

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER,
ARIZONA, WEDNESDAY, DECEMBER 11, 2024, HELD IN-PERSON AT CHANDLER CITY HALL,
175 S. ARIZONA AVE., CHANDLER, ARIZONA.

Board Present: Kari Zurn, Chairwoman
Julie Graham, Vice-Chair
Micah Miranda, Secretary
Raj Chakraborty, Board Member
Anthony Deard, Board Member
Chris Dobson, Board Member
Ron Hardin, Board Member
Jacob Knudsen, Board Member
Karla Moran, Board Member
Dan Serrano, Board Member
Terri Kimble, Ex-Officio

Board Absent: Neil Calfee, Board Member
Jennifer Hewitt, Board Member
Carla Holloway, Board Member
Rommie Mojahed, Board Member
Ryan Smith, Board Member
Joshua Wright, Ex-Officio

Others Present: Mayor Kevin Hartke
Councilmember Christine Ellis
Andy Bass, Deputy City Manager
Joe Abeita, Economic Development
Chandler Escalante, Economic Development
Chelsey Faggiano, Economic Development
Ryan Kaup, Economic Development
Odette Moore, Economic Development
Caly Strickler, Economic Development
Michael Winer, Economic Development
Mike Mobley, University of Arizona
Shannon Prince, Chandler Unified School District (CUSD)
Angie Porter, Chandler Chamber of Commerce

1. Call to Order/Roll Call
Ms. Kari Zurn called the meeting to order at 8:34 a.m.
2. Approval of Minutes
Ms. Karla Moran made a motion to approve the minutes from Wednesday, September 11, 2024. The motion was seconded by Mr. Chris Dobson. Minutes approved unanimously.
3. Action Items
None.
4. Briefing Items

A. Uptown Chandler Branding Initiative

Michael Winer, Economic Development Project Manager, provided an overview of the Uptown Chandler Branding Initiative.

He began by displaying the Uptown Chandler area boundaries, which cover nearly 4 square miles to the north of Downtown Chandler. He then described the employment base, saying the area is home to more than 550 businesses that together employ 11,800 people, which represents approximately nine percent of all jobs in Chandler. He also highlighted the dominate land uses:

- Industrial (5.5 MSF, 19% of city's total SF)
- Retail (2.3MSF, 13% of city's total SF)
- Residential (approx. 20,000 residents)

He continued by outlining the importance of place branding and how branding for the Uptown Chandler area began back in 2017. He said the place branding process included surveying area stakeholders, stakeholder group meetings, forming a steering committee, developing a brand concept, and then implementation. Initial brand launch projects included:

- T-shirt collaboration with State Forty Eight
- Window Decals for area businesses
- Bus shelter ads
- Branding Video

Mr. Winer said ongoing efforts to promote the area while raising brand awareness have consisted of developing a webpage, creating marketing brochures, installing over 90 light pole banners, working with local artists to install unique artwork on 21 traffic control boxes, and highlighting market activities through social media spotlights.

He continued by sharing the planned next phase of the branding initiative, which is installing Uptown Chandler monument signs. This project would follow similar signage projects in West Chandler and the Airpark Area. The project is contingent on funding approval.

He concluded by sharing recent Uptown Chandler business news, including retail projects, business expansion projects, and development updates.

B. Annual Chandler Innovation Fair Briefing

An update on the city's 14th Annual Chandler Innovation Fair was provided by Odette Moore from the City of Chandler and Shannon Prince from CUSD. Ms. Moore said the event is co-hosted by the city and CUSD, and that it focuses on engaging youth (of all ages) through hands-on activities and experiences centered around STEAM education. This year's event is scheduled for Saturday, February 22, from 10:00 a.m. to 2:00 p.m., in Downtown Chandler.

Ms. Moore said the event will have interactive demonstrations by Chandler technology companies and education institutions, including 40 Chandler Unified booths, Arizona State University, University of Arizona, Northern Arizona University, and Grand Canyon University. She added that 114 exhibitors have registered with 62 being local businesses.

Ms. Prince discussed the Chandler Innovation Fair Competition, saying six K-12 school teams will be awarded \$500 for the most educational, creative, and passionate projects. Winners will be determined by a group of volunteer judges and honored during a Chandler City Council meeting.

Ms. Moore concluded the presentation by describing how the event has grown over the years, saying that in 2024 the event had over 145 participants and nearly 9,500 attendees. She encouraged those not yet involved to get involved and thanked the event sponsors.

5. Advisory Boardmember Comments

Micah Miranda congratulated Ryan Kaup on 10 years of service with the City of Chandler.

Jacob Knudsen briefly shared that Chandler Fashion Center traffic is up year-over-year and that Round1 is expected to open in February with Seafood City opening soon after.

6. Next Meeting

Ms. Zurn announced the next Economic Development Advisory Board meeting will be held on Wednesday, March 12, 2025. A calendar invite will be sent to all board members in advance.

7. Adjournment

Ms. Zurn adjourned the meeting at 9:13 a.m.

Respectfully Submitted,

Kari Zurn, Chairwoman

Micah Miranda, Board Secretary