

AGENDA ITEM #: _____

DATE: March 23, 2015

COAC #: 15-5570ws

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Strategy for Community Outreach

STAFF PRESENTER: Wynette Reed,
Deputy City Manager

COMPANY

CONTACT: NA

RECOMMENDATION:

Staff will receive Council input as to the topics, venue, timing, participants, reception and other ideas for a State of the City event. Council will also have the opportunity to discuss additional outreach meetings in the community, to include potential open houses, taking Council meetings on the road, etc.

PURPOSE:

To provide an opportunity for discussion with Council on their ideas and suggestions for this inaugural event. The discussion will also include the possibility of additional outreach meetings in the community which would give Council/Staff residents' input heading into the Council retreat in November.

BACKGROUND AND COMMUNITY BENEFIT:

As the City of Goodyear continues to grow and develop, a State of the City event is a great opportunity to update residents on the activities, services and accomplishments of their City over the past year, and to inform residents as to the priorities and plans for the upcoming year. Communication with residents is a high priority for the City and this event would add another method of communication to our already comprehensive communication's strategy.

PREVIOUS ACTIONS AND DISCUSSION:

During the annual Council Retreat held on November 7 and 8, City Council expressed an interest in holding a State of the City event.

FISCAL ANALYSIS:

This work session is to provide guidance and direction to staff. No fiscal impact at this time.

ATTACHMENTS:

None