

CITY OF PEORIA, ARIZONA
Development and Community Services Building
Point of View Conference Room
Thursday, January 10, 2019

A **Regular Meeting** of the **Economic Development Advisory Board** of the City of Peoria, Arizona, was convened by Neil Terry, Chairman, in open and public session at 9875 N. 85th Avenue, Peoria, AZ 85345 at 11:36 a.m.

Members Present: Neil Terry, Jeff Berggren, Michelle Lehman, Mitchell Bolnick, Debra Roubik, Dennis Koch, Ralph Jedda

Members Absent: Anoop Kumar

Municipal Officials Present: David Benton, Assistant City Attorney; Katie Gregory, Deputy City Manager; Erik Strunk, Deputy City Manager; Chris Hallett, Neighborhood and Human Services Director; Rick Buss, Economic Development Director; Tim Eiden, Marketing and Communications Manager; 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 Neil Terry from the October 11, 2018 meeting.

2C Minutes:

Approved minutes from the October 11, 2018 meeting.

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

REGULAR AGENDA

3R Economic Development Services Updates

Mr. Rick Buss, Economic Development Services Director, gave a presentation on Economic Development's role in the Council's Livability Initiative. Livability is defined as "the sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities." The Livability Initiative is a roadmap and strategic planning effort to set goals and objectives for 3 milestones: Short Term (1-2 Years), Mid-Term (3-5 Years), and Long Term (5 Years+).

The Council has identified five categories within the Livability Initiative:

1. Efficient Transportation
2. Arts, Culture and Recreation
3. **Economic Competitiveness**
4. Healthy Neighborhoods; Smart Growth
5. Superior Public Services

The Council's Livability Initiative for **Economic Prosperity** include:

1:1 Themes

- Quality Head of Household Jobs
- Exceptional Customer Service
- Local, Regional, National, International Visibility
- Leadership
- Create Determinant Attributes
- Sense of Urgency

Mr. Buss discussed Horizontal Integration (complementary), Vertical Integration (supply chain) and Diagonal Integration (horizontal + vertical).

Traditional Targeted industries have been identified. A further breakdown of target industries may include:

Advanced Business and Financial Services

- Software
- Financial Services
- Banking
- Real Estate Investment and Services

Advanced Manufacturing

- Semiconductors
- Manufacturing
- Tool and Material Suppliers

Aerospace and Defense

- Aerospace Parts Development and Manufacturing
- Avionics and Sensor Technology
- Command Control Communications Computers and Intelligence (C4I)
- Information Systems and Cyber Technologies
- Power Systems
- Space Technologies
- Weapon and Armor Systems

Bioscience and Healthcare

- Traditional Healthcare (*Hospital, Pharmaceutical, Doctors, Clinics*)
- Proactive Medicine (*Personalized Genomics, Wellness*)
- Network Orchestration as a Supply Chain Model

Film and Digital Media

- Studios
- Production Services
- Post-Production Facilities

Equipment Vendors

Research and Development

Startup

Incubation

Commercialization and Emerging Growth

Technology and Innovation (ICT)

Smart Cities, Smart Corridors

IoT

Software

Telecom

Mobility

Computer System Design

Data Processing and Hosting

Internet Publishing

Aerospace Engineering & Aviation Software

Business Intelligence, Analytics, Interaction & Performance Management Software

Content Management

Custom Computer Programming Services

Data Centers

Data Center Infrastructure Management Software

Data Management Software

Data Processing, Hosting, and Related Services

Design Software

Education & Training Software

Financial Services Software

Healthcare Call Center Solution

Healthcare Data Software

Human Resource Management Software

Marketing Software

Cyber Security Systems Services Software

Targeted Industries, Future Ready

Smart Cities and IoT

Connected Homes

Wearables

Personalized Proactive Medicine/Genomics

Cybersecurity

Circular Economy Private Sector Space and Aeronautics

Autonomous Transportation

Multimodal Electric Vehicles

Blockchain

AI & VR

3D Printing

E-Sports

The Fourth Industrial Revolution/Industry 4.0 is the vision of the industrial production of the future. Industry 4.0 will be known for Connectivity.

The Nine Technologies that are Transforming the Industrial Production include:

- Autonomous robots
- Simulation
- Horizontal and vertical system integration
- Industrial IoT
- Cybersecurity
- The Cloud
- Additive manufacturing
- Augmented Reality
- Big Data and Analytics

Mr. Mitchell Bolnick requested a list of Peoria businesses that fall into each of these areas.

Mr. Buss introduced David Valenzuela, Chief Business Attraction Officer. Mr. Valenzuela described his experience at Huntington University in which entrepreneurs from Heavy Lifting Studios demonstrated software that allows clients to experience their architect's creations with the use of virtual reality/3D technologies, visors and gloves. Heavy Lifting Studios is in need of gaming programmers, not necessarily construction staff. On February 14 Heavy Lifting Studios will conduct *How to Use AR and VR in the AEC Industry* at Skysong 1, Scottsdale.

Heavy Lifting Studios' software is proprietary. They currently offer the service as well as sell the software. This software would be very useful in the housing industry, as it would allow homebuyers to "walk" through a model virtually; saving the need to physically build model homes.

Mr. Jeff Berggren stated that some of these vertical integration companies come from unexpected places. A number of Huntington University digital media students work for Depew and Johnson & Johnson.

Economic Development Services is currently working on budgetary items and is shifting funds for outreach and customer service. Funds have been allocated to Tim Eiden, Marketing and Communications Manager, for the purchase of software such as SketchUp to promote available properties and for marketing purposes. Economic Development Services is researching Neighborhood and Human Services sponsorship to leverage their special events schedule and expertise.

The best business attraction formula is to look at industry, sites and then workforce. Westmarc's strategy is to convene all stakeholders in workforce development to set up a pipeline for future workforce needs. Maricopa Association of Governments (MAG) data is Peoria's best tool. Mr. Buss indicated that Board members will be provided Economic Development Marketing Packets.

All attendees provided a brief introduction at the request of Mr. Neil Terry. Mr. Ralph Jedda suggested, with all the talent in the room, that everyone have five minutes to share their ideas for Peoria at a future meeting.

Mr. Erik Strunk, Deputy City Manager, reported that in partnership with ASU's Project Cities, the City of Peoria wishes to understand what Smart City means for our community and how we can play an important role in this regional effort. Project goals include a feasibility study to determine if there is opportunity to integrate smart city design standards and technologies and identifying emerging trends while also considering obsolete technologies.

Future Economic Development Advisory Board agenda items may include Sustainability and Opportunity Zones.

4R. Economic Development Advisory Board By-Law Revisions

Mr. David Benton, City Attorney, explained the process of amending the By-Laws. Several Board members expressed interest at the October 11, 2018 meeting in expanding their role to include promoting the city and assisting Economic Development. Wording for inclusion of an Ambassador role was proposed for revision to the By-Laws Purpose-Duties. The following underlined new wording was agreed upon for action at the next Board meeting.

Proposed – Purpose and Duties

The Economic Development Advisory Board (the Board) is a seven (7) member board, appointed to make recommendations to the Mayor, Council, and the Economic Development Department related to, but not limited to, the City of Peoria's General Plan, Economic Development projects, and strategies and plans to promote economic development in the City of Peoria. **Members of the Economic Development Advisory Board shall be considered Ambassadors for the Economic Development Advisory Board and the City of Peoria. Ambassadors make a commitment to support and strengthen the City by promoting economic development activities and initiatives, and advance the City of Peoria's mission and impact in the community.**

Advisory Board members were reminded that they represent the Advisory Board and are not an official city spokesperson; as such, they should not be making decisions, legal conclusions, etc.

Unfinished Business:

None

Updates from Staff:

Economic Development Advisory Board Updates and Report of Current Events:

The following upcoming events were shared:

1 Million Cups – Kauffman Foundation

Every Wednesday
9:00 am – 10:00 am
Peoria Chamber of Commerce Conference Room
8385 W. Mariners Way, Peoria AZ 85382

West Valley Innovation Alliance

January 23, 2019
1:00 pm -5:00 pm
West-MEC
5405 N. 99th Avenue, Glendale, AZ 85305
<http://www.westvalleyinnovation.org/west-valley-innovation-alliance-january-23-2018-agenda/>

How to Use AR and VR in the AEC Industry by HeavyLifting Studios

February 14, 2019

4:30 pm – 7:00 pm

Skysong 1, Scottsdale, AZ 85257

https://www.eventbrite.co.uk/e/how-to-use-ar-and-vr-in-the-aec-industry-tickets-54359893906?utm_term=eventurl_text

Westmarc Annual Economic Development Summit

May 16, 2019 Tentative

www.westmarc.org

ADJOURNMENT:

Being no further business to come before the *Economic Development Advisory Board*, the meeting was duly adjourned at 1:05.

Neil Terry, Chair

Submitted by: _____

Karen Calivas, Operations Specialist