



City of Goodyear

Meeting Minutes

City Council Retreat

Mayor Georgia Lord
Vice Mayor Sheri Lauritano
Councilmember Joanne Osborne
Councilmember Joe Pizzillo
Councilmember Wally Campbell
Councilmember Bill Stipp
Councilmember Sharolyn Hohman

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Friday, October 21, 2016

1:00 PM

Goodyear Justice Center

FALL 2016 - SESSION ONE

1. CALL TO ORDER

Vice Mayor Lauritano called the Retreat to order at 1:14 p.m.

2. ROLL CALL

Present 6 - Mayor Lord, Vice Mayor Lauritano, Councilmember Osborne, Councilmember Pizzillo, Councilmember Stipp, and Councilmember Hohman

Absent 1 - Councilmember Campbell

Mayor Lord arrived at 1:34 p.m.

Staff Present: City Manager Brian Dalke, City Attorney Roric Massey, and City Clerk Maureen Scott

3. AGENDA ITEMS FOR DISCUSSION:

3.1. City Councilmember Comments

a. What would you most like to be known for accomplishing in your service on the Council?

b. Tell us three things about you, and one of them must be untrue.

Katy Simon-Holland facilitated the Retreat.

Councilmember Stipp

*Doesn't want to be known for anything.

*Goal is to make the city better.

*Government needs to fundamentally change. We may not necessarily achieve that but we have made significant steps to get there.

Councilmember Pizzillo

*Happy with the city's fiscal policies.

*Happy with the fund that replaces equipment.

- *The city is in a position to handle downturns.
- *Would like to have more amenities and quality of life opportunities come to the city.
- *Goodyear is a city that is a community, not just a collection of neighborhoods.
- *Very proud of the community especially when they step up to help. This is a group accomplishment.

Councilmember Hohman

- *Feels the same way that Councilmember Stipp does. The goal is to make a difference. The reason why she ran for Council is so she can continue with that.
- *Would really like to support the small business community.

Councilmember Osborne

- *Didn't run for Council to be known for something.
- *A city that is best for raising a family.
- *Building and planning the city as a business person. Didn't want to be a burden on the businesses.
- *Has always strived to watch over the environment, animals and natural landscape.

Mayor Lord arrived at 1:34 p.m.

Vice Mayor Lauritano

- *Councilmember Stipp is right on the money. It isn't me, it is we. We as a group have left the city as a better, safer, and stronger city.

Mayor Lord

- *Hold firm on their (Council) convictions and to own their position.
 - *Remind councilmembers to speak respectfully and that is conducive to consensus building.
 - *Encouraged to ask the Mayor if there are questions.
 - *Going forward, for city improvement, each person may have a different opinion.
 - *Encourage Council to dig in on each issue. Consider the past and present while making decisions for the future.
- Thanked the Council for their service to Goodyear.

3.2. Retreat Objectives and Discussion Format

Simon-Holland reviewed the objectives and the discussion format for the Retreat.

- *There should be primarily an open and constructive dialog.
- *Have a shared understanding of background items.
- *Create a list of actionable items to address the priority issues that can be brought back at a future date.

Council Comment-Make sure staff understands what Council is asking staff for. Need to make sure staff is clear.

3.3 Summary of Mayor and Council Interviews

Questions asked of Council

1. What are you most proud of the City having accomplished?
2. What would you say has contributed to the successes the City has had in recent years?
3. What isn't working as well as you would like it to?
4. What are the biggest issues and challenges you feel the City is facing in the next 2-5 year?

Council Discussion and Questions

*Would like to have an engaged Business Community.

*Citizen survey-are we meeting their needs? Don't assume what the citizens want. Are there other areas that we need to focus on? Major part of our success comes from taking information of surveys and improving things.

*Talent and dedication of the city employees.

*You have to have a highly functional council. Good things don't just happen.

*Don't take things personally. Can still disagree. Everyone has their opinions.

*Is it the Mayor's responsibility to fix dysfunction? Is it the Mayor or City Manager's responsibility? If we all take a moment and look at ourselves, are we treating everyone on the dais fairly? Don't know the answer to this.

*Has sat on a dysfunctional council. Read about other cities. This isn't that. When the recession hit, the council came together as a team for the sake of everyone.

*Over time, we have all grown into our positions and some of the togetherness has changed. Don't have as many opportunities to have camaraderie.

*We don't get along with everybody but we still work together.

*Sees a change in our team. Would prefer that we found a way of building that relationship again.

*Work it out amongst the persons. If it doesn't get resolved, go to the Mayor.

*Respect is important. Each of us is bringing to the table different expertise. Don't have to like each other all of the time.

*Everyone take responsibility to resolve issues directly.

*Not getting all of the information from staff.

>Would like to know the upside and downside of a new idea that is brought to Council.

>Give more than one alternative when bringing something to Council if possible.

>Council needs a staff recommendation, but also needs to see the whole story and be educated on the item.

>Don't feel they can make good business decisions without having the whole picture. Council needs the full picture in order to make good business decisions. City Manager Brian Dalke said we want to make sure Council is getting the information. Let us know if it isn't complete information.

*Need a strategy on how to grow our tax base. How do we create internal savings? How do we grow our base quicker?

*Benchmark and see what other cities are doing for funding and compare what we are doing.

*Don't have a downtown area.

*Council chose not to spend money on a City Hall. Instead, Council chose to build a

community center.

*Downtown doesn't have to be the City Center. McDowell Rd. can be our new downtown.

*Our downtown isn't the normal. There does need to be a city hall with a sense of permanence and formality. Is there something we can do to spruce up our current City Hall?

Mayor Lord recessed the retreat at 2:35 p.m.

Mayor Lord reconvened the retreat at 3:00 p.m.

3.4. Discussion and Direction regarding Strategic Issues

***Economic Development Strategies and Incentives**

***Tax Policy**

***Public Safety**

***Council Initiatives-Process, Funding, and Communication of Information**

***Possible Continuation of above Strategic Issues to Retreat Session Two**

***Economic Development Strategies and Incentives**

>Permit fees, rebates for job creation.

>Time is money, we need to be speedy and responsive.

>Infrastructure on retail-would like to see more retail for the sales tax base.

*Would like an update on the Economic Development Action Plan.

*Overlay Districts, looking at being creative on McDowell Road. More signage and still maintaining high quality. Development Services Director Christopher Baker said the sign ordinance is being reviewed and will be brought back to Council in 2017. In the meantime, they are working on engaging the business community.

*We are not drawing from just 78,000 (city population). We are drawing from 400,000 in the surrounding areas. The new Harkins is packed and breaking records.

*How can the Council help with economic development? Economic Development Director Michelle Lawrie said getting the stories out to the public will help the city. The city still has some growing to do. Daytime traffic data is very important for businesses to consider coming to Goodyear. Employment opportunities coming to Goodyear drives retail.

*Would like to see a traffic count in the next 60 days in the Harkins location.

*Goodyear has a great story, but businesses want the data and numbers before they decide to come to the area.

>Keep the citizens in the loop. Put in the InFocus quarterly updates. Lawrie said there are many ways to get information to citizens: Social Media, website, InFocus, word of mouth.

>Need to create our own news. Need to work with landowners so they want to market their properties.

SUMMARY

*Speeding up processes-huge incentive.

*Legal is going to bring back and define period to reduce development fees.

*Sign ordinance-summary goes to council before being distributed to citizens.

*New financing strategies.

- *Tweeting before going to shows.
- *Working with landowners.
- *Interested in Retail Roadshow document.

Tax Policy

- *Property tax-refers more to the levy and not the rate.
- *The city has needs. Look at other alternatives in reducing taxes. Get rid of food tax.
- *How about a citizens committee to look at sales tax?
- *Peoria has a “quality of life” tax (Proposition 400) that is on the November 2016 ballot. Let’s see how this transpires.
- *Look at what other cities are doing with their taxes.
- *You have to weigh out the different tax programs. You don’t want to take from one place to put in another area.
- *We have to see what expenditures we will need to make. We may need to do some rebalancing on our taxes and other programs and have citizens involved in the process.
- *There are things that are out of our control such as State Legislature changes.

Public Safety

- *Public safety is number one.
- *Additional Police Squad-will come through as a supplemental for FY18.

Council Initiatives-process, funding, and communication of information

- *Some councilmembers don’t have the ability to be creative for council initiatives.
- *Staff is being over utilized.
- *Issue of communicating information when out in the public.
- *How does council bring ideas forward?

Council Discussion and Questions

- *Is the funding level something that should be replenished? Is there a set amount that should be there each year?
- *How does an idea come before Council and become an agenda item?
- *There are three issues.
 1. Council project money-\$192,000 (example: speed cushions; shade canopy for Palmetteer Park)- should it be replenished each year?
 2. Council discretionary money (\$750.00); Mayor \$1,000.00)-some Councilmembers spend it and some don’t.
 3. A Councilmember has a great idea and how do we get this great idea as an item for consideration?
- *How much staff time will it take for these great ideas?
- *Need to figure out a way to manage the project money.
- *Some creativity has been stifled. The process is in place but projects get held up or don’t come to fruition.
- Current Process-there is a form that Council completes for new ideas. Staff reviews how much

staff and money it would take to complete the idea. Brought forward to Council depending on the project.

*Bring ideas to Council and then Council can decide if the project should move forward.

*Doesn't like to fill out the Special Project Request Form.

*We need to be strategic as we decide on how to spend the discretionary money.

*Council should decide on the project to move forward. Staff would provide information to Council on how much the project would cost and how much staff time would be needed. It should be a Council decision.

*There are two different initiatives. The smaller ideas that would have minimal cost, and then the larger projects or events that would cost more money.

Simon-Holland recommended a three-step process.

- Council agrees to look into project.
- Staff comes back with staff time and numbers.
- Comes back to Council with details for them to approve or disapprove.

*Talk about what projects are passionate to councilmembers.

*Needs to be added to the agenda. City Attorney Roric Massey said it could be added as Future agenda items. Council could decide if they wanted to add to a future agenda or not.

3.5. Summary of Day One

***Action List for Day Two**

4. ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Council Retreat at 4:50 p.m.

Maureen Scott, City Clerk

Georgia Lord, Mayor

Date: _____