

CITY OF PEORIA, ARIZONA
Development and Community Services Building
Point of View Conference Room
Thursday, October 11, 2018

A **Regular Meeting** of the **Economic Development Advisory Board** of the City of Peoria, Arizona, was convened by Jeff Berggren, Vice Chairman, in open and public session at 9875 N. 85th Avenue, Peoria, AZ 85345 at 11:31 a.m.

Members Present: Jeff Berggren, Michelle Lehman, Mitchell Bolnick (via phone), Anoop Kumar, Debra Roubik, Dennis Koch, Ralph Jedda

Members Absent: Neil Terry

Municipal Officials Present: Jeff Tyne, City Manager; David Benton, Assistant City Attorney; Katie Gregory, Deputy City Manager; Erik Strunk, Deputy City Manager; Bridget Binsbacher, Councilmember; Chris Jacques, Planning & Community Development Director; Lorie Dever, Principal Planner; John Sefton, Community Services Director; Jennifer Stein, Office of Communications Director; Tim Eiden, Marketing and Communications Manager; Rick Buss, Economic Development Director; David Valenzuela, Chief Business Attraction Officer; Kirsten Hall, Business Development Coordinator; Irene Charlez, Council Assistant; Sheila Hunt, Economic Development Assistant; Karen Calivas, Operations Specialist

Others Present: Guy Erickson, President, Peoria Chamber of Commerce

CONSENT AGENDA

1C Disposition of Absence:

Excused absent member Jeff Berggren from the July 12, 2018 meeting.

2C Minutes:

Approved minutes from the July 12, 2018 meeting.

Motion was made by Michelle Lehman, seconded by Anoop Kumar, to approve the Consent Agenda. Upon vote, the motion passed unanimously.

In response to Ms. Debra Roubik's inquiry of what is included in the minutes, clarification included that the minutes are not verbatim; the minutes reflect a summary of the meeting, action items, and directives. The draft minutes are due to the City Clerk within two business days of the meeting. Every effort to provide draft minutes to EDAB upon submission to the City Clerk will be made to allow time for review and revisions. EDAB members are to provide feedback to the Recorder directly. Revised minutes will then be distributed to Board members for final review.

REGULAR AGENDA

3R General Plan Update

Mr. Chris Jacques, Planning and Community Development Director, introduced Lorie Dever, Principal Planner and General Plan Project Manager. Mr. Jacques reported that the PlanPeoriaAZ General Plan is the city's primary growth document. The document guides growth and development over the next 10 years and beyond. This document requires 17 plan elements; the city addresses 22 elements. The Plan must be updated every 10 years; Peoria's last comprehensive update was 2010. In Arizona, the General Plan must go to a public vote and will appear on the 2020 ballot.

The update includes 3 proposed amendments:

1. Circulation Map

What it Does:

- Existing & Future Transportation Network
- Map shows Collector, Arterials & Parkways
- Not same as *Street Classification Map*

Proposed Modifications:

- Some changes in alignment
- Additions/Deletions to the system
- Renaming of 1 roadway
- Adjustments to roadway classification

2. Land Use Map

What it Does:

- Assigns land use category to property
- Categories do not follow property lines
- Covers Municipal Planning Area (MPA)

Proposed Modifications:

- Recognition of existing conditions
- General cleanup of line work
- Largely did not include vacant sites or areas planned for refinement (*FY19 Cycle)

Approximately 25% of the total land mass within the City's Municipal Planning Area is managed by the Arizona State Land Department.

This (State Trust) land should be viewed as developable property in the same way as private property, and the State Land Department's goal is to enhance the value and optimize the economic return for their Trust beneficiaries when they auction it off.

3. Land Use Element and Plan Administration Text Changes

What it Does:

- Chapter 2: Land Use Category descriptions
- Chapter 14: Explains how Plan is administered and amendments are processed

Proposed Modifications:

- Clarify Major/Minor Amendment criteria
- Tighten Land Use / Zoning Correlation

Next Steps for the 2018 General Plan Amendment cycle were identified:

“60 Day Review” Begins	August 8, 2018	
Open House Meeting #1	August 28, 2018	
Open House Meeting #2	August 29, 2018	
Planning and Zoning Commission Update	October 4, 2018	
“60 Day Review” Ends	October 8, 2018	
Planning and Zoning Public Hearing #1	November 1, 2018	* Remote Location, Discussion Only
Planning and Zoning Public Hearing #2	November 15, 2018	
City Council Hearing	December 4, 2018	

2019 Major GPA Cycle – Key Tasks include:

Develop New Land Use Category Descriptions

- Currently have 24 land use categories
- Overhaul land use categories
- More distinction between categories

Develop New Land Use Map

- Develop new map based on new land use categories
- Refine State Land areas
- Refine strategic parcels throughout the city
- Reposition aging or obsolete development areas

Complete Economic Development and Other Elements

- Update Economic Development Element

Mr. Jacques welcomes the opportunity to provide General Plan Updates at future EDAB meetings.

Additional information on the PlanPeoriaAZ General Plan may be found at www.PlanPeoriaAZ.com

In response to Mr. Guy Erickson’s request for clarification of Land Use vs Zoning, Mr. Jacques replied that Land Use positions the property for a future change (a high level look). Zoning is what you can do today. Zoning is attached to a specific piece of property and identifies what can go on a property, development standards, setback, height, etc.

Ms. Debra Roubik inquired if the City has completed an analysis to make sure our roads are ready for self-driving cars, Ubers, etc. Mr. Jacques responded that the General Plan will set some policy framework for these items. Mr. Erik Strunk, Deputy City Manager, indicated that transportation is part of the city’s livability goals. Mr. Anoop Kumar added that MAG (Maricopa Association of Governments) leads these kinds of efforts and the cities can piggy-back on them. Mr. Guy Erickson responded that this topic was recently discussed at the West Valley Chamber Alliance which included 15 mayors from local communities. Mr. Jeff Tyne, City Manager, reported a technical team comprised of individuals from west valley jurisdictions will be working with MAG and Valley Metro on what is the best mode of transportation going forward.

The General Plan Advisory Board consists of many members including three members of the Economic Development Advisory Board.

Mr. Erickson, inquired if the City takes into account what a property is currently zoned and does it have an influence on its use? Mr. Jacques reported that Planning looks at what is on the landscape today and makes a judgement of the long-term viability for that site. Mr. Mitch Bolnick, referencing the collapse of a concrete pedestrian bridge in Scottsdale, inquired if the General Plan looks at bridges. Mr. Jacques reported that Planning identifies systems/roadway bridges. Some pedestrian bridges are a part of specific general planning, for example Parks and Recreation’s Master Plan or some other specific document but not the General Plan.

4R. Economic Development Services Update

Mr. Rick Buss, Economic Development Services Director, reported that in the last several weeks he met individually with his staff, five Councilmembers, and department heads to garner as much information as possible. Mr. Buss reported that the city is comprised of highly talented individuals and he hopes to optimize these talents. Commonality of vision and alignment as well as methodology and collaboration will ensure success for the city. Mr. Buss stated that cities are identified with the industries they keep or create.

City Council visions and goal were identified with the Councilmember’s common theme:

General Plan

- Balance
- High-Paying jobs (local)
- Sustainability

Council Vision

- Sustainable Economic Prosperity
- 1:1 Themes
- Quality Head of Household Jobs
- Exceptional Customer Service
- Local, Regional, National, International Visibility
- Leadership
- Create Determinant Attributes and Highlight
- Sense of Urgency

Economic Development will concentrate on three areas; world class – sustainable - future ready

City Manager/Economic Development Department Operations

World Class

- Best Practices -
- 25%, 95%, 85%,1%, 15%, \$1,312/1%*

*25% of the deals coming into the valley are international businesses. 95% of world’s population lives outside of the United States, with 85% of the world’s purchasing power, yet only 1% of companies in the U.S export. The 1% of those that export represents 15% of the U.S. GDP. \$1,312 is the average amount of increase in pay, per worker, per week, when you work for a company that exports.

Sustainable

Economic – Social – Environmental

Future Ready

Recession Proof, Recession Resistant

Smart Region

Leapfrog Technology Revolution

Guiding Principles & Philosophy

Lead with Relationships

Trust

Proactive Collaboration & Communication

Innovative and Prospective

Jim Collins Management Philosophy (Good to Great)

Build/Earn Our Identity/Reputation

FAWTSY – Find a way to say yes

Mr. Buss reported that our relationship with the Greater Phoenix Economic Council (GPEC) is good but we need them to help us. GPEC is proactively getting stronger. GPEC, MAG, Global Chamber and Arizona Commerce Authority (ACA) are great resources. Economic Development staff are on GPEC, MAG, and Global Chamber committees. Mr. Bolnick is active with ACA and offered his assistance.

Mr. Buss identified the following **Determinant Attributes/Opportunities**

Talent

Quality of Life

Council/City Management

Regulatory environment

Education

Lake Pleasant

P-83

Old Town

#1 Place in Arizona to Live

Traditional Targeted industries were identified:

Advanced Business & Financial Services

Advanced Manufacturing

Bioscience and Healthcare

Technology and Innovation (ICT)

Hospitality and Tourism

Film and Digital Media

Aerospace and Defense

Research and Development

Future Ready Targeted Industries to assist with Industry Clusters and Brand/Identify were identified:

- Smart Cities and IoT
- Connected Homes
- Wearables
- Personalized & Proactive Medicine/Genomics
- Cybersecurity
- Circular Economy
- Private Sector Space & Aeronautics
- Autonomous Transportation
- Multimodal Electric Vehicles
- Blockchain
- AI & VR
- 3D Printing
- Esports

Discussion ensued on the growing Esports phenomenon and Peoria’s unique position to move into this area.

Mr. Buss stated that we want Peoria to have an identity. Discussion ensued if it would be better to concentrate on a single area for identity purposes rather than a variety of targeted industries.

Ms. Roubik referenced Blue Ocean Strategy, a marketing strategy to set a business apart from the competition. When cities compete against each other, it becomes a red ocean. Ms. Roubik stated that 38% of people use complementary medicines and the industry grows 15% a year. Why go after BioInspire-like companies when we can target complementary medicines so we are not competing with Chandler and Gilbert for the same areas? Ms. Roubik would like FinTech Sandbox and financial services included in the targeted industries.

In response to Mr. Ralph Jemma’s inquiry on who determines incentives, Mr. Buss reported if a company comes in solely on incentives, they are probably not long-term viable. There are other determinants to consider to recruit a company or industry.

5. Economic Development Advisory Board By-Law Revisions

Mr. Buss encouraged a discussion in response to several Board members expressing interest in expanding their role to include promoting the city and assisting Economic Development. Members agreed that the Board would like to be proactive on city initiatives, if given parameters, and the conduit to share their involvement. Ms. Roubik reported that she sent a list of clients interested in west valley satellite offices to Economic Development staff.

Mr. Buss reported staff would discuss internally and create wording for EDAB’s review.

Unfinished Business:

None

Updates from Staff:

Mr. David Valenzuela, Chief Business Attraction Officer, reported the Peoria Film Fest will be held October 19-21 in P83. The Opening Night features a VIP Reception followed by the Premiere showing of *What They Had*. Details on movie schedule and tickets may be found at PeoriaFilmFest.com

Economic Development Advisory Board Updates and Report of Current Events:

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 1:01.

Neil Terry, Chair

Submitted by: _____
Karen Calivas, Operations Specialist