



**Minutes
Rio Salado Enhanced Services Commission
August 20, 2024**

Minutes of the Enhanced Services Commission meeting that was held on August 20, 2024, at 8:30 am in person at 31 E. 5th Street, Tempe, AZ 85281 in the CD – Conference Lobby Room and with a hybrid option through Microsoft Teams.

Members Present:

Craig Hayton, Com Svcs. Director, Chairman
Jarett Brock, Vice President Commission/Area 1 Rep
Lisette Camacho, Treasurer, Financial Svcs Director
Nick Woodruff, Landowner Member 2
Ted Rabban, Landowner Member/Area 3 Rep
Maggie Soffel, ASU Member
Barbara Haris, Public Member
Michael Martin, Downtown Tempe Authority Member

City Staff Present:

Ryan Levesque, Dep. Comm. Dev. Dir. of Planning
Mike Baxley, Dep. Comm Dev. Dir of Building Safety
Craig Caggiano, Dep. Mun Util Dir – Water Util
Shawn Wagner, Dep. Com. Svcs. Dir Parks & Rec
Alex Jovanovic, Dep Com Svcs Dir Parks & Rec.
Roger Hallsted, Administration Manager, Comm. Dev.
Sarah Adame, Executive Assistant, Comm. Dev.

Members Absent:

Tara Ford, President, Director – Public Works
Jeff Tamulevich, Sec. of the Commission/CD Director
Mark Clouch, At-Large Residential Property Owner

Guests Present:

Jennifer Gray, Landowner Member/Area 3 Rep

Meeting convened at 8:31 am

Agenda Item 1 – Consideration of Meeting Minutes:

April 16, 2024, Regular meeting minutes

Mr. Craig Hayton called for a motion to vote on approval of the regular meeting minutes.

- MOTION:** Nick Woodruff, Landowner Member 2, motioned to approve.
SECOND: Lisette Camacho, Treasurer, Financial Svcs Director, seconded the motion.
VOTE: Approved 5-0, 2 absent and 2 abstain
AYES: Craig Hayton, Chairman, Com Svcs. Director,
Jarett Brock, Vice President Commission/Area 1 Rep
Nick Woodruff, Landowner Member 2
Ted Rabban, Landowner Member/Area 3 Rep
Barbara Haris, Public Member
NAYS: None
ABSTAIN: Lisette Camacho, Treasurer, Financial Svcs Director
Maggie Soffel, ASU Member
ABSENT: Jeff Tamulevich, Sec. of the Commission/CD Director
Tara Ford, President, Public Works, Director

Agenda Item 2 – Public Appearances

None.

Agenda Item 3 – Introduction of Current and New Commission Members and Staff – Craig Hayton

Around table introductions and discussion about themselves and what they do.

Agenda Item 4 - Budget Update – Roger Hallsted

Comparing last year’s budget to the current new year the added Park Ranger security is having an increased effect on the budget. Also, there is a noticeable decrease in boat rental revenue. This budget of \$3,656,650 puts us in line with the budgets of 2007/08-2009/10. We will work with our Municipal Budget Office on ways to reduce the fund balance.

Agenda Item 5 – Community Services & Special Events – Craig Caggiano

Overview of lake operations and purpose regarding lake water quality and quantity. Advised on recent activity on personal. Recently just hired a new person that make a team of 4 to work and help at the lake.

Agenda Item 6 – Community Services & Special Events - Craig Hayton, Alex Jovanovic and Shawn Wagner

Overview of performance measures for Special Events. Festivals and Events process and stats discussion regarding, permit processing, attendance, and primary venues. Agreements and Partnerships of events throughout the year. These events produce a total estimated economic impact of \$16 million dollars. One event is the Extra Inning Festival that is held in March, this event has significant community awareness and spending opportunities. The local focus is to identify and recognize community frustrations, positive community identity, majority of attendees within 50 miles, lodging not a significant component and significant spending areas. There are 60 events that support health and wellness, charitable support volunteerism and city services.

August

8/24 ASU Echo from the Buttes Hayden Butte Preserve

September

9/7-11 Healing Fields Tempe Beach Park

9/28 Boots in the Park Tempe Beach Park

October

10/11-13 Oktoberfest Tempe Beach Park

10/13 Xterra Papago Desert Trial Run North Linear Park

10/19 AZ Craft Beer Awards Festival Centerpoint Plaza

10/26 Halal Food Festival Ragsdale-MLK Park

10/26 Making Strides Against Breast Cancer Tempe Beach Park

10/27 Yes Day for Autism Tempe Beach Park

10/27 DTA Halloween Stroll Ragsdale-MLK park

November

11/10 2nd Sunday Mill Ave

11/2 Walk to Save Animals Tempe Beach Park

11/3 Tempe Town Lake 25 Anniversary Tempe Beach Park

11/11 Veterans Day Parade Mill Ave / Tempe Beach Park

11/18 Ironman AZ Temp Beach Park

11/29 Fantasy of Lights Opening Night Parade Mill Ave

11/30 Fat Turkey Trail Run North Linear Park

11/30 OXDX Native Market Arts Park

Lake View Drive is getting spike stripes installed to manage the gates, letting it be closed at but still allowing people to exit at nighttime.

New cycle boats are coming to the lake.

Agenda Item 7 – Downtown Tempe Updates – Michael Martin

Fall Event Planning Underway:

- Halloween Stroll, Sunday, October 27 from 12 noon – 5 pm. Costume contest sponsored by AZ Theatre Co. in Ragsdale Park, pumpkin patch, children's games/crafts and trick-or-treating at downtown merchants.
- 2nd Sundays on Mill, 10 am – 3 pm on Nov. 10, Jan.12, Feb 9 and April 13 (Dec & March fall on art festival weekends). The streetcar will not be running during the event this year, enabling more vendors and activities on both side of Mill Avenue. New this year: a barber battle/tournament that culminates in a championship bout at the 2025 Juneteenth Block Party.
- Fantasy of Lights Street Parade + Tree Lighting, Friday, November 29. Registration is open for parade units – apply at www.downtowntempe.com
- 56th Annual 2024 Fall Tempe Festival of the Arts, December 6-8. We've received almost 700 artist applications, and the jury will whittle them down to 350 or 360 invited artists in the next few weeks. The Spring festival will be the 48th annual.
- Menorah Lighting in Ragsdale Park in December; date to be determined because the first night of Hanukkah is December 25; working with Rabbis on best timing.
- Food/snack/beverage vendor applications now open for parades and art festival. Sponsorship opportunities are available, as are volunteer opportunities for corporations, groups and individuals.

Mill Avenue Streetscape

- Festoon lighting on 4th & 6th Streets is complete – not only looks great but provides a feeling of safety
- Streetscape project is finished at the University & Mill intersection and now the project will be moving north and working on both the east and west side of the street between university & 7th Street starting August 26. Project status online merchant meetings will be held at 2 pm on Sept. 10, Oct. 8, Nov. 12 & Dec. 10. Details can be found on the COT downtown Tempe refresh webpage.

Downtown Tempe Façade Improvement Grants

With funding from the City of Tempe Economic Development office, you can start to see projects underway as a result of the grant: Slickables Ice Cream Sandwiches at the Brickyard has a brand-new patio enclosure; the Casa Loma Building is being repainted, doors replaced and new awnings up soon; the 414 S. Mill building painted their metal roof and repaired/painted window frames/doorways. Just under \$300K of total improvements have been submitted – a façade refresh to go with the new streetscape refresh.

ShopLocal2Win Campaign

To assist merchants in the slower summer season and to help mitigate the challenges of the streetscape project, DTA launched the ShopLocal2Win campaign to drive feet to the downtown merchants. Customers that spend at least \$15 can upload their receipt to <https://lovedowntowntempe2win.com/> for a chance to win \$500 for themselves as well as \$500 for the business on the receipt. The campaign runs through the end of September with prize drawings every 2 weeks – the first one is later this afternoon! People can also enter the contest by writing a positive review for the business (so no purchase required).

Transportation Management Association (TMA)

TMA is a Transportation Management Association (TMA) is an organized group that uses Transportation Demand Management strategies to help the movement of people and goods in an area (alternatives to driving alone in cars). DTA is working with ASU and the City of Tempe to develop the state's first Transportation Management Association and a preliminary budget is in development. The scooter corrals downtown was developed out of this. TMAs vary in size, organization, membership, and services offered,

Agenda Item 8 – ASU Update – Maggie Soffel

ASU continues to work on the McCain facility. ASU hired Global Projects to help with content development, public amenities, and presentation space. There will be some outreach meetings coming soon. In the process of getting an architect on board. Novus has several new restaurants opening which are Over Easy, Blue Shushi Sake Grill, Flower Child, Blanco Cocina Cantina, and the North Catelli. The Urban Park space and Transwestern are under construction and are planned to be open in the fall 2025 and fall of 2026.

Agenda Item 9 – Transportation Updates – Eric Iwersen and Shelly Seyler

Mill avenue is under construction at university. On the eastern side of the Rio Salado near Smith Street, the streetscape project will run down McClintock to Apache and back to downtown Tempe. There will be new protected bike lanes, transit shelters, and bus stops, including trees, water harvesting, and an overall new streetscape design. There is new funding for a refresh of Indian Bend Wash to town lake north to McKellips Rd. The refresh will include trees, lighting, concrete work in coordination with Parks and other department to refresh that pathway. Transportation is also working towards creating about 60 new more new corrals for scooters. On the public transit side there are four new bus shelter designs and are starting to be implemented around the city. A new study has started about extending the streetcar project out to Mesa up to Dobson on Rio Salado Parkway then turn south on Dobson to Main (Apache) and back to downtown Tempe. There was new funding granted for this study and project, up to about 16 million dollars. There will be public meetings starting soon and hoping to have this go to Council in January 2025.

Agenda Item 10 – Public and Private Development Update – Ryan Levesque and Mike Baxley

Pier project is still under construction as well as the Southbank Pier, lot 5 and lot 6. Another project along the lake on east side is on hold until the financial markets get better. There are new restaurants coming to Tempe Town Lake, such as, the 333 Restaurant at the Watermark that recently opened. There is the Cora restaurant that is an addition to Watermark facing the lake and still in plan review is the Roman restaurant.

Silo just received their temporary certificate of occupancy. Silo is located at Hayden Ferry Lakeside and will be opening soon.

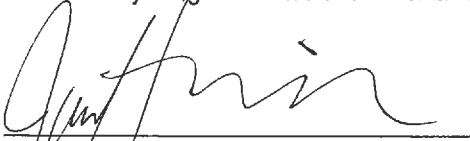
Announcements

Community Services Special Events is working ASU on a new design for the boat house this fall. Should have an update in October.

Next meeting Oct.15, 2024. There will be the 4th quarter meeting and following immediately the annual meeting.

Meeting adjourned at 9:30 am

Prepared by Sarah Adame and Roger Hallsted
Reviewed by: Roger Hallsted and Ambika Adhikari



Jeff Tamulevich
Community Development Director
Secretary of the Commission