

**MINUTES OF THE JOINT CITY COUNCIL AND ECONOMIC DEVELOPMENT
ADVISORY BOARD
CITY OF PEORIA, ARIZONA
PINE ROOM
September 21, 2010**

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

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

Councilmembers Absent: None

Economic Development Advisory Board Members Present: Shelley Bade, David Bentler, Jay Cross, Vonda Culp, Keith Dines, Mark Hammons, Joe Hull and Geoff Scott.

Board Members Absent: None

Other Municipal Officials Present: Carl Swenson, City Manager; Susan Daluddung, Deputy City Manager; Susan Thorpe, Deputy City Manager; Steve Kemp, City Attorney; Rhonda Simmons, Acting City Clerk; John Imig, Bill Mattingly, Brent Mattingly, Jeff Tyne, Scott Whyte, Sherine Zaya, and Claudia Luján.

Audience: Approximately 10 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

Scott Whyte, Economic Development Services Director, provided background regarding the economic development implementation strategy.

Mr. Whyte discussed the current implementation efforts which included bioscience incubator, commercialization of bioscience efforts and university recruitment.

Mr. Whyte provided an overview of the relationship between university recruitment and the Old Town Revitalization Plan. Mr. Whyte illustrated some design ideas for the Old Town Revitalization for discussion purposes.

Mr. Whyte outlined potential program components which includes 100 percent grant funding for façade improvements, as well as investment zones for import/export manufacturers, such as a foreign trade zone along Loop 303 and an entertainment district.

Mr. Whyte provided an overview of Peoria's marketing strategies, which includes an investment conference to be held in Peoria on November 10, 2010.

Bill Fredrick, President of Wadley Donovan Growth Tech, LLC, and Mark Waterhouse, President of Garnet Consulting Services, Inc., summarized the following prioritized initiatives included in the Economic Development Implementation Plan.

- Continuing efforts to recruit a university emphasizing one strong with engineering programs;
- Create investment zones offering business assistance and real estate development incentives;
- Implement a targeting strategy for recruiting health care sector including medical facilities and services;
- Promoting programs, policies and incentives (business assistance program) to demonstrate Peoria is a serious competitor;
- Strategic land assembly by providing shovel ready sites for development;
- Creating a comprehensive multi-year marketing plan and budget for Peoria's development efforts with specific attention to Old Town, Entertainment District, Loop 303, Plaza Del Rio, university recruitment, and health care (bioscience recruitment);
- Creating target industry advisory groups with counselors, advisors and sales people;
- Economic development investment policy should be on job creation and return on investment;
- Create a business incubator to provide services that start up businesses needs;
- Create a permit approval task force to identify specific problems with or weaknesses in the City's permit and approval process; and
- Identify and implement a workforce development program designed to assure that Peoria can provide the workforce of the future.

Discussion ensued regarding site plans, marketing strategies, the certified sites program and school district workforce development programs.

Mr. Whyte concluded the presentation by outlining the advantages of the plan which includes business attraction, private investment and jobs.

Each member of the Economic Development Advisory Board provided input on the economic development implementation strategies.

Discussion ensued regarding the priorities of the initiatives outlined in the presentation.

ADJOURNMENT:

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

Bob Barrett, Mayor

ATTEST:

Rhonda Geriminsky, Acting City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct summary of the proceedings of the Regular Meeting of the City Council of Peoria, Arizona held on the 21st day of September, 2010. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 7th day of December, 2010.

(Seal)

Rhonda Geriminsky, Acting City Clerk