

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER,
ARIZONA, WEDNESDAY, MARCH 8, 2023, HELD IN-PERSON AT CHANDLER CITY HALL, 175 S.
ARIZONA AVE., CHANDLER, ARIZONA.

Board Present: Karla Moran, Chairwoman
Julie Trujillo, Vice-Chairwoman
Micah Miranda, Secretary
Cecilia Ashe, Boardmember
Aric Bopp, Boardmember
Chase Farnsworth, Boardmember
Jacob Knudsen, Boardmember
Ryan Nouis, Boardmember
Dan Serrano, Boardmember
Mike Spangenberg, Boardmember
Larissa Spraker, Boardmember
Nick Woodruff, Boardmember
Kari Zurn, Boardmember
Terri Kimble, Ex-Officio
Joshua Wright, Ex-Officio

Board Absent: Brent Menzel, Boardmember
Ryan Smith, Boardmember

Others Present Kevin Hartke, Mayor
Mark Stewart, Councilmember
Andy Bass, Deputy City Manager
Kimberly Janes, Tourism Sr. Program Manager
Edyie McCall Economic Development Sr. Program Manager
Chelsey Faggiano, Economic Development Project Manager
Ryan Kaup, Economic Development Project Manager
Odette Moore, Economic Development Research Associate
Michael Winer, Economic Development Project Manager
Haley Demircan, Tourism Marketing & Comms. Analyst
Mary Foote, PipelineAZ
Rabbanni FurQaan, PipelineAZ
Ramsay Wharton, Arizona Commerce Authority

1. Call to Order/Roll Call
Ms. Karla Moran called the meeting to order at 8:38 a.m.
2. Approval of Minutes
Mr. Nick Woodruff made a motion to approve the minutes from Wednesday, December 14, 2022. The motion was seconded by Mr. Mike Spangenberg
Minutes approved unanimously.
3. Action Items
None

4. Briefing Items

A. Arizona Film Office Overview & Business Recruitment

Ramsay Wharton, Program Manager for the Arizona Commerce Authority's Film & Digital Media Program, provided the board with an overview of the program, how it promotes Arizona as a film destination, and tools to increase the industry's economic impact in Arizona.

She went into detail on how communities can best develop, attract, expand, and support producers looking to make films in Arizona. Ms. Wharton continued by discussing the Film Ready Communities Program, which is designed to provide enhanced resources, tools, and support to communities and jurisdictions that want to maximize the impacts of the film and digital media sector (e.g., identifying public and private properties available to film, becoming a verified vendor for the Arizona Production Directory, and implementing streamlined film processes for obtaining permits).

She concluded her presentation by providing the board with a summary of the federal Film Tax Credits (HB21565-552R), effective since January 2023.

B. Overview of PipelineAZ – Workforce Development Tool

Mary Foote, Chief Executive Officer of PipelineAZ, provided the board with an overview of the state's only end-to-end solution for career development.

She went on to say that PipelineAZ is not just another job board, but a career development tool designed to create more pathways to in-demand careers by connecting the dots between industry needs and education. The tool is a platform where Arizona jobseekers, students, employers, educational institutions, and nonprofits can come to build Arizona's workforce by offering:

- Career pathway awareness
- Opportunities for exploration related to users' interests
- Job openings matched to users' skills
- Information and planning tools for education and industry-recognized credentials
- Free job postings for employers
- Tracking workforce organizations

Ms. Foote concluded her presentation by providing insight into their current partnerships and outlining potential partnership areas with K-12 and higher education institutions to ensure that students and the local workforce are being connected and routed to in-demand training programs and employment opportunities.

C. Airpark Area Signs Update

Michael Winer provided the board with an update on the Airpark Area Signs.

Mr. Winer's presentation included an overview of the 9-square-mile area and a refresher on the place branding initiative, which includes efforts to:

- Enhance the Airpark Area's sense of place
- Promote the area for business attraction
- Support private sector investments in the area

The Airpark Area Signage Project is one of the ways the branding initiative is being implemented. Mr. Winer said the City worked with custom sign builder YESCO on design concepts and he showed the design selected to be installed at 7 locations throughout the area.

He concluded by walking the board through a few of the locations where the signs are planned to be installed.

5. Advisory Boardmember Comments

Ms. Kimble reminded the board about the upcoming 33rd Annual Ostrich Festival (March 16-19) and informed the board of an upcoming three-part entrepreneurship series — Chandler Endeavor: Embark (April 5, May 3, and June 7)

Ms. Faggiano mentioned the City will host a workshop on how to win government contracts on April 13.

6. Next Meeting

Ms. Moran announced that the next Economic Development Advisory Board meeting will be held on Wednesday, June 7, 2023. A calendar invite will be sent to all board members in advance.

7. Adjournment

Ms. Moran adjourned the meeting at 9:51 a.m.

Respectfully Submitted,

Karla Moran, Chairwoman

Micah Miranda, Board Secretary