



## City of Goodyear

### Meeting Minutes

#### Parks and Recreation; Advisory Commission; Advocacy Subcommittee

Goodyear Municipal  
Court/  
Council Chambers  
14455 W. Van Buren St.,  
Ste. B101  
(SE Corner of 145th Ave.  
& Van Buren St.)  
Goodyear, AZ 85338

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Wednesday, November 4, 2020

4:00 PM

Goodyear Branch Library Community Room  
14455 W. Van Buren St., Ste. C102  
Goodyear, AZ 85338

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#### CALL TO ORDER

Chairman Landefeld called the meeting to order at 4:08 p.m.

#### ROLL CALL

**Present:** 3 - Chairman Landefeld, Commissioner Hohman and Commissioner Wilson

**Absent:** 1 - Commissioner Sawyer

Staff Present: Parks and Recreation Manager David Seid, Digital Communications Manager Corrine Holliday, Marketing Specialist Hannah Duncan, and Administrative Assistant Jacque Bento do O'

#### OLD BUSINESS

1. Fall Festival Halloween Drive-thru Report (Chairman Landefeld)

Parks and Recreation Manager David Seid stated that there were approximately 1,600 cars that drove through and approximately 8,000 people that attended. Originally the event was scheduled for Friday and Saturday, but due to the overwhelming response, two days were added on Thursday and Sunday.

2. Discuss Veteran's Day Virtual Event Ideas (Chairman Landefeld)

-Parks and Recreation Manager David Seid stated that the yard signs are going quickly and would put signs aside at the Recreation Office for the commissioners.

-Chairman Landefeld suggested taking a picture with the yard sign and then post #GoodyearVets.

#### NEW BUSINESS

3. Introduction to Digital Communications Manager (Parks and Recreation Manager David Seid and Digital Communications Manager Corinne Holliday)

Digital Communications Manager Corrine Holliday gave a presentation on the city communication methods:

-InFocus Magazine

- Social Media
- YouTube
- Website
- Email Blasts
- News Releases
- Digital Billboards
- Live City Council Video Streaming

Holliday cited the following hashtags used:

#GoodyearAZ

#GoodyearLife

#GoodinGoodyear

#Goodyear75 will be used for the 75th year celebration and photos can be submitted for consideration. Holliday noted to consult with the subject of any picture first.

Holliday stated that she could conduct a training session on social media uses. Parks and Recreation Manager David Seid stated that he would facilitate a training and include Marketing Specialist Hannah Duncan.

4. Discuss the Creation of a Nonprofit Fund for Parks (Committee Member Wilson)

Committee Member Wilson presented the idea of a "Friends of Goodyear Parks" nonprofit to raise money for park projects that are not included in the approved budget. Also noted that this could be an opportunity for past commissioners to get back involved with the Parks and Recreation Department. Wilson stated that he would contact past members to gauge interest.

5. Discuss Goodyear Glows Virtual Event Proposals (Chairman Landefeld)

Parks and Recreation Manager David Seid stated that Santa Claus will be visiting Goodyear residents on a fire truck November 30th thru December 5th, culminating in a virtual tree lighting on December 5th. Seid stated that he would see about getting the route and send out to the commissioners.

Chairman Landefeld stated this would be an opportunity for the commissioners to get engaged with the event. Commissioners can start sharing with social media.

6. Discuss Collaboration with Arts and Culture Upcoming Events (Chairman Landefeld)

Chairman Landefeld discussed that commissioners could begin attending Arts and Culture Commission meetings to hear what is going on with the Arts and Culture Commissioner to start collaborating.

A list of upcoming events through the Spring was handed out to the commissioners to keep on radar.

**INFORMATION ITEMS**

None.

**NEXT MEETING**

The next meeting is scheduled for December 2, 2020, at 4:00pm, Goodyear Library Conference room.

**ADJOURNMENT**

There being no further business to discuss, Chairman Landefeld adjourned the meeting at 5:45 p.m.

Respectfully Submitted by:

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Jacque Bento do O', Administrative Assistant

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Raquel Landefeld, Chairman

Date: \_\_\_\_\_