



COUNCIL SUBCOMMITTEE ON ECONOMIC  
DEVELOPMENT

**APPROVED SUMMARIZED MINUTES**

Thursday, January 6, 2022

4:00 p.m.

Meeting will be held electronically.

**Council Subcommittee on Economic Development**

Subcommittee Members: Councilwoman Linda Milhaven, Chair  
Councilwoman Solange Whitehead  
Councilwoman Betty Janik

Staff: Rob Millar, Economic Development Director  
Josh Utterback, Economic Development Program Manager  
Scott Cooper, Economic Development Program Manager  
Deanna Owens, Human Services Manager  
Kirsten Hushagen, Economic Development Marketing Manager

Guests: Don Motz, Business Services Representative, Maricopa Country  
Arizona@Work  
Peter Menna, Executive Managing Director, Cushman & Wakefield

**Call to Order**

Councilwoman Linda Milhaven called the Council Subcommittee on Economic Development to order at 4:00 p.m.

**Roll Call**

Present: Councilwoman Linda Milhaven, Councilwoman Betty Janik  
Absent: Councilwoman Solange Whitehead

**1. Approval of September 9, 2021 Summarized Minutes**

**Motion to approve as presented: Councilwoman Betty Janik, Second: Linda Milhaven**

**2. The State of Commercial Real Estate**

Peter Menna, Executive Managing Director, Cushman & Wakefield, will give an update on current commercial real estate trends.

Presenter: Peter Menna, Executive Managing Director, Cushman & Wakefield  
Staff Contact: Scott Cooper, Economic Development Program Manager –  
480-312-7601

**Action: Presentation and Discussion**

**Mr. Menna stated that the new COVID variant has caused return to office plans to be pushed out for most businesses and the decline in office absorption will continue, but seeing more tours of office space. Terms of leases are becoming longer. Construction costs may stall some of the new development. Subleases are popular.**

**Phoenix Metro experiencing same vacancy levels as the great recession. However, Mr. Menna stated it will turn around very quickly. The Scottsdale market has fared better than Metro Phoenix.**

**40% of people expect to return to office once herd immunity is reached. Two-thirds will be back within three months. Offices will be used in a different way, work from home some, in the office the rest of the time.**

**Right now Phoenix and Scottsdale has in-bound migration, when the return to office hits, it will be hard to find office space.**

**Councilwoman Janik verified 60% will be back in three months? Mr. Menna stated that for certain job functions it is easy to work from home, but in the future there will be a run on space. Councilwoman Janik stated that the knowledge base workforce will grow and have the need for additional space.**

**3. Workforce Development Overview**

**Don Motz, Business Services Representative, Maricopa County Arizona@Work will give an overview of their workforce development program.**

**Presenter: Don Motz, Business Services Representative, Maricopa County**

**Staff Contact: Josh Utterback, Economic Development Program Manager –  
480-312-7057**

**Action: Presentation and Discussion**

**Arizona@Work brand includes the state of Arizona through the Dept. of Economic Services and includes Maricopa County and the City of Phoenix. The City of Phoenix operates three workforce centers, the county operates two and Mr. Motz operates out of the Town of Gilbert. Arizona@Work is partnering with more cities with satellite locations, including Scottsdale's Vista Del Camino Center. New locations opening in Mesa and Glendale soon.**

**Mr. Motz reviewed the programs available in Maricopa County which range from adults, youth services and a Smart Justice re-entry program.**

**The agency is funded through the Workforce Innovation Opportunity Act.**

**Targeted industries are Finance, insurance, I.T. healthcare, manufacturing, transportation and construction. Arizona@Work serves job seekers and employers.**

**Arizona@Work has an extensive network of cities, colleges, economic development agencies, private schools, counties and non-profits.**

**Councilwoman Janik asked if they help job seekers while filling out job applications. Mr. Motz stated that they do try, but during COVID they can't help as much as they used to. Councilwoman Janik asked if these are full or part-time positions and what is the salary range. Mr. Motz commented that Arizona@Work supports entry level up to professional positions.**

**Councilwoman Milhaven asked about national news and the large number of resignations, what are we seeing in Arizona? Mr. Motz stated the labor participation rate right now is extremely low. All employers are having trouble across the board – from healthcare to manufacturing.**

**4. HUUB Business Support Program**

Deanna Owens, Human Services Manager, and potentially additional city staff, will provide an overview of the City's HUUB Business Support Program.

Presenter: Deanna Owens, Human Services Manager – 480-312-0018

Staff Contact: Rob Millar, Economic Development Director –  
480-312-2533

***Action:* Presentation and Discussion**

**Rob Millar introduced Human Services Manager, Deanna Owens and the HUUB program. This new program is a continuation of the department's small business support initiative.**

**Deanna Owens provided a brief overview of the HUUB platform including some of the program's features and benefits for participating businesses. Some of the key benefits are learning competency, business resiliency and recovery, sharing resources, access to consulting, and the city sponsored two year membership to ASBA.**

**Economic Development's goals include serving at least 200 Scottsdale businesses.**

**Virtual launch of the program is January 25<sup>th</sup>.**

**Councilwoman Janik asked if the marketing for the program had started. Deanna Owens stated that some of it started today, January 6<sup>th</sup>.**

**Councilwoman Milhaven asked what Deanna's role will be in the program. Deanna stated she is the community services manager and she will be assisting with the launch and getting businesses registered, social media communication, managing questions and approving consulting hours. Councilwoman Milhaven asked if they could get an update in the future.**

**Rob Millar stated that staff will be sending information directly to councilmembers early next week.**

**5. Economic Development Update**

Economic Development Director, Rob Millar and potentially other city staff will provide an update on economic development trends, events and projects.

Presenter: Rob Millar, Economic Development Director – 480-312-2533

Staff Contact: Rob Millar, Economic Development Director – 480-312-2533

***Action: Presentation and Discussion***

**Rob Millar gave an update on the department's performance metrics including average wage, economic impacts, current business leads, total number of projects and website sessions. Rob stated the HUUB program should increase the number of business outreach visits. Rob gave an overview of current fiscal year new business licenses versus previous fiscal year's data and also reported that Scottsdale's occupancy rates remain in a healthy range.**

**Rob introduced Kirsten Hushagen, Marketing and Communications Manager, which makes the department now fully staffed. Rob explained that many things economic development does has a lot of marketing responsibilities.**

**The Economix Conference for site selectors was held in Scottsdale in December. The department had the opportunity to expose Scottsdale to site selectors from around the country.**

**The department is in the preliminary stage of developing an Economic Day in early spring.**

**State land at Bell/Pima Road 124 acres set for auction on March 3<sup>rd</sup>. This site has gone to auction before. Councilwoman Milhaven asked what De Rito Partners was planning on doing with the parcel west of Hayden. Rob stated that he was not aware of what the plan was, but there has been interest in the parcel. The department is working on a marketing initiative with the State Land Department. 94<sup>th</sup> St. & Bell property goes to auction March 10<sup>th</sup>.**

**Business license data was given to the department this week. There are about 16,000 licenses in the city and the data is being uploaded to the department's CRM.**

**The department's new brand is launching the week of January 12<sup>th</sup>. Rob stated that he will be contacting each councilmember with a fun activity. The Choose Scottsdale website will be completely overhauled over the next 6-8 months.**

**The department is developing a spring training business appreciation event.**

**6. Open Call to the Public (A.R.S. §38-431.02)**


Citizens may address the members of the Council Subcommittee on Economic Development during Public Comment. This "Public Comment" time is reserved for written citizen comments submitted electronically regarding non-agendized items. However, Arizona State law prohibits the Subcommittee on Economic Development from discussing or taking action on an item that is not on the agenda.

**7. Future Agenda Items**

Councilwoman Janik requested follow up on new programs rolling out, and success rate (how are they doing, losing some, etc.).

**8. Adjournment**

**4:58 p.m.**

 Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Community and Economic Development Administration at (480) 312-2459. Requests should be made 24 hours in advance or as early as possible to allow time to arrange accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Community and Economic Development Administration at (480) 312-2459.