
Minutes Enhanced Services Commission May 14, 2008

Minutes of the Enhanced Services Commission held on May 14, 8:30 AM, at the Rio Salado Operations Center, Tempe, Arizona.

Members Present:

Chris Anaradian
Tom Canasi
Scott Cole
Jerry Hart
Randy Levin
Greg Loper
Mark Richwine
Mitch Rosen
Chris Salomone
Chris Wilson

City Staff Present:

Nancy Ryan
Diane Johnson
Julie Sparr

Guests Present:

Members Absent:

Gordon Cresswell

Meeting convened at 8:30 AM.

Randy Levin called the meeting to order.

Agenda Item 1 – Consideration of Meeting Minutes: April 9, 2008

Randy Levin asked if the members had an opportunity to review the minutes from the April 9th meeting.

MOTION: Gary Cheek moved to approve the minutes.

SECOND: Chris Salomone

DECISION: The minutes were approved unanimously.

Agenda Item 2 – Consideration of Minutes from the joint meeting of the ESC and RSAC Commissions: April 7, 2008

Randy Levin asked if the members had an opportunity to review the minutes from the April 7th, meeting.

MOTION: Chris Anaradian moved to approve the joint meeting minutes.

SECOND: Gary Cheek

DECISION: The minutes were approved unanimously

Agenda Item 3 – Public Appearances

There were no public appearances

Agenda Item 4 – Downtown Parking – Chris Wilson

Chris introduced a map of all major parking facilities and a description of new signage. DTC has been working with Community Development, City Council and other interested parties. The City of Tempe and DTC will install new blue and white signs designating public parking, parking garages and on street parking. New signs will also direct public to perimeter parking facilities to limit traffic on Mill Ave. DTC and City of Tempe will update changes in website and send inserts in water bill to inform public of changes.

General discussion regarding the **Downtown Parking**, including:

- Nancy asked why US Airways was not on map of parking facilities. Chris responded US Airways is only opened during special events.
- Randy asked if parking at TCA was included. Chris responded not at this moment, TCA is out of the district and a little bit removed.
- Greg suggested coordinating with ASU to inform students about new signs. Also adding signs on 5th street directing drivers to an alternate route to limit traffic on Mill Ave.

Agenda Item 5 – Town Lake Marina – Nancy Ryan

Nancy provided an update as part of the efforts by the Rio Salado Foundation. The marina naming rights have been purchased by SRP. We are collectively working with SRP to change signage at the marina adding SRP and their logo.

General discussion regarding the **Town Lake Marina**, including:

- Randy asked what the marina's new name will be. Nancy responded the new name will be SRP Town Lake Marina.
- Randy asked what was the value of the naming rights. Nancy responded 3 million was the estimated value.
- Randy asked will the purchase be paid over a period of years. Nancy responded yes, typically payments will be in installments.
- Randy asked what the timeline of boathouse. Nancy responded the DDA is moving forward and is utilizing a 5year total build out to allow develop construction drawings, fund raising, build it and turn it over the City of Tempe.

Agenda Item 6 – Tourism Report – Nancy Ryan

Nancy is collecting visitor attendance to supply Arizona State Office of tourism. Visitor attendance may meet or slightly exceed last years 2.77 million attendance. The lake and park usage has gone up with TCA attendance, boat permits and special events.

Agenda Item 7 – Summer Calendar – Nancy Ryan

June 11th, ESC meeting will be cancelled and will resume July 9th.

Agenda Item 8 – Private Project Update

Each private developer gave a summary of projects around Town Lake.

Greg Loper provided an update of the Weststone Communities project. Closing of Northshore condos are going well.

Randy Levin provided an update of the Hayden Ferry Lakeside project. The second office tower is completely leased excepted for ground floor. Occupancy of Bridgeview is at 50%. The Marina Heights design guidelines have been approved and we are waiting for comments from City of Tempe.

Agenda Item 9 – Public Project Update – Nancy Ryan

Nancy Ryan gave a summary of public projects in Rio Salado.

South Bank project is moving forward and on schedule.

The Committee's next meeting will be **July 9**.

Meeting adjourned at 9:10 AM.

Prepared by: Julie Sparr

Reviewed by: Nancy Ryan

Nancy Ryan
Rio Salado Project Manager