

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER,
ARIZONA, WEDNESDAY, JUNE 8, 2022, HELD IN-PERSON AT CHANDLER CITY HALL, 175 S.
ARIZONA AVE., CHANDLER, ARIZONA.

Board Present:

Ryan Nouis, Chairman
Micah Miranda, Secretary
Cecilia Ashe, Boardmember
Aric Bopp, Boardmember
Chase Farnsworth, Boardmember
Jacob Knudsen, Boardmember
Terry Locke, Boardmember
Karla Moran, Boardmember
Brent Menzel, Boardmember
David Moss, Boardmember
Mike Spangenberg, Boardmember
Julie Trujillo, Boardmember
Nick Woodruff, Boardmember
Kari Zurn, Boardmember
Terri Kimble, Ex-Officio
Joshua Wright, Ex-Officio

Board Absent:

Jonvieve Bryant, Vice-Chairman
Dan Serrano, Boardmember
Ryan Smith, Boardmember
Larissa Spraker, Boardmember

Others Present

Andy Bass, Deputy City Manager
Kimberly Janes, Tourism Program Manager
Edyie McCall, Economic Development Manager
Chelsey Faggiano, Economic Development Specialist
Ryan Kaup, Economic Development Specialist
Odette Moore, Economic Development Research Analyst
Michael Winer, Economic Development Specialist
Kristen Williams, Tourism Marketing Coordinator
Jim Rounds, Rounds Consulting Group Inc.
David Wanetick, Business Development Academy

1. Call to Order/Roll Call

Mr. Ryan Nouis called the meeting to order at 8:35 a.m.

2. Approval of Minutes

Mr. Locke made a motion to approve the minutes from Wednesday, February 9, 2022. The motion was seconded by Ms. Cecilia Ashe. Minutes approved unanimously.

3. Action Items

Ms. Moran was elected to serve as Chairperson of the board. Ms. Zurn made a motion to approve. The motion was seconded by Mr. Spangenberg.

Ms. Trujillo was elected to serve as Vice Chairperson of the board. Mr. Farnsworth made a motion to approve. The motion was seconded by Ms. Ashe.

4. Briefing Items

A. Arizona Board of Regents Workforce Report

Jim Rounds provided the board with an overview of the Arizona Board of Regents Spring 2022 Workforce Report.

The report is focused on advancing Arizona's economy through targeted investment in workforce development, specifically related to postsecondary education. Core questions addressed in the report include:

- How is Arizona's economy performing vs the national economy?
- Can Arizona reach national performance in key economic quality measures?
- How limiting is the lack of in state post-high school educational attainment to Arizona's continuing economic performance?
- Is Arizona's continued economic performance at risk due to a lack of post-high school educational attainment?

Jim walked the board through data points related to the above questions, summarized key findings from the report, and discussed next steps.

The report is available to the public and will be widely shared in the Fall of 2022.

B. Airpark Area Branding Update

Michael Winer provided an update of the Airpark Area Branding initiative.

Mr. Winer began by providing high-level information on the Airpark Area, stating it is a nine-square-mile area located along the Loop 202 Freeway, anchored by Chandler Municipal Airport and home to nearly 360 businesses and over 11,820 jobs.

He continued by sharing more detailed information on the Airpark Area's employment base, commercial real estate market, and opportunities for continued growth within the area.

Mr. Winer shifted to the Airpark Area place branding initiative, which is focused on enhancing the Airpark Area's sense of place, promoting the area for business attraction, and supporting private sector investment.

He said the City will begin with a signage project similar to the West Chandler branding initiative and will be working with custom sign builder YESCO on sign concepts. Mr. Winer then showed five initial design options and said the final design, number of signs, and locations will be determined later.

Mr. Miranda concluded by saying the City is open to feedback on the Airpark Area branding initiative. He asked that board members email himself or Ms. Faggiano if they would like to share any thoughts or recommendations.

5. Advisory Boardmember Comments

Ms. Trujillo provided an update on her participation in CIVIC, an interactive program providing Chandler residents with a behind-the-scenes look at City services. She encouraged board members to participate in future cohorts.

Ms. Faggiano informed the board of the upcoming "Offerpad: A Startup's Journey" event and encouraged board members to attend.

Ms. Janes provided the board with information on the newly launched 360-degree virtual community tour as a follow up to the February board meeting.

6. Next Meeting

Mr. Nouis announced that the next meeting date will be Wednesday, September 14, 2022. A calendar invite will be sent to all board members in advance.

7. Adjournment

Mr. Nouis adjourned the meeting at 9:48 a.m.

Respectfully Submitted,

Karla Moran, Chairperson

Micah Miranda, Board Secretary