



PHOENIXIDA

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## Item 9

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**MEMORANDUM**

**DATE:** January 18, 2024  
**TO:** Members, Board of Directors  
**FROM:** Bruce Mosby, Chairman, Board of Directors  
**SUBJECT:** CHAIR REPORT

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**2024 Strategic Opportunities –**

- October 17 - Juan Salgado and Christa Severns met with Jeff Barton and Government Affairs Director Frank McCune to review the Strategic Opportunities. Both said they did not have concerns but directed the Phoenix IDA to meet with the Mayor and Council to get approval. Ginger Spencer was unable to attend but she was briefed afterward.
- October 19 - Juan Salgado reached out to City Manager Jeff Barton before the board meeting to discuss the 2024 Strategic Opportunities which included the engagement of a lobbyist to assist in introducing amendments to legislation this coming session.
- November 5 - Staff reached out to Mayor Gallego's assistant Tony Motola on. Tony asked that we submit a schedule request to review the Strategic Opportunities with the Mayor. Request submitted on November 6.
- November 27 - Christa followed up with Tony. Christa explained the Strategic Opportunities at length with Tony. We have not heard back from the Mayor's office.
- Lobbyist, Rob Dalager has been informed about our progress. He indicates we can still introduce legislation once the session begins on January 8th. It is better to do it earlier, but there is still time to do so in January.
- Last day to introduce bills is Monday, February 5, 2024.

**2024 Phoenix IDA Strategic Plan Update -**

- The Phoenix IDA staff held a retreat on July 25-26, 2023, to discuss ideas and formulate the recommended structure for a strategic plan for the organization.
- At its meeting on October 19, 2023, the Board of Directors approved the Phoenix IDA's 3-Year Strategic Plan (for the 2024, 2025, and 2026 calendar years).
- The Strategic Plan includes three over-arching Goals along with nine Strategies, which are the approaches to be taken to accomplish each of the Goals.
- Tactics are the specific action steps to be taken in support of the respective Strategy, and the staff is currently identifying such tactics for 2024.
- The Board can expect quarterly progress updates beginning in April 2024.

**Education sessions will continue in 2024, first session will be held on February 16, 2023.**