

**Phoenix City Council
Economic Development and Housing (EDH) Subcommittee
Summary Minutes
Wednesday, February 12, 2025**

City Council Chambers
200 W. Jefferson Street
Phoenix, AZ

Subcommittee Members Present

Vice Mayor Ann O'Brien, Chair
Councilwoman Debra Stark (Phone)
Councilman Kevin Robinson

Subcommittee Members Absent

Councilwoman Kesha Hodge Washington

CALL TO ORDER

Chairwoman O'Brien called the Economic Development and Housing Subcommittee to order at 11:06 a.m. with Councilwoman Stark and Councilman Robinson present.

CALL TO THE PUBLIC

None.

MINUTES OF MEETINGS

1. Minutes of the Economic Development and Housing Subcommittee Meeting

Councilwoman Stark made a motion to approve the minutes of the December 11, 2024, Economic Development and Housing Subcommittee meeting. Councilman Robinson seconded the motion which passed unanimously, 3-0.

CONSENT ACTION (ITEMS 2-5)

Items 2-6 were for consent action. No presentations were planned, but staff was available to answer questions.

2. Authorization to Contract with the Greater Phoenix Chamber Foundation

Consent only. No councilmember requested additional information.

3. Authorization to Submit an Application to Purchase Modular Buildings for the Head Start Birth to Five Program

Consent only. No councilmember requested additional information.

4. Head Start Birth to Five Program Approval to Submit Request of Disposition

Consent only. No councilmember requested additional information.

5. Shared Governance Agreement with Phoenix Business and Workforce Development Board

Consent only. No councilmember requested additional information.

Councilman Robinson made a motion to approve Items 2 through 6. Councilwoman Stark seconded the motion which passed unanimously, 3-0.

INFORMATION ONLY (ITEMS 6-7)

6. Head Start Birth to Five Monthly Report – December

Information only. No councilmember requested additional information.

7. Naloxone Program Update – September 2024 through November 2024

Information only. No councilmember requested additional information.

INFORMATION AND DISCUSSION (ITEMS 8)

8. Access to Chilled Drinking Water Initiative Update

Office of Innovation Director Michael Hammett and Administrative Assistant II Danielle Vermeer presented the item.

Councilwoman Stark thanked the Office of Innovation for their efforts on the Initiative.

Chairwoman O'Brien thanked the Mr. Hammett and his team and commended the team's achievements and partnerships they have formed as part of the initiative.

9. Downtown Phoenix Parking Master Plan

Community and Economic Development Director Christine Mackay, Assistant Street Transportation Director Briana Velez, Deputy Phoenix Convention Center Director April Truncellito, and Program Manager Jeff Stapleton presented the item.

Councilman Robinson asked if staff is looking at ways to ensure that private information is not being breached when using QR code.

Ms. Mackay answered that staff will work with the Police Department to ensure that the risk to the users is minimized.

Chairwoman O'Brien inquired if there is any parking fee for special events when meters are designated out of service.

Ms. Velez replied that there is no charge for special events while there is a \$10 charge for long-term construction.

Chairwoman O'Brien asked if there is a reason there is no parking fee for special events.

Ms. Velez answered the impact of special events is minimal as they only last a day or two and the City is trying to support and grow special events that occur in the City, which is more beneficial to the City.

Ms. Mackay added that special events provide larger economic benefits than revenue lost from parking due to the economic activity the events incur.

Chairwoman O'Brien expressed appreciation of the wayfinding signage, which will be beneficial to people trying to find parking in the area. She asked what the difference is between a mobile application and a web-based application.

Ms. Truncellito answered that a web-based application acts like a mobile application without the need to download the application, which makes it easier to use for a greater number of people and mitigates the need to download an application for people that are visiting for a day.

Chairwoman O'Brien inquired if there is still an option to pay parking fee with credit cards.

Ms. Truncellito explained people are still able to pay for parking with credit cards at the gate and the application is a way to navigate and purchase parking ahead of time.

Chairwoman O'Brien suggested involving Police Aides or Police Assistants to assist with enforcement for downtown parking.

Ms. Mackay replied she will discuss this matter with the Police Department.

Councilman Robinson stated the Park PHX application is very user friendly.

10. Phoenix Convention Center Booking Update

Phoenix Convention Center Director Jerry Harper, Deputy Phoenix Convention Center Director Sarah Field, Visit Phoenix President and CEO Ron Price, and Visit Phoenix Chief Sales Officer Lorne Edwards presented the item.

Councilman Robinson asked what types of conventions the City would be in contention for if there was enough hotel rooms.

Mr. Edwards answered the City can grow further into hosting semiconductor, bioscience, and medical related conventions.

Councilman Robinson inquired what type of development can be accommodated in the south side of the Phoenix Convention Center (PCC).

Mr. Harper explained the south side of the PCC can fit two high-rise hotels with 800 to 1,200 rooms that is attached to more convention center space.

Councilman Robinson asked what more the City needs to do to attract larger hotels.

Mr. Price answered the City should first consider the locations and City would like to place the developments and then can consider pricing and potentially providing incentives to the developments the City seeks to attract.

Mr. Harper added that the expansion of PCC and development of the hotel makes the City more attractive to hotel developers.

Councilwoman Stark noted that activities inside the PCC often go beyond PCC itself and has an impact on attracting economic activity to downtown. She asked if the City is marketing the activities to do when people visit Phoenix such as outdoor activities.

Mr. Price explained the coexistence of an outdoor lifestyle with a rich urban environment is the focus of marketing for people visiting Phoenix as well as businesses that are considering relocating to Phoenix.

Chairwoman O'Brien inquired the reason the City of Dallas decided to completely rebuilt their convention center.

Mr. Harper answered while the City of Dallas originally wanted to simply expand their convention center, but there were obstacles such as an unutilized railroad track and landlock which led the City of Dallas to determine the best option was to rebuild.

Mr. Price added the City of Austin is taking a similar approach to create an environment ideal for future conventions.

Chairwoman O'Brien asked how the addition to the south side of PCC will improve its competitiveness.

Mr. Price answered that the City is limited by the number of hotel rooms in the downtown area and the addition will attract larger conventions to relocate to the City.

Deputy City Manager John Chan added that the Master Plan for the expansion of PCC would allow construction of an additional exhibition hall, which connects to the existing exhibition halls. He explained the expansion would provide two exhibit halls in excess of 300,000 square feet, which would allow the City to compete for 80 percent of the convention and trade shows market.

DISCUSSION AND POSSIBLE ACTION (ITEM 11)

11. Request Authorization to Issue Request for Proposals for the Southwest Corner of 2nd Street and Adams Street

Community and Economic Development Director Christine Mackay, Phoenix Convention Center Director Jerry Harper, Visit Phoenix Vice President Eric Kerr, Program Manager Eric Prochnow, and Special Projects Administrator Gretchen Wolfe presented the item.

Chairwoman O'Brien asked for further explanation of what the evaluation criteria, "Return to the City" means in the criteria for Request for Proposals (RFP).

Ms. Wolfe answered the City takes into account the combination of cash and quantifiable community benefits the bidder can provide as part of the evaluation criteria for selection for the RFP process.

Chairwoman O'Brien asked for further explanation of the 18-month timeline.

Ms. Mackay explained after the City Council approves the item, staff will create the Request for Proposals (RFP), assembles a panel for RFP selection, puts out the RFP for notice, and schedule multiple community meetings to incorporate community input. She added that after the community meetings, staff will bring the item to the City Council for approval.

Councilman Robinson made a motion to approve Item 11. Councilwoman Stark seconded the motion which passed unanimously, 3-0.

Ms. Margaret Schulz expressed concern that selling the site can introduce the risk of the developer not being able to finish the development and lose control over the site, recommending the City pursue options to lease the site.

Ms. Mackay explained the City would ensure the developer has paid for and acquired permits before the site is transferred to the developer.

CALL TO THE PUBLIC

None.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Chairwoman O'Brien adjourned the meeting at 12:40 p.m.

Respectfully submitted,

Brian Seo
Management Fellow