

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
PINE ROOM, CITY HALL
January 5, 2010

A **Special Meeting and Study Session** of the City Council of the City of Peoria, Arizona was convened at 8401 West Monroe Street in open and public session at 4:00 p.m.

Members Present: Vice Mayor Joan Evans; Councilmembers Ron Aames, Cathy Carlat, Vicki Hunt, Carlo Leone and Dave Pearson.

Members Absent: Mayor Bob Barrett

Other Municipal Officials Present: Carl Swenson, City Manager; Susan Daluddung, Deputy City Manager; Susan Thorpe, Deputy City Manager; Mary Jo Waddell, City Clerk; J.P. de la Montaigne, Andy Granger, Bill Mattingly, Larry Ratcliff, Wynette Reed, Glen Van Nimwegen, Scott Whyte and Claudia Luján.

Audience: Approximately three members of the public were present.

Note: The order in which items appear in the minutes is not necessarily the order in which they were discussed in the meeting.

CONSENT AGENDA

CONSENT AGENDA: All items listed with a “C” are considered to be or have been previously reviewed by the City Council and will be enacted by one motion. There will be no separate discussion of these items unless a Councilmember so requests, in which event the item will be removed from the General Order of Business, and considered in its normal sequence on the Agenda.

CONSENT - New Business:

Motion was made by Councilmember Hunt, seconded by Councilmember Leone, to authorize the holding of an Executive Session for the purpose of:

- a. Discussion and consultation with Legal Counsel and designated representatives of the public body pertaining to contract negotiations with employee organizations; and
- b. Discussion with Legal Counsel for legal advice pertaining to the Quintero Golf and Country Club.

Upon vote, the motion carried unanimously 6 to 0.

Note: Executive Session was held after the adjournment of the 4:00 p.m. Special City Council Meeting and Study Session.

ADJOURNMENT:

Being no further business to come before the Council on the Consent Agenda, Vice Mayor Evans adjourned the Special Meeting at 4:01 p.m.

Vice Mayor Evans convened the **Study Session Meeting** of the City Council of the City of Peoria, Arizona at 8401 West Monroe Street in open and public session at 4:01 p.m.

STUDY SESSION AGENDA

Subjects for Discussion Only:

1. Higher Education Study Report and Health Care and Bio Science Report

Scott Whyte, Economic Development Services Director, introduced Judie Scalise, a consultant with ESI Corporation, to present an update on the higher education initiative project.

Ms. Scalise provided the preliminary findings of the first two phases of a study on higher education that included a market analysis, market feasibility and an economic impact analysis. The findings were based on research and interviews with Council, City staff and educational institutions.

Ms. Scalise outlined the key points on existing universities in the metropolitan Phoenix area. Ms. Scalise reported that 71 percent of the 108 institutions are private, and facilities are concentrated along freeway corridors.

Ms. Scalise discussed the demographics on the trade area for Peoria. Ms. Scalise reported 11 sites for the expansion of higher education institutions have been identified in Peoria comprised of existing square footage of space for lease and vacant land.

Ms. Scalise presented the results of a survey conducted to gain an understanding of higher education site selection criteria and determine interest in future expansion. The compiled data included:

- Survey Response Rate
- Respondent Profile
- Expansion Requirements
- Site Location Factors
- Target Demographic Group

- Timeframe for Expansion
- Incentives as an Enticement
- Preliminary Targets

Ms. Scalise concluded the report on the higher education study with a fiscal and economic impact analysis based on property and sales tax figures in Maricopa County.

Mr. Whyte introduced Jackie Lundblad, a consultant with NGH Consulting, to present a report on health care and bio science.

Ms. Lundblad summarized the health care process including:

- Prevention and Risk Reduction
- Primary Care
- Acute Care
- Chronic Care/Disease Management

Ms. Lundblad discussed the findings of a market assessment and advised there are enough hospital beds to serve Peoria, but they are not located geographically to serve the high growth projected for northern Peoria. Ms. Lundblad provided an analysis illustrating the surplus and deficit of physicians by specialty and reviewed major physician groups in Peoria.

Discussion ensued on area health care facilities and population density in 2013.

Ms. Lundblad informed Council the bioscience sector has become a key contributor to the economy in Arizona. Ms. Lundblad reported that the bioscience sector is expected to grow by 62 percent over the next ten years and generate a total impact on economic activity of \$34.3 billion.

Ms. Lundblad provided a summary of local biotech and research companies and noted there is limited biotech development to date within Peoria or the surrounding region.

Ms. Lundblad supplied a list of the City's strengths, weaknesses, opportunities and threats including:

Strengths

- Council and management support
- Blank canvas
- Growing population
- Growing senior population
- Healthy lifestyle
- Sports complex
- Topography in northern Peoria
- Lake Pleasant

- Natural preserves
- Professional workforce
- Rail and future light rail
- 303 expansion

Weaknesses

- No clear vision/goals for health care or biotech development
- City budget/financial position
- Minimal industry
- No airport
- No resorts
- No higher educational facilities or research facilities
- Minimal health care services
- Residential focus

Opportunities

- Arizona Integrated Physicians is a health care leader in Peoria that influences thousands of lives which could draw clinical studies to Peoria
- Planned Peoria Regional Medical Center - Emergency Hospital
- World renown orthopedics – CORE Institute
- Proximity of Banner Sun Health Research Institute – potential to draw companies to the area
- Gateway Community College needs capacity and may be interested in a satellite on the west side
- Solar demonstration project
- Algae research for biofuels in connection with Lake Pleasant and ASU/U of A
- \$100 Billion for science and technology development from Stimulus package

Threats

- Planned Peoria Regional Medical Center – Freestanding Emergency Room – may inhibit long-term development of a general hospital
- Other cities – local cities are all competing for health care and biotech research
- Available venture capital
- Ability to compete with other states on financial incentives
- Federal health care reform has the potential to dramatically change the health care landscape including research due to new taxes on device manufacturers

Ms. Lundblad concluded the presentation on health care and bio science with an outline of the next steps in the process:

- Define Peoria's long-term vision and role in the development of health care and biotech Services
- Identify key success factors

- Prioritize and develop key strategies for achieving Peoria's vision, including an understanding of the costs and benefits to the City - determine the what, when and how for each strategy
- Evaluate structuring opportunities
- Develop high-level implementation steps
- Identify and pursue immediate-term opportunities

In response to questions from Council, Susan Daluddung, Deputy City Manager, emphasized that recruitment and marketing are high priorities. Ms. Daluddung advised Council that updates on the progress of both the higher education and health care initiatives will be presented in February.

ADJOURNMENT:

Being no further business to come before the Council, the meeting was duly adjourned at 5:38 p.m.

Bob Barrett, Mayor

ATTEST:

Mary Jo Waddell, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Special Meeting and Study Session of the City Council of Peoria, Arizona held on the 5th day of January, 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 2nd day of February, 2010.

(Seal)

Mary Jo Waddell, City Clerk