

ATTACHMENT A

Phoenix City Council Economic Development and the Arts (EDA) Subcommittee Summary Minutes Tuesday, October 14, 2025

City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona

Subcommittee Members Present

Vice Mayor Ann O'Brien, Chair
Councilwoman Debra Stark
Councilman Kevin Robinson
Councilwoman Laura Pastor

Subcommittee Members Absent

CALL TO ORDER

Vice Mayor O'Brien called the Economic Development and the Arts Subcommittee to order at 10:00 a.m. with Councilwoman Debra Stark, Councilman Kevin Robinson, and Councilwoman Laura Pastor present.

CALL TO THE PUBLIC

None.

MINUTES OF MEETINGS

1. Minutes of the Economic Development and the Arts Subcommittee Meeting

Councilwoman Stark made a motion to approve the minutes of the September 10, 2025 Economic Development and the Arts Subcommittee meeting. Councilman Robinson seconded the motion which passed unanimously, 4-0.

INFORMATION AND DISCUSSION

2. Art in Private Development

Arts and Culture Director Mitch Menchaca, Deputy Arts and Culture Director Carrie Brown, and Planning and Development Director Josh Bednarek presented on the item.

Katrina Kaylor shared her view on the importance of integrating art into private development as a citywide initiative. Ms. Kaylor stated the importance of expanding this effort through a formal City ordinance. She highlighted the strong community support, low risk, and high return on investment in making Phoenix a more creative, vibrant, and competitive place to live.

Patrick McDaniel shared his view on art in private development as a key driver of downtown Phoenix's growth, helping attract residents, businesses, and visitors. Mr. McDaniel encouraged the City to continue partnering with developers in innovative ways to integrate art as a tool for economic and community development.

Vice Mayor O'Brien stated the need for more visible and accessible public art across all areas of the City. Vice Mayor O'Brien said art fosters culture, and culture builds community, making it essential to Phoenix's growth and appeal as it attracts more residents and businesses into the City.

Councilwoman Stark expressed her support for expanding art in private development and emphasized public art builds community pride and revitalization. She endorsed pursuing a citywide ordinance to further this impact.

Councilwoman Pastor supported the idea of an ordinance but also stressed the importance of maintaining existing public art to preserve its impact and beauty over time.

Councilman Robinson expressed support for expanding public art and recognized its power to transform neighborhoods and bring communities together. Councilman Robinson praised the presentation and emphasized art is essential to creating vibrant, inclusive spaces that benefit all residents across Phoenix.

Vice Mayor O'Brien requested staff explore options for a citywide public art ordinance, including input from both the arts and development communities. Vice Mayor O'Brien asked staff when they would be able to come back and present on the request.

Director Menchaca responded the department could return in the Spring with their findings.

3. Smart City PHX Initiative Update

Office of Innovation Director Michael Hammett and Information Technology Director Steen Hambric presented on the item.

Councilwoman Stark requested a clarification on the Instant Language Assistant (ILA) program.

Director Hammett explained ILA is a translation tool similar to a tablet which allows staff to communicate with residents in over 200 languages.

Vice Mayor O'Brien expressed interest in receiving more information about the ILA program, particularly regarding technologies available to support individuals with hearing difficulties.

Councilwoman Stark expressed appreciation for the item, noting it aligned with a similar request she had made at the Transportation, Infrastructure, and Planning (TIP)

Subcommittee. She referenced Prescott Valley's smart meter rollout and inquired about Phoenix's plans, acknowledging the City's larger scale.

Councilman Robinson asked if this technology could enable location-based alerts to warn hikers about extreme heat at trailheads. Councilman Robinson acknowledged potential costs but emphasized the need to explore feasible safety solutions.

Director Hambric noted potential privacy concerns with direct mobile alerts. He indicated alternative Smart City technologies could address the issue in less intrusive ways and committed to returning to the subcommittee with more information on feasible options.

Councilman Robinson stressed the need to proactively warn the public to prevent high risk scenarios and reduce danger to firefighters on trails in City preserves. Councilman Robinson expressed appreciation for the discussion, presentation, and support for exploring solutions.

Councilwoman Pastor inquired how the City ensures Artificial Intelligence (AI) systems are implemented with appropriate safety, security, and user accessibility measures. Councilwoman Pastor expressed concern over AI reliability, citing a personal experience with a non-emergency line, and recommended thorough testing prior to public deployment to avoid community frustration.

Vice Mayor O'Brien thanked staff for their presentation and requested a future briefing to better understand how technology is coordinated across departments.

4. Phoenix-Hermosillo Trade Office Results and Update

Assistant Community and Economic Development Director Eric Johnson, Deputy Community and Economic Development Director Nathan Wright, and Economic Development Program Manager Juan Batres presented on the.

Vice Mayor O'Brien requested additional information on the long-term economic impact of companies supported by the City. She also expressed appreciation for the presentation, commending staff on their recent successes.

Councilwoman Pastor inquired about the meaning of soft landing in the context of business recruitment.

Program Manager Batres explained it refers to support provided to companies with no prior presence in Phoenix, helping them enter the market through resources like coworking spaces, or workforce assistance.

Councilwoman Pastor cited a past example of a business that struggled due to location and stressed the value of early engagement and tailored support. She emphasized the need for early support, such as market analysis and site selection, to help new businesses succeed and attract future investment.

Assistant Director Johnson acknowledged the need to strengthen outreach and communication regarding available business support tools. While resources are in place, he noted these are not always effectively connected with new businesses and committed to improving coordination efforts.

5. Community and Economic Development Update on Disposition of City-Owned Property

Assistant Community and Economic Development Director Eric Johnson and Deputy Community and Economic Development Director Xandon Keating presented on the item.

Councilwoman Pastor inquired about the future of the Ed Pastor Transit Center's name when the site is released for a Request for Proposals (RFP).

Assistant Director Johnson stated they would coordinate with the Public Transit Department to determine the appropriate process regarding the naming of the Ed Pastor Transit Center during the RFP process. He noted specific procedural details were not available at the time.

Councilwoman Pastor asked for clarification on the process and whether the existing name would be retained or transferred to another location.

Assistant Director stated the naming of the location would require further coordination with the Public Transit Department, the Mayor, and City Council. He stated additional time would be needed to evaluate and determine next steps.

Vice Mayor O'Brien requested staff to conduct additional research regarding the naming of the Ed Pastor Transit Center and provide an update to the subcommittee at a future time.

Vice Mayor O'Brien inquired whether the American Institute of Architects contest at 7th Avenue and Washington includes all three parcels at the site.

Deputy Director Keating noted the design should incorporate all three parcels, either as a connected concept or standalone elements, but integration of all parcels was expected.

Vice Mayor O'Brien asked whether parameters were provided based on the area's conditions and approved uses, to ensure proposals aligned with the contest requirements.

Deputy Director Keating answered yes.

Vice Mayor O'Brien expressed appreciation for the updates and presentation and stated she looks forward to the continued progress and the release of RFPs to help advance the City's development.

CALL TO THE PUBLIC

None.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Chairwoman O'Brien adjourned the meeting at 11:36 a.m.

Respectfully submitted,

Dayana Rosas
Management Fellow