

**Phoenix City Council
Economic Development and Equity Subcommittee
Summary Minutes
Wednesday, April 27, 2022**

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

Subcommittee Members Present

Vice Mayor Laura Pastor, Chair
Councilwoman Yassamin Ansari
Councilwoman Ann O'Brien
Councilwoman Debra Stark

Subcommittee Members Absent

CALL TO ORDER

Vice Mayor Pastor called the Economic Development and Equity Subcommittee to order at 10:00 a.m. with Councilwoman Ansari, Councilwoman O'Brien, and Councilwoman Stark present.

CALL TO THE PUBLIC

MINUTES OF MEETINGS

1. Minutes of the Economic Development and Equity Subcommittee Meeting

Councilwoman Stark made a motion to approve the minutes of March 23, 2022 Economic Development and Equity Subcommittee meeting. Councilwoman Ansari seconded the motion, which passed unanimously 4-0.

CONSENT ACTION (Item 2)

2. Greater Phoenix Economic Council Annual Contract

Councilwoman O'Brien made a motion to approve all consent items. Councilwoman Ansari seconded the motion, which passed unanimously 4-0.

Discussion and Possible Action (Item 6)

Vice Mayor Pastor moved Item 6 to be heard as the first discussion item.

6. Authorization to Enter into Development Agreement and other Agreements with Concord Wilshire Capital, LLC for the Redevelopment of Metrocenter Mall and the Acquisition and Construction of Public Parking Garages

Community and Economic Development Director Christine Mackay and Project Manager Jeff Stapleton gave a staff presentation on the development agreement with Concord Wilshire Capital, LLC for the redevelopment of Metrocenter Mall.

Mr. Stapleton gave a brief history of Metrocenter Mall, beginning with the 1973 opening of the mall to its closure in 2020. He spoke about Council efforts to revitalize the mall and stated there were three developers that could redevelop Metrocenter Mall to incorporate the Phoenix aesthetic while also addressing the fragmented ownership of the property. He stated the three development firms were Concord Wilshire Capital, Hines, and TLG Investment Partners.

Ms. Mackay thanked the developers for working in partnership with the City to achieve a cohesive vision for Metrocenter Mall.

Mr. Stapleton stated the redevelopment area was a mixed land village with multi-family residential units, commercial buildings, and parking structures. He discussed the three phases of the redevelopment project, which focused on construction of the main plaza, light rail station, and residential structures. Mr. Stapleton noted the redevelopment project was a \$935.9 million capital investment. He discussed the proposed business terms, which included the developers option to purchase the City-owned parking garages at the end of the 25-year commitment. Mr. Stapleton discussed community outreach efforts before outlining the project timeline.

Ms. Mackay requested the Economic Development and Equity Subcommittee recommend City Council authorization to enter into agreements with Concord Wilshire Capital, LLC for the redevelopment of Metrocenter Mall.

Councilwoman O'Brien thanked staff for their efforts on the redevelopment planning of Metrocenter Mall.

Councilwoman O'Brien moved to approve the staff recommendation.

Councilwoman Stark seconded the motion.

Councilwoman Stark thanked staff for their efforts on the redevelopment planning of Metrocenter Mall and noted her excitement for the project.

Vice Mayor Pastor asked how many parking garages were included in the Metrocenter Mall revitalization.

Ms. Mackay replied there could be up to nine parking garages.

Vice Mayor Pastor asked if the parking garages would be owned by the City.

Ms. Mackay replied the City would have full ownership of all nine parking garages.

Vice Mayor Pastor asked if a future Council could decide to sell the parking garages or continue to lease the property.

Ms. Mackay replied the Vice Mayor was correct.

Vice Mayor Pastor expressed appreciation to the developers for understanding the vision and aesthetic of the City as it relates to Metrocenter Mall. She commended Councilwoman O'Brien for her work on the Metrocenter Mall redevelopment project.

The motion passed unanimously 4-0.

Information and Discussion (Items 3-4)

3. Interactive Digital Kiosks Recommendation and Agreement Authorization

Street Transportation Director Kini Knudson gave a staff presentation on the Interactive Digital Kiosk agreement and authorization. Mr. Knudson provided a review of the downtown kiosks project and the request for proposal requirements. He stated the department goal was to have 20 digital kiosks in operation by the 2023 Super Bowl. Mr. Knudson discussed the kiosks vendor selection process and announced IKE Smart City, LLC (ISC) as the awardee. He said the ISC had kiosks in operation in over 18 cities and their reference checks noted their experience and fiscal soundness. Mr. Knudson noted there were no upfront or ongoing costs to the City, and the kiosks would be installed in the public right-of-way.

Councilwoman Ansari asked staff to discuss the kiosks maintenance and cleaning process.

Mr. Knudson replied maintenance cleaning would address vandalism to the kiosks units and other cleaning needs. He stated staff would provide a detailed maintenance schedule once the vendor partnership had been established.

Councilwoman Ansari asked if staff would pursue the solar panel shade option for each kiosk.

Mr. Knudson replied staff would only pursue solar panel or shade kiosk options.

Vice Mayor Pastor asked staff to assess the viability of creating a smart phone application platform in the future instead of maintaining kiosks in the public right-of-way. She stated she would host a meeting with the Downtown Phoenix Inc. and the Super Bowl Host Committee to ensure there is coordination with kiosk advertisement. Vice Mayor Pastor asked staff to create a process for local non-profits and small businesses to advertise on kiosks.

4. 2023 Super Bowl LVII Update

Phoenix Convention Center Director John Chan, Major Events Coordinator Roxann Favors, Super Bowl Host Committee President Jay Parry, and Senior Vice President of the Super Bowl Host Committee Kyle Hedstrom gave a staff update on the planning of Super Bowl LVII.

A short promotional Super Bowl LVII video was played.

Ms. Parry provided a brief overview of the Arizona Super Bowl Host Committee and discussed guiding principles for the organization. She discussed improved Super Bowl coordination efforts with multiple City, State, and private stakeholders. Ms. Parry also discussed the economic impact of the 2015 Super Bowl XLIX and the potential impact of the 2023 Super Bowl LVII.

Mr. Hedstrom discussed a number of Super Bowl LVII events taking place in downtown Phoenix and how the Super Bowl Host Committee would collaborate with small businesses and non-profits.

Mr. Chan spoke about the mission and guiding principles of the City Super Bowl LVII Steering Committee.

Ms. Favors highlighted the steering committee organizational chart and discussed a number of resource working groups. She stated the steering committee included many City departments as well as strategic groups like Valley Metro and Downtown Phoenix Inc.

Mr. Chan noted there would be a number of upcoming site visits from the National Football League (NFL) and the working groups would begin development of operational plans and event venue programming.

Councilwoman Stark asked staff to elaborate on coordination efforts with the Waste Management Phoenix Open.

Ms. Parry replied the Professional Golfers Association (PGA) and the Super Bowl Host Committee had already coordinated on planning efforts between the two events. She noted the host committee also communicates regularly with City of Scottsdale staff.

Councilwoman Stark asked staff to elaborate on hotel room occupancy.

Mr. Hedstrom replied that the Super Bowl Host Committee had already reserved rooms for a number of groups including staff, fans, and media.

Councilwoman Ansari asked how community members can become involved or receive additional information on the Super Bowl.

Ms. Parry replied the AZsuperbowl.com website would provide community members with "Know Before You Go" information. She also noted in 2015, the host committee had over 10,000 community members serve as volunteers for Super Bowl events.

Ms. Favors stated the Super Bowl Steering Committee would develop a community engagement schedule and provide Super Bowl planning updates at community meetings.

Councilwoman Ansari asked staff to elaborate on money raised for non-profit organizations.

Ms. Parry replied the Super Bowl Host Committee partnered with the NFL to distribute a legacy grant program to charities that address issues related to education; health and wellness; diversity, equity, and inclusion; and sustainability. She noted the application period for non-profit entities would begin in the summer.

Councilwoman O'Brien asked if there would be increased availability for public transportation other than light rail.

Mr. Chan replied the public transit working group was reviewing options to advance bus services and implement bridging programs that would connect bus lines.

Vice Mayor Pastor asked which department paid travel and lodging expenses for business leaders that were a part of the business attraction strategy.

Ms. Parry stated the host committee fundraises and partners with a number of economic development agencies to pay for Chief Executive Officers (CEO) travel expenses as part of the business development strategy.

Vice Mayor Pastor asked about the previous subcommittee approval of \$75,000 to be allocated to the Community and Economic Development department for CEO travel expenses.

Deputy City Manager Ginger Spencer replied this was correct. She noted the \$75,000 was allocated to Community and Economic Development department to host 16 business CEOs during the time of the Super Bowl.

Mr. Chan stated the previous \$75,000 approval was for the CEO forum that the Community and Economic Development team coordinates. He noted the CEO forum and the Super Bowl Host Committee business attraction efforts were separate but related items.

Vice Mayor Pastor asked why the two items were separate.

Ms. Mackay stated the program that the Community and Economic Development department would organize is related specifically to business attraction and development in each district. She noted the CEO forum related to the Super Bowl is related to economic development for the entire state of Arizona.

Vice Mayor Pastor asked if the Super Bowl Host Committee website included the availability of hotel options. She also noted the Super Bowl Host Committee had reserved a block of rooms in numerous hotels.

Mr. Hedstrom replied the Super Bowl Host Committee did not have any of these featured on the website but noted staff would assist businesses reserve rooms as needed.

Mr. Chan stated Visit Phoenix and the Convention Center Visitors Bureau would coordinate lodging efforts for individuals searching for hotels.

Vice Mayor Pastor asked if there were free Super Bowl community events and if there was a webpage with an events calendar.

Ms. Parry replied events would start in the fall and would be listed on the Super Bowl Host Committee website.

Vice Mayor Pastor asked if staff was evaluating the need for Super Bowl parking.

Ms. Parry replied this was a focus point for the NFL and the host committee was currently evaluating parking availability.

Vice Mayor Pastor asked if additional bus routes to accommodate Super Bowl travel would be free to the public.

Mr. Chan replied he would defer to the Public Transit Department and provide additional information at a later date.

Vice Mayor Pastor asked staff to restate the legacy grant program focus groups.

Ms. Parry replied the focus areas were related to education; health and wellness; diversity equity and inclusion; and sustainability.

Vice Mayor Pastor asked how projects or non-profits would be selected for the legacy grant program.

Ms. Parry replied there were two key legacy grant programs. She noted the first was a \$2 million grant program for community projects that would begin receiving applications in Summer 2022. Ms. Parry stated the other legacy grant program focused on collaborative initiatives with city partners and company sponsors that direct the projects.

Vice Mayor Pastor thanked staff for the clarification.

Ms. Parry thanked the subcommittee and highlighted the partnership between the NFL Host Committee and the City of Phoenix.

Discussion and Possible Action (Item 5)

5. Downtown Redevelopment Tools Update

Councilwoman Stark made a motion to continue Item 5, Downtown Redevelopment Tools Update, to the next subcommittee meeting on May 25, 2022. Councilwoman O'Brien seconded the motion, which passed unanimously 4-0.

CALL TO THE PUBLIC

No call to the public

FUTURE AGENDA ITEMS

Diversity, Equity, and Inclusion, Convention Sports and Leisure Market Study, Key Economic Indicators, Downtown Phoenix Economic Tools for the May 25, 2022 subcommittee meeting. Affordable Housing Plan – HOU, and Downtown Phoenix Economic Tools in June.

ADJOURNMENT

Vice Mayor Pastor adjourned the meeting at 11:28 a.m.

Respectfully submitted,

Cooper Payne
Management Intern