

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER,
ARIZONA, WEDNESDAY, JUNE 12, 2024, HELD IN-PERSON AT CHANDLER CITY HALL, 175 S.
ARIZONA AVE., CHANDLER, ARIZONA.

Board Present: Cecilia Ashe, Chairwoman
Nick Woodruff, Vice-Chair
Micah Miranda, Secretary
Neil Calfee, Board Member
Raj Chakraborty, Board Member
Ron Hardin, Board Member
Jennifer Hewitt, Board Member
Rommie Mojahed, Board Member
Ryan Smith, Board Member
Terri Kimble, Ex-Officio
Joshua Wright, Ex-Officio

Board Absent: Julie Graham, Board Member
Jacob Knudsen, Board Member
Brent Menzel, Board Member
Karla Moran, Board Member
Dan Serrano, Board Member
Mike Spangenberg, Board Member
Kari Zurn, Board Member

Others Present Joe Abeita, Economic Development
Chandler Escalante, Economic Development
Chelsey Faggiano, Economic Development
Ryan Kaup, Economic Development
Kimberly Janes, Economic Development
Caly Strickler, Economic Development
Michael Winer, Economic Development
David De La Torre, Planning Division
Lauren Schumann, Planning Division

1. Call to Order/Roll Call
Ms. Cecilia Ashe called the meeting to order at 8:37 a.m.
2. Approval of Minutes
Mr. Ron Hardin made a motion to approve the minutes from Wednesday, March 13, 2024. The motion was seconded by Mr. Ryan Smith. Minutes approved unanimously.
3. Action Items
Ms. Kari Zurn was elected to serve as board Chair and Ms. Julie Graham was elected to serve as Vice-Chair. Ms. Jennifer Hewitt made a motion to approve, and the motion was seconded by Mr. Ryan Smith.

4. Briefing Items

A. 2026 General Plan Update

Ms. Lauren Schumann, Principal Planner, provided a presentation on the 2026 General Plan, including purpose of the plan update, an overview of target dates in the planning process, and opportunities for public input.

Ms. Schumann said the general plan serves as a comprehensive set of broad policies to help guide development and community goals. She added the General Plan is updated every 10 years as required by state statute.

She mentioned there was broad support for the last General Plan update in 2016, which was approved by 85.8% of Chandler voters. For the 2026 General Plan, she said community feedback and buy-in on the following elements will be especially important with the Chandler approaching build out:

- Circulation
- Housing
- Conservation, Rehabilitation and Redevelopment
- Water Resources

She concluded by outlining City Council's role in shaping and adopting the general plan and timelines associated with ensuring it can be approved by voters during the 2026 primary election.

B. Economic Development Strategic Plan

Mr. Micah Miranda, Economic Development Director, provided the board with an update on the division's strategic plan, including goals and activities related to the following focus areas:

- Business Attraction
- Business Climate Enhancement
- Technology Entrepreneurship
- Small Business Assistance
- Adaptive Reuse & Redevelopment
- Market Threat Assessments
- Competitive Positioning
- Workforce Development
- Tourism (Visit Chandler)

Mr. Miranda concluded by highlighting recent community accolades and reminding the board members of ways they can stay engaged and serve as advocates for the city's economic development efforts.

C. Visit Chandler Summer Marketing Campaign Update

Ms. Kimberly Janes, Tourism Program Manager, and Ms. Caly Strickler, Tourism Marketing Analyst, provided the board with an update on Tourism initiatives.

Ms. Janes began by saying the city's Economic Development Division is the state-recognized Destination Marketing Organization (DMO) and operates a multi-layered tourism marketing program through the Visit Chandler brand. She provided an update on Chandler's hotel market, saying there is a total of 4,284 rooms with 2024 year-to-date occupancy of 82.1%.

Ms. Strickler then provided insight on recent marketing campaigns, including:

- Expedia Campaign, which launched in mid-May of 2024 and will run through the end of September. The campaign will use a mix of digital marketing banner ads and destination landing pages to promote Chandler to domestic travelers. Last year, the campaign resulted in 6,433 room nights booked at Chandler hotels.
- Rediscover South Chandler Campaign, which began in May and will run through the end of June. The campaign aims to bring awareness to South Chandler businesses through blog articles, Instagram video reels and giveaways. As of today, the campaign has supported 37 businesses, received 5,693 total engagements, and reached 59,446 people with nearly 77,000 impressions.

Ms. Janes then discussed the latest activities related to the Choose Chandler Campaign, the longstanding city initiative to encourage residents to shop in Chandler. Ms. Janes said the city recently launched the Choose Chandler Digital Pass, a shop local loyalty program where pass holders accumulate points and win prizes while discovering participating Chandler businesses. To date, more than 60 businesses and 570 pass holders are participating in the Choose Chandler Digital Pass program.

Ms. Janes concluded with an overview of additional ways the board can stay informed about Visit Chandler tourism initiatives, including subscribing to the monthly e-Newsletter and following Visit Chandler on Instagram, Facebook, LinkedIn, and YouTube.

5. Advisory Boardmember Comments

None.

6. Next Meeting

Ms. Ashe announced the next Economic Development Advisory Board meeting will be held on Wednesday, September 11, 2024. A calendar invite will be sent to all board members in advance.

7. Adjournment

Ms. Ashe adjourned the meeting at 9:57 a.m.

Respectfully Submitted,

Kari Zurn, Chairwoman

Micah Miranda, Board Secretary