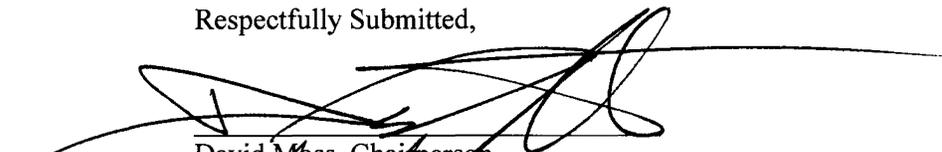
8. Next Meeting

Mr. Moss announced the next meeting was scheduled for April 17, 2019.

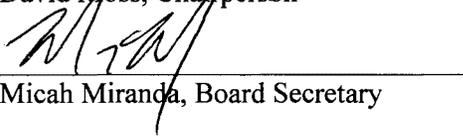
9. Adjournment

Mr. Moss adjourned the meeting at 10:00 a.m.

Respectfully Submitted,



David Moss, Chairperson



Micah Miranda, Board Secretary

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER, ARIZONA, Wednesday, April 17, 2019, held at Chandler City Hall, 175 S. Arizona Ave., Chandler, Arizona.

Board Present: David Moss, Chairman
Terry Locke, Vice-Chairman
Micah Miranda, Secretary
Cecilia Ashe, Boardmember
Jonvieve Bryant, Boardmember — *(joined by phone)*
Bill Gusmano, Boardmember — *(joined by phone)*
Terri Kimble, Ex-Officio
Ryan Nouis, Boardmember
Mike Spangenberg, Boardmember
Julie Trujillo, Boardmember
Marsha Reed, Ex-Officio
John Paul Villarreal, Boardmember

Board Absent: Todd Czaplewski, Boardmember
Steve Greenhalgh, Boardmember
Larissa Spraker, Boardmember
Andrew Weingartner, Boardmember
Nick Woodruff, Boardmember

Others Present: Terry Roe, Vice-Mayor
Dan Cook, Transportation Policy Manager
Cori Garcia, Mayor and Council Marketing/Communications Manager
Kimberly Janes, Tourism Program Manager
Ryan Peters, Governmental Relations and Policy Manager
James Smith, Economic Development Innovation Manager
Chelsey Faggiano, Economic Development Specialist
Ryan Kaup, Economic Development Specialist
Odette Moore, Economic Development Research Assistant
Sarai Alvarado, University of Arizona-Chandler
Brian Fox, Chandler Chamber of Commerce
Mary Anne Przybylski, Chandler Chamber of Commerce
Susan Stephenson, Arizona State University

1. Call to Order/Roll Call
Mr. Moss called the meeting to order at 8:36 a.m.
2. Approval of Minutes
Mr. Locke made a motion to approve the minutes and the motion was seconded by Ms. Trujillo. Minutes approved unanimously.
3. Unscheduled Public Appearances
None
4. Scheduled Public Appearances
None
5. Briefing Items
 - a) Mr. Moss introduced Sarai Alvarado, Site Coordinator for the University of Arizona (UA) Chandler campus, to provide an overview of the programs offered at the UA-Chandler site.

Ms. Alvarado stated that UA-Chandler occupies the entire second floor of the Chandler Community Center, with a total of five classrooms and room to build out one-two additional classrooms. The UA-Chandler satellite campus currently has 65 students and that number is expected to grow to at least 100 students by this fall.

The location offers advising, admissions, financial services, and in-person/hybrid classes at the undergraduate and graduate levels.

She went on to state that the Chandler campus is a “transfer institute”, which means that most of the students are working adults. Most of the classes begin at 5:30p.m. to accommodate their work schedules.

Additionally, she mentioned that UA-Chandler introduced two new programs — a Coding Bootcamp and a Bachelor of Applied Science program. In total, they offer four Bachelor of Applied Science programs (Cyber Operations, Network Operations, Informatics and Human Services) as well as two graduate level programs. Ms. Alvarado, also said they pride themselves on partnerships with Maricopa Community Colleges, specifically Chandler-Gilbert Community College (CGCC).

Ms. Alvarado then went into detail on the Cyber Operations program, saying the National Security Agency (NSA) designated it as a Center of Academic Excellence in Cyber Operations. This recognition is particularly impressive as UA’s program is one of only 20 nationwide with this designation.

She continued with an overview of the Pathway Partnership, which has been established to boost local enrollment in the Cyber Operations program. She stated that UA-Chandler has a three-way partnership with Chandler Unified School District (Basha High School) and CGCC, creating a dual enrollment program. The dual enrollment program allows Basha High School students who begin the four-year program in 9th grade, to transfer credits to CGCC and complete additional required coursework with credits transferred to UA-Chandler. After transferring a total of 75 credits to UA-Chandler, students complete the remaining 45 credits needed to receive a bachelor’s degree. This three-way partnership program allows students to complete one-third of their degree requirements at each institution.

Ms. Alvarado stated the program begins this fall. They are working with industry leaders on scholarships programs to assist with tuition costs, internship programs to provide applied learning and job placement opportunities after graduating.

She concluded by highlighting UA’s current tuition and fees for part-time and full-time students, the transfer scholarships and additional funding support available to students to help with those costs.

Ms. Alvarado opened up the discussion for questions.

Ms. Kimble asked if the teacher academy is still being offered at the UA-Chandler campus. Ms. Alvarado confirmed that it is and that the program is often at capacity.

Ms. Kimble then asked what UA-Chandler is doing to assist students in the Department of Defense Cyber Scholarship Program with career opportunities should they not wish to continue with a military career. Ms. Alvarado said that UA-Chandler is interested in forming additional industry partnership to provide those students with potential opportunities.

Mr. Nouis asked if UA-Chandler has a relationship with the Cyber Warfare Range based at Phoenix-Mesa Gateway Airport. Ms. Alvarado said UA-Chandler has a virtual

environment, referred to as “CyberApolis”. It serves as their cyber warfare range and that the Department of Defense is looking into purchasing rights to use it to train employees.

The group thanked Ms. Alvarado for her time.

- b) Mr. Moss introduced City of Chandler Governmental Relations and Policy Manager, Ryan Peters, to provide an overview on the City’s Transportation Master Plan update.

Mr. Peters began by mentioning that the City is currently operating on the 2010 Transportation Master Plan and that the plan will be updated this fall. The overall vision for the updated plan is based on leveraging technology to provide sustainable, multimodal transportation systems for the community.

He said the technology piece is the main component for the updated plan as transportation technology rapidly evolving. The City intends to stay at the forefront of this evolution in transportation infrastructure by continuing to leverage community assets for technological advances that will help guide decision making.

He added that the key elements of the master plan will include technology-related recommendations such as: how existing and future roads can serve individual drivers; public transit, bicycle and pedestrian plans; and engaging City stakeholders for feedback and guidance on a transportation infrastructure plan.

Mr. Peters provided the group with the development schedule of the master plan update which began in the fall of 2018 when City Council authorized a contract with consulting firm Kimley-Horn, to manage the project’s day-to-day tasks. Since then, the team has been evaluating existing conditions that can be enhanced as well as planning for future conditions. Mr. Peters said the Transportation Master Plan report is expected to go to City Council for adoption this fall.

He continued with a brief look into the plan priorities for current and future roadway, bicycle/pedestrian paths, and transit improvements. A few of the priorities outlined included:

- Build out the arterial street system
- Enhancements to Chandler freeways
- Evaluate the impact of ride share programs like Uber and Lyft
- Improve bicycle/pedestrian safety
- Additional on-street bike lanes
- Additional off-street paths and trails
- First/last mile connections to transit
- Transit technology improvements

Mr. Peters concluded by saying the public/stakeholder engagement is vital and the City will continue with outreach methods into August/September to receive as much feedback and input on the master plan as possible. He stated that once the plan is adopted, the City will begin prioritizing and implementing improvements.

Mr. Peters opened up the discussion for questions.

Mr. Spangenberg asked if the City plans to incorporate any partnerships with ride-sharing scooters. Mr. Peters said the City is evaluating ordinances to develop a code that would potentially allow for hyper-transit options.

Mr. Villarreal asked if there is an opportunity to place a radius limitation on the use of hyper-transit systems. Mr. Peters stated they are looking into all options as they continue

to monitor the current use and develop an appropriate ordinance that addresses both commercial and personal uses.

Ms. Kimble asked how the City can ensure that stakeholders are informed about upcoming roadway/infrastructure improvement activities. Mr. Peters responded that the City coordinates with all appropriate stakeholders in advance of such improvements to ensure they are being conducted while the roadways are open.

Ms. Reed echoed Mr. Peters response, saying appropriate stakeholders are notified a year or more in advance to allow for collaboration opportunities.

Mr. Miranda joined the conversation, saying the City is also working closely with appropriate stakeholders on project-specific development improvements and looking at ways to enhance collaboration as a part of the development process.

Mr. Nouis asked how light rail is figured into the overall master plan. Mr. Peters said that the City is awaiting the master plan findings on light rail usage before making a determination.

Mr. Roe asked Mr. Peters to provide additional insight on the City of Glendale's decision in regards to Proposition 400.

Ms. Reed asked Mr. Peters to provide the committee with additional insight on the current state of light rail in the City of Phoenix.

Mr. Villarreal asked about the proposed timeline for lane improvements at Val Vista Dr. and Riggs Rd. Ms. Reed said that the Town of Gilbert is responsible for these improvements and Mr. Cook added that he anticipates the improvements will begin in the next one-two years.

The group thanked Mr. Peters for his time.

- c) Mr. Moss introduced James Smith, Economic Development Innovation Manager, to provide an update on Autonomous Vehicle Implementation in the City of Chandler.

Mr. Smith began his presentation by providing the committee with an overview of Chandler's involvement in the advancement of autonomous vehicles (AV) and the recent media coverage that has featured Chandler.

He continued with an overview on why the City continues to support the development of autonomous vehicles/AV Technology and the opportunity for the Chandler community to play a vital part in societal change when it comes to road safety, mobility and land use. He also addressed the economic impact of the AV Industry, saying that the market cap of the major companies involved in the AV industry was already over \$7 trillion in 2016 and that the industry is projected to generate annual economic activity of \$7 trillion by 2050.

Mr. Smith outlined how Chandler offered conditions for an AV hub noting the Arizona climate, urban/suburban environments, access to highways, and the City's welcoming business climate and political support. He then discussed the major companies within the industry with a presence here in Chandler, noting that they represent 14% of the Chandler workforce with 16,000 total employees.

Mr. Smith transitioned into an overview of how the City supports AV technology research and development, which includes open dialogue with both state and local leaders, partnerships with City first responders, and continued collaboration with City

officials on codes and ordinances. He emphasized that the City of Chandler was the first municipality in the nation to make changes to its zoning code to allow for rideshare pick up/drop off locations.

He concluded with a brief overview of how the City continues to broadcast its message to the AV industry by attending a variety of tradeshow, participating in media interviews and going on future sales missions. He said the City plans to stay at the forefront of this evolving industry by continuing to develop relationships and partnerships with businesses.

Mr. Smith opened up the discussion for questions.

Mr. Spangenberg asked when wide-scale deployment of fully autonomous vehicles is expected to occur. Mr. Smith responded that he does not have an expected date, but said companies are currently working to solve the last five percent of development. He added that he is hopeful that we will see fully autonomous vehicles within our lifetime.

Ms. Kimble suggested that the City look into displaying advertising at Phoenix-Sky Harbor International Airport as a way to broadcast its message to those traveling to and from Phoenix.

Ms. Trujillo asked about Local Motor's "Olli" and where the autonomous shuttle is currently deployed. Mr. Smith responded that he believes they are currently deployed at several education institutions throughout the country.

The group thanked Mr. Smith for his time.

6. Action Items
Mr. Moss nominated Mr. Locke to be Chairman. The nomination was seconded by Ms. Ashe and approved unanimously. Mr. Locke nominated Mr. Nouis to be Vice-Chairman. The nomination was seconded by Mr. Moss and approved unanimously.
7. Advisory Boardmember Comments
None
8. Next Meeting
Mr. Moss announced the next meeting is scheduled for August 14, 2019.
9. Adjournment
Mr. Moss adjourned the meeting at 9:44 a.m.

Respectfully Submitted,



Terry Locke, Chairperson



Micah Miranda, Board Secretary

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER, ARIZONA, Wednesday, August 14, 2019, held at Chandler City Hall, 175 S. Arizona Ave., Chandler, Arizona.

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Cecilia Ashe, Boardmember
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Steve Greenhalgh, Boardmember
Bill Gusmano, Boardmember
Terri Kimble, Ex-Officio
Karla Moran, Boardmember
David Moss, Boardmember
Marsha Reed, Ex-Officio
Mike Spangenberg, Boardmember
Larissa Spraker, Boardmember
Julie Trujillo, Boardmember
John Paul Villarreal, Boardmember
Andrew Weingartner, Boardmember

Board Absent: Dr. Greg Peterson, Boardmember
Nick Woodruff, Boardmember

Others Present: Kevin Hartke, Mayor
Terry Roe, Vice-Mayor
Mark Stewart, Councilmember
Dana De Long, City Clerk
Kelly Schwab, City Attorney
Josh Wright, Assistant City Manager
Matthew Burdick, Communication and Public Affairs Director
Cori Garcia, Mayor and Council Marketing/Communications Manager
Kimberly Janes, Tourism Program Manager
Stephanie Romero, Communication and Public Affairs PIO
Chelsey Faggiano, Economic Development Specialist
Ryan Kaup, Economic Development Specialist
Michael Winer, Economic Development Specialist
Odette Moore, Economic Development Research Assistant
Angela Creedon, Arizona State University

1. Call to Order/Roll Call
Mr. Locke called the meeting to order at 8:32 a.m.
2. Approval of Minutes
Ms. Ashe made a motion to approve the minutes from Wednesday, April 17, 2019. The motion was seconded by Mr. Weingartner. Minutes approved unanimously.
3. Unscheduled Public Appearances
None
4. Scheduled Public Appearances
None
5. Briefing Items

- a) Mr. Locke introduced City Attorney Kelly Schwab to provide training on Arizona's open meeting law, focused on general board rules and procedures.

Ms. Schwab began by providing the board with an overview of State legislation regarding public meetings (A.R.S. 38-431 et. Seq.), which requires that meetings of a public body be open to the public. Additionally, the meeting agenda must be posted with at least 24 hours' notice (except in the case of an actual emergency) and include the meeting date, time, location, and a description of the matters to be discussed or decided.

Ms. Schwab continued, stating that a meeting is defined as any gathering of a quorum of a public body, in person or through technological devices, to discuss, propose, or take legal action. She mentioned that all public bodies must comply with the open meeting law, including: City Council; boards and commissions of the City; all corporations and other instrumentalities whose boards of directors are appointed or elected by the City Council; all quasi-judicial bodies of the City; and any standing, special or advisory committees or subcommittees of the City. City staff and staff-appointed committees are not considered public bodies and thus not subject to the open meeting law requirements.

She then recapped the requirements for a public meeting and steps to ensure compliance with open meeting law. Ms. Schwab emphasized that the board cannot discuss matters not listed on the agenda, such as issues raised during unscheduled public appearances. She then went into detail on unscheduled public appearances, stating the following:

- Citizens may only address the public body on issues under its jurisdiction;
- Members of the public body may only respond to criticism, ask staff to review a matter, or request a future agenda item; and
- No discussion can take place on a matter brought before the board during an unscheduled public appearance.

Ms. Schwab then listed the situations when a public body can meet in private:

- Matters regarding the employment, discipline or resignation of public officers, appointee or employee;
- Negotiations for the purchase, sale or lease of real property;
- Obtaining legal advice;
- Discussions on records exempt by law from public inspection;
- Contract negotiations or litigation; and
- Employee organization negotiations.

Regarding Executive Sessions, she noted that no legal action may be taken during the meeting and that detailed minutes must be recorded but are not made available for public inspection (except in the case of an investigation).

Ms. Schwab then provided the board with a list of common pitfalls and things to avoid to ensure compliance with the open meeting law:

- Serial meetings or splintering the quorum. She gave an example situation where a councilmember discusses City business with two other councilmembers, who then discuss it with a fourth councilmember. This would be an open meeting law violation as a quorum of a public body met without giving public notice;
- "Replying all" to emails received by multiple members of the public body; and
- Engaging in conversation with other members of the public body on social media or at social events. She stressed to avoid any written or verbal comments on matters that should be discussed during an official board meeting.

She concluded by outlining possible penalties if a public body or its members are found to be in violation of the open meeting law.

Ms. Schwab opened the discussion for questions.

Mr. Nouis asked where the meeting agendas are officially posted. Ms. Schwab deferred to Ms. De Long who stated that the meeting agendas are posted to a bulletin board located inside the City Clerk's office as well as online.

Mr. Locke asked what qualifies as an actual emergency meeting where the agenda would not need to be posted with 24 hours' notice. Ms. Schwab provided an example from another community where an emergency meeting was held and the legal action taken by the city council. She said the action was ratified at the following scheduled city council meeting, where it was included as an agenda item.

Ms. Kimble asked what constitutes a quorum of the board when members are attending remotely. Ms. Schwab stated that in order to conduct the meeting you must have a quorum of the board present or joined by phone in order to take voting action. Ms. De Long clarified that a quorum is half of the board plus one and added that the City does not allow more than two people to call into a meeting. Mr. Miranda added that the City would like to have all Economic Development Advisory Board members attend every meeting and to do so in person.

Ms. Schwab concluded the open meeting law portion and transitioned to providing the board with an overview of conflicts of interest and remote interests (defined in A.R.S. 38-502 (10)). She provided an overview of scenarios that would create a conflict of interest and the appropriate action that needs to be taken to avoid a violation.

Ms. Schwab opened the discussion for questions. There were no questions.

The group thanked Ms. Schwab for her time.

- b) Mr. Locke introduced City Clerk Dana De Long for a presentation on public records.

Ms. De Long stated that public records include all books, papers, maps, photographs, and/or other materials (regardless of physical form characteristics) that are made or received while conducting City business. She added that the members of a board or commission are considered officers of the City, and that any business they conduct in service of the City qualifies as a public record.

Ms. De Long noted that public officers are responsible for preserving, maintaining, and caring for public records within their board and commission offices, and must maintain all records reasonably necessary for accurate knowledge of official activities. However, the City has made public record keeping simple for board and commission members as the City staff liaison is responsible for maintaining all official board records. She went on to state that any documents distributed to the board are considered copies of official records and that the staff liaison provides all official records to the City Clerk.

Ms. De Long opened the discussion for questions.

Mr. Miranda stressed that if the board has any future questions or suggestions in relation to meetings and agendas to coordinate with Ms. Faggiano or himself to avoid any possible violations of the open meeting law.

The group thanked Ms. De Long for her time.

- c) Mr. Locke introduced Matthew Burdick, Communication and Public Affairs Director, to provide an overview of the City's new branding initiative.

Mr. Burdick began by stating that the implementation of the new brand will be attrition-based and that existing items will bear the former brand until they are replaced. He added that the branding initiative has been carried out by internal City staff utilizing input from Mayor and Council, Chandler residents, and local marketing professionals.

Mr. Burdick then outlined the history of the Chandler brand, stating that the brand equity created over the past 35 years will not be lost as the logo mark will remain the same. Changes to the City's brand include using a more modern font, and establishing an updated vision statement and tagline.

- Vision Statement: We are a world-class city that provides an exceptional quality of life.
- Tagline: Community of Innovation

He continued by providing the board with an overview of the new brand in action, displaying its use of Open Sans fonts, the Chandler color palette and photography. Mr. Burdick noted that photography and other visual elements will be the most prominent feature of the brand as the City looks to showcase people, places, and experiences that are unique to Chandler.

Mr. Burdick played two promotional videos created to raise awareness of the new brand. He noted the videos will be deployed on chandleraz.gov/innovation and the City's social media platforms. He encouraged board members to engage with and share the videos.

Mr. Burdick opened the discussion for questions.

Mr. Locke asked about upcoming company spotlights. Mr. Burdick stated there are a number of stories planned, each of which advances the City's strategic policy goals.

Mr. Nouis asked where the videos will be published. Mr. Burdick responded that YouTube, Facebook, Twitter, LinkedIn and Instagram are the primary platforms and that the videos also will be published on the chandleraz.gov website.

Mr. Greenhalgh asked why there are multiple logos within the brand family (e.g. Chandler Public Library and Chandler Municipal Airport) versus just one City logo. Mr. Burdick explained that the logos all serve different purposes but have visual connections through the use of the Chandler color palette.

The group thanked Mr. Burdick for his time.

- d) Mr. Locke introduced Economic Development Director Micah Miranda to provide an overview of the Fiscal Year 2019-20 EDAB meeting theme of infill and redevelopment.

Mr. Miranda began by providing the board with a brief overview of the City Council Strategic Framework, which identifies infill and redevelopment as one of five focus areas. He then singled out North Chandler as an area where redevelopment will be critical for continued economic vitality.

He said the Economic Development Advisory Board will be tasked with providing input and ideas on how to approach and execute specific redevelopment opportunities. Mr. Miranda stated that at the end of the fiscal year the board will produce a report to help guide strategy development in cooperation with the City's Police, Fire, Planning, and Development Services departments.

Mr. Miranda then discussed how redevelopment benefits the City in terms of:

- Economic vitality

- Resident perception/quality of life
- Community safety
- Bringing new activity to the area
- Investment

He then provided an overview of North Chandler's demographics, stating the area makes up nearly half of the City's population with 132,000 residents, has a median age of 35 years, that 34 percent of the adult population possesses a bachelor's or advanced degree, and that the average household income is \$85,000.

Mr. Miranda continued by providing statistics on North Chandler's housing market, commercial real estate (retail, office, and industrial), and traffic volumes.

He noted that redevelopment is a big task and needs to involve all City departments, but especially those that address health and safety. Key departments include Police, Fire and Code Enforcement. He provided boardmembers with statistics on their calls for services, unique challenges within North Chandler, and views on the benefits of redevelopment.

He then provided an overview of City redevelopment programs, including:

- Adaptive Reuse: Site development standards can be relaxed to facilitate the reuse of existing buildings, structures, and sites;
- Business Location Team: Free program to help navigate the City's development and permitting processes; and
- Infill Incentive Plan: Ability to support projects through expedited permitting and fee waivers.

He concluded with an overview of the Uptown Chandler placebranding initiative that was established in 2017 to promote economic growth, reinvestment, and redevelopment. He mentioned that the next project for this initiative will be the installation of artwork on 10 traffic signal cabinets within the area.

Mr. Miranda then reiterated that infill and redevelopment will be the theme for upcoming Economic Development Advisory Board meetings. He proceeded to outline the next steps that will be taken to enable boardmembers to provide their input and ideas.

Mr. Miranda opened the discussion for questions.

Ms. Kimble stated she did not have any questions but wanted to provide a comment on homelessness within North Chandler. She said the homeless navigator based out of the Neighborhood Resources Department has been doing a great job in working with public safety officials to address homelessness related issues.

The group thanked Mr. Miranda for his time.

6. Action Items

None

7. Advisory Boardmember Comments

None

8. Next Meeting

Mr. Locke announced the next meeting is scheduled for November 13, 2019.

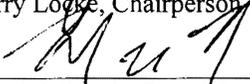
9. Adjournment

Mr. Locke adjourned the meeting at 10:00 a.m.

Respectfully Submitted,



Terry Locke, Chairperson



Micah Miranda, Board Secretary

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER, ARIZONA, Wednesday, November 13, 2019, held at Chandler City Hall, 175 S. Arizona Ave., Chandler, Arizona.

Board Present: Terry Locke, Chairman
Cecilia Ashe, Boardmember
Jonvieve Bryant, Boardmember
Angela Creedon, Boardmember
Steve Greenhalgh, Boardmember
Bill Gusmano, Boardmember
Karla Moran, Boardmember
David Moss, Boardmember
Mike Spangenberg, Boardmember
Julie Trujillo, Boardmember
Nick Woodruff, Boardmember
Marsha Reed, Ex-Officio

Board Absent: Ryan Nousis, Vice-Chairman
Micah Miranda, Secretary
Larissa Spraker, Boardmember
John Paul Villarreal, Boardmember
Andrew Weingartner, Boardmember
Terri Kimble, Ex-Officio

Others Present: Mark Stewart, Councilmember
Joshua Wright, Assistant City Manager
Cori Garcia, Mayor and Council Marketing/Communications Manager
Kimberly Janes, Tourism Program Manager
Chelsey Faggiano, Economic Development Specialist
Michael Winer, Economic Development Specialist
Neil Calfee, Calfee Development Advisors
Brian Fox, Chandler Chamber of Commerce

1. Call to Order/Roll Call
Mr. Locke called the meeting to order at 8:36 a.m.
2. Approval of Minutes
Ms. Ashe made a motion to approve the minutes from Wednesday, August 14, 2019. The motion was seconded by Ms. Trujillo. Minutes approved unanimously.
3. Unscheduled Public Appearances
None
4. Scheduled Public Appearances
None
5. Briefing Items
 - a) Mr. Locke introduced Councilmember Mark Stewart to provide an overview of the City's Strategic Framework.

Mr. Stewart began by stating that the Strategic Framework is a five-year plan that outlines City Council's vision, goals and focus areas; acting as a guiding document as the City prepares for the future.

Mr. Stewart then provided an overview of the City's vision and mission statement, City Council Strategic Policy Goals, and five focus areas: Infill and Redevelopment, Innovation and Technology, Mobility, Neighborhoods, and Quality of Life.

He then described each of the focus areas in more detail and provided key takeaways:

- Infill and Redevelopment: the approaches outlined within this focus area will allow the City to maintain the viability of existing developments and plan for the use of remaining unbuilt properties.
- Innovation and Technology: the City recognizes the importance of providing solid infrastructure and streamlined government services to support the implementation of current and future technologies.
- Mobility: the City is taking a forward-thinking approach to the future of transportation networks in our community.
- Neighborhoods: Just as the City's neighborhoods are diverse, so are the approaches to ensure that all neighborhoods remain safe and vibrant.
- Quality of Life: maintaining the City's commitment to providing a safe community and exceptional quality of life will involve:
 - building and enhancing destination parks and open spaces, while reimagining public spaces so they can be used year-round;
 - incorporating high aesthetic standards into architecture, art and landscaping; and
 - continuing to host activities and retaining businesses that capitalize on Chandler's culture and history.

Mr. Stewart opened the discussion for questions.

Ms. Ashe asked Mr. Stewart what he feels was the "key winning factor" for Northrop Grumman's expansion. Mr. Stewart responded that the City of Chandler had the workforce and infrastructure needed to support the company's continued success.

Mr. Locke asked how the Loop 202 extension will impact the City of Chandler. Mr. Stewart said the Loop 202 will re-energize the West Chandler area, provide access to a larger workforce, and improve traffic flow.

Mr. Trujillo asked Mr. Stewart what he feels is the most pressing problem facing the City. Mr. Stewart responded that the City is approaching build out, causing City officials to be more selective in approving development and redevelopment projects.

Mr. Stewart then asked the group to provide additional feedback that he can share with City staff and City Council. The group touched on the importance of placemaking, talent attraction, and public health and safety initiatives.

The group thanked Mr. Stewart for his time.

- b) Mr. Locke introduced Neil Calfee for a presentation on placemaking with a focus on infill and redevelopment.

Mr. Calfee began his presentation by defining adaptive reuse and infill development.

He continued by providing the group with the basics of placemaking, emphasizing that creating a desirable urban environment takes time, money, and energy.

Mr. Calfee then shared examples of successful infill and redevelopment projects located within the greater Phoenix region.

He ended the presentation by outlining challenges to infill and redevelopment along with strategies and tools that cities can implement:

- Challenges: blight, lack of suitable parcels, unclear market, and regulations;
- Strategies: code enforcement, public investment, and aligning regulations with the city's vision for redevelopment; and
- Tools: opportunity zones, infill and adaptive reuse programs, incentives, and property maintenance programs.

Mr. Calfee opened the discussion for questions.

Ms. Creedon asked Mr. Calfee to provide an example of public investment failing to result in desirable infill and redevelopment projects. Mr. Calfee provided an example from another community and said the challenge with public investment is that it must be visible and impactful enough that it creates a sense of positive momentum.

Ms. Bryant asked how streetscape improvements fit into the realm of placemaking. Mr. Calfee discussed what surrounding communities have done to enhance their streetscape and how investment can be used to add curb appeal throughout a community.

The group thanked Mr. Calfee for his time.

6. Action Items

None

7. Advisory Boardmember Comments

None

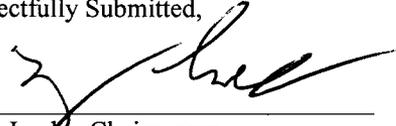
8. Next Meeting

Mr. Locke announced that the next meeting is scheduled for Wednesday, February 12, 2020.

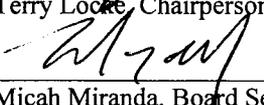
9. Adjournment

Mr. Locke adjourned the meeting at 9:38 a.m.

Respectfully Submitted,



Terry Locke, Chairperson



Micah Miranda, Board Secretary