

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
PINE ROOM
June 15, 2010

A **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: Mayor Bob Barrett; Vice Mayor Ron Aames; Councilmembers Cathy Carlat, Joan Evans, Carlo Leone and Dave Pearson.

Members Absent: Councilmember Vicki Hunt

Other Municipal Officials Present: Carl Swenson, City Manager; Susan Daluddung, Deputy City Manager; Susan Thorpe, Deputy City Manager; Rhonda Simmons, Acting City Clerk; J.P. de la Montaigne, Glen Van Nimwegen, Wynette Reed, Jeff Tyne, Scott Whyte and Claudia Luján.

Audience: Approximately 6 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.

Subjects for Discussion Only:

1. Progress Update on the Economic Development Implementation Strategy (EDIS)

Scott Whyte, Economic Development Services Director, presented a brief overview on topics for discussion as retail potential, Loop 303 area, financial incentives, target industry analysis, and next steps. Mr. Whyte introduced Bill Fredrick, President of Wadley Donovan Growth Tech, LLC and Mark Waterhouse, President of Garnet Consulting Services, Inc.

Mr. Fredrick discussed the importance of having ready, available sites for those companies interested in moving to Peoria as companies are in a hurry and have aggressive schedules.

Mr. Waterhouse presented:

- Workforce strengths and weaknesses
- Strengths of the process
 - Peoria has a stronger fiscal position than other valley cities
- Opportunities for improvement
 - Relationship building for Economic Development
 - Need to create, fund and implement Peoria specific investment assistance/incentive programs
 - Revise Economic Development website

- Space and Site
 - Strengths
 - Opportunities
 - Weaknesses
 - Threats

Discussion ensued regarding construction costs, quality of Peoria's documentation regarding available sites and academic levels within the City of Peoria.

Mr. Waterhouse outlined the national trends as they relate to retail potential and provided an overview regarding retail in Peoria, concentrating on Northern Peoria - Peoria Sports Complex, Old Town and other retail centers.

Discussion ensued regarding the boundaries of Old Town and Grand Avenue as well as potential revenue generated from a residential university and additional potential opportunities if necessary.

Mr. Waterhouse concluded:

- Peoria has a high per capita retail square footage which indicates a crowded market;
- Retail growth is now weak;
- The current need is to leverage existing assets to attract prospects through improvements, land re-positioning, marketing, promotions, and district management;
 - Entertainment District and Old Town
- There is also a need to attract demand generators, such as colleges, rail stations, resorts and offices, that future retail can build upon;
- It is important to encourage developers to create more diverse shopping center environments by providing incentives, plans and guidelines;
- A current need to encourage and cultivate more small independent retailers;
- The nature of future retail growth around the 303, Sports Complex and Old Town will be impacted by well activated public spaces and quality private project amenities (commercial and residential);
- Young professionals and high society lifestyle segments are keys to Kierland-like retail for Northern Peoria;
- Walkability is critical;
- The City needs to plan its economic development according to its unique assets
 - Set Peoria-specific long-term goals
 - Staged development to meet the goals
 - Develop an identity to match the goals

Mr. Waterhouse discussed the Loop 303 specific area plan and suggested Peoria perform a market analysis and hold investment conferences to promote opportunities for further development.

Mr. Waterhouse noted Peoria's finance and incentive programs and provided suggestions for improvement.

Mr. Fredrick provided information on the Target Industry Analysis, which included an overview of Peoria's current situation for in-city jobs to population ratio, job base opportunities and occupation types compared to other neighboring cities. Mr. Fredrick discussed major industry group clusters, expansion and diversification opportunities.

Discussion ensued regarding opportunities for biotech and bioscience innovations within the City of Peoria.

Mr. Whyte described potential biotech opportunities within CORE (Center for Organ Recovery and Education and TGen (The Translational Genomics Research Institute).

Mr. Fredrick explained challenges that Peoria faces and opportunities to overcome identified challenges as well as increase economic development strategies.

Mr. Whyte outlined the next steps for implementing an economic development strategy.

ADJOURNMENT:

Being no further business to come before the Council, the meeting was duly adjourned at 5:53 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 Study Session of the City Council of Peoria, Arizona held on the 15th day of June, 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 17th day of August, 2010.

(Seal)

Mary Jo Waddell, City Clerk