City of Goodyear

Meeting Minutes

Industrial Development Authority

See meeting location below

Wednesday, November 1, 2017 **4:00 PM** **Goodyear City Hall, Room 125/126**
190 N. Litchfield Rd.
Goodyear, AZ 85338

AMENDED 10/31/17: Resolution added to Item 6.1

Minutes Amended 10/03/2018 to add vote for Resolution

1. CALL TO ORDER

President Fabritz called the meeting to order at 4:00 p.m.

2. ROLL CALL

Present: 3 - President Fabritz, Vice President Delleo and Boardmember Schroeder

Absent: 2 - Secretary/Treasurer Paschen and Boardmember Yul

Staff Present: Finance Director Doug Sandstrom, City Clerk Darcie McCracken, Economic Development Director Michelle Lawrie, Ciy Clerk Specialist Byron Jones, and Management Assistant Tiffany Rivas

Zach Sakas of Gust Rosenfeld PLLC, attended via telephone.

MOTION BY Boardmember Schroeder, SECONDED BY Vice President Delleo, to EXCUSE Boardmember Paschen and Boardmember Yul. The motion carried by the following vote:

Ayes: 3 - President Fabritz, Vice President Delleo and Boardmember Schroeder

Excused: 2 - Secretary/Treasurer Paschen and Boardmember Yul

3. APPROVE MINUTES

3.1 MINUTES 78-2017 Approve draft minutes of the Industrial Development Authority meeting held on July 6, 2017.

MOTION by Boardmember Delleo, SECONDED by Boardmameber Schroeder, to APPROVE the minutes as amended. The motion carried by the following vote:

Ayes: 3 - President Fabritz, Vice President Delleo and Boardmember Schroeder

Excused: 2 - Secretary/Treasurer Paschen and Boardmember Yul

4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR

Although a member of the public was in attendance, he did not opt to provide comments.

5. OLD BUSINESS

None.

6. NEW BUSINESS

6.1 2017 IDA-09 **AUTHORIZING FUNDING IN FY 2017/2018 TO SUPPORT ECONOMIC DEVELOPMENT**

PROPOSED ACTION:

ADOPT RESOLUTION NO. 2017 IDA-09 AUTHORIZING FUNDING IN FISCAL YEAR 2017/2018 TO THE CITY OF GOODYEAR AN AMOUNT TO SUPPORT ECONOMIC DEVELOPMENT. (Doug Sandstrom, Finance Director)

Ms. Lawrie thanked the group for the support from the Industrial Development Authority (IDA) and their previous development related actions. She then presented information regarding Economic Development including the purpose statement which is: Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base.

Ms. Lawrie continued that the Gears of Growth include Retail and Entertainment, Job Creation, and Population/Housing. The latter is the base of economic development. People who live here will want to work here. Retail and Entertainment is also based on people being here to attend.

Goodyear is 190 square miles and is at about 10-11% build out. The Economic Development Action Plan is called Focus on Success and it was created by a group of businesses. The key initiatives include Business Development Workforce, Employment Centers, Marketing and Branding and Advocacy. The request for funding being heard today will enable each of these areas to be focused on.

Since the plan was adopted by Council in Fiscal Year (FY)14, Economic Development can count the following as results and highlights:

- 3,500 jobs
- $840M Investment
- Marketing Foundation
- Employment Corridors
- Entrepreneurship
- Retail and Entertainment

The Action plan will need to be redone in FY19.

The IDA funding request will cover the following items:

- Photography - $10,500 - Fresh images of Goodyear for website and collateral
- Website refresh - $10,000 - Enhance Goodyear's presence on the internet
- Travel - $11,900 - Presence and Promotion for Retail and Entertainment at the International Council of Shopping Centers (ICSC) Event and Advertising
- Promotional Placement - Site Selection Advertisement - CEO Guide to site Selection, Phoenix Business Journal and Conway Global State of States

Authority Discussion:

>Is the funding instead of what is currently budgeted? The funding would be in addition.

>The CEO guide seems rather expensive. The amount is for a booth at the conference which would be used as a home base and is shared with other cities, as well as two members attending since the event is so large, one could circulate while the other keeps the appointments.

>If you don't receive the funding, what will you do? We will need to cut back in other areas or would only do portions of the activities.

>Do you have anything that quantifies the spend? We tried to simplify the plan to develop a report. Mr. Sandstrom added that the actual spend would be approved by the board and it would allocate the full amount. Any activity would have a solid end date so that an end-of-year report would be presented.

>It appears that the fees would not be accruing in the future. Is the IDA going away? At this time there are no incentives for people to do IDA funding. Mr. Sakas advised that the incentives are just as easy to do through the state's IDA due to legislative changes.

>What new growth is coming? There are a lot of fundamentals coming forward, including more housing that will generate daytime traffic, as well as the state's biggest Oregano's and a movie theater.

>What are the boundaries of the city? The northern boundary is Camelback Rd., west is Perryville Rd., east is Dysart Rd.

MOTION BY Boardmember Schroeder, SECONDED BY Vice President Delleo, to Adopt Resolution No. 2017 IDA-09. The motion carried by the following vote:

Ayes: 3 - President Fabritz, Vice President Delleo and Boardmember Schroeder

Absent: 2 - Secretary/Treasurer Paschen and Boardmember Yul

7. INFORMATION ITEMS

None.

8. ADJOURNMENT

There being no further business to discuss, President Fabritz adjourned the meeting at 4:40 p.m.

Respectfully Submitted by:

_____
Darcie McCracken, City Clerk

_____
Gerald Schroeder, President

Date: _____