



## City of Goodyear

### Meeting Minutes

#### City Council Work Session

Mayor Georgia Lord  
Vice Mayor Bill Stipp  
Councilmember Joe Pizzillo  
Councilmember Sheri Lauritano  
Councilmember Wally Campbell  
Councilmember Brannon Hampton  
Councilmember Laura Kaino

Meeting Location:  
Goodyear Municipal Court  
and Council Chambers  
14455 W. Van Buren St.,  
Suite B101  
Goodyear, AZ 85338

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Monday, February 3, 2020

5:00 PM

Goodyear Municipal Court and Council  
Chambers

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#### CALL TO ORDER

Mayor Lord called the Work Session to order at 5:00 p.m.

#### ROLL CALL

**Present** 7 - Mayor Lord, Vice Mayor Bill Stipp, Councilmember Pizzillo, Councilmember Lauritano, Councilmember Campbell, Councilmember Hampton, and Councilmember Kaino

Staff Present: City Manager Julie Arendall, City Attorney Roric Massey and City Clerk Darcie McCracken

#### AGENDA ITEMS FOR DISCUSSION:

1. [2020-6853ws](#) Staff will provide an update and receive feedback on the planning efforts to celebrate Goodyear's 75th Anniversary. (Guylene Ozlanski, Arts and Culture Administrator)

Arts and Culture Administrator Guylene Ozlanski provided information regarding the city's upcoming 75th Anniversary. She reviewed the events that occurred during the 50th Anniversary in 1996 and event ideas for the celebration for the 75th Anniversary (GY75).

Ms. Ozlanski spoke about the cross-departmental committee and the event vision and goals. She spoke about the planned events including a launch event in January 2021, movie nights, adding a swing dance party to one of the festival events, and adding a 7.5K run to the Heart and Sole Run. She spoke about the goal of infusing GY75 events into existing events with an eye to not detract from anything already in existence.

Potential events included a temporary public art event where artists would paint and decorate an item and the pieces would be distributed throughout the city. Ms. Ozlanski also covered the launch event taking place at the current City Hall and an Anniversary Festival to take place on November 19, 2021 with a tentative plan for it to occur at the new City Hall Civic Square Park. The time capsule buried

during the 50th celebration would be opened on the November 19th date and the new time capsule would be sealed.

Ms. Ozlanski covered the target audiences which included residents, businesses, organizations, elected officials and staff.

Council commented that the ideas were good and they liked the variety and asked if it was possible to kick the event off at the original City Hall. Ms. Ozlanski stated that the committee would research that idea.

Council asked that the persons listed on the plaque for the 50th Anniversary time capsule be invited to attend, as well as, those who have resided in Goodyear for 25 years or more.

Council suggested a street fair at the original City Hall and a way to include new residents in the celebration throughout the year.

Council asked what would happen with the temporary art after the event. Ms. Ozlanski said that the committee would research potential ideas and she relayed what other cities in our states had done with the art, including an auction with proceeds to a non-profit.

Council asked for some kind of tie-in to the tire company, expressed their support for planting a tree, and added their concerns for taking away from current events. Ms. Ozlanski spoke that anything added would just be value added to the events and nothing taken away.

Council stated that NASCAR could be here the same weekend as the planned event and perhaps the tire company would be willing to participate.

2. [2020-6858ws](#) Council will receive a presentation by a local economist and have the opportunity to discuss information about the current and projected economic climate. Staff will also present background on initial estimates for FY2020 and FY2021 and provide a high level five year forecast for the General Fund. (Lauri Wingenroth, Finance Manager - Budget and Research)

Finance Manager - Budget and Research Lauri Wingenroth introduced Bob Rounds of Rounds Consulting Group and outlined the coming presentation.

Mr. Rounds gave some of his background as a conservative budget estimator. He stated that the city of Goodyear has strong leadership, excellent staff and he considers it a city to invest in. He spoke about the prior presentation and that the GY75 celebration would be considered an investment in the community and the city could see a return on that investment.

Mr. Rounds reviewed the Real GDP (gross domestic product), the U.S. Employment Net Change, the U.S. Unemployment Rate, the U.S. Leading Indicators including recession periods, the U.S. Median Price of Homes Sold, Share of Homes Affordable to a Median Income Family, Arizona vs.

U.S. Job Growth, Arizona's placement on the U.S. Job Growth 2019 (3), Arizona Employment, Greater Phoenix Employment, Balance of State Employment, Arizona Single Family Home Permits, and the rates of growth for Arizona Employment.

He stated that the city of Goodyear was looking at a very solid positive outlook. He added that the city should have their "shoot for the moon goal" in addition to their more practical goals when developing the strategic plan. He stated the overall forecast could be a little too conservative.

Council asked how to align graduating college students with the skill sets needed. Mr. Rounds spoke about the goals the legislature had begun and several strategic ideas to be more aligned.

Mr. Rounds reviewed the Goodyear Commercial Projects and stated that he was impressed with the list. He added that Economic Development is like "curling" with someone smoothing the path for the stone to move forward.

Ms. Wingenroth presented information regarding the forecast for the city for this year, next year and the next five years. She included information from the Economic and Business Research Center from the University of Arizona that showed Goodyear's growth in comparison to retail sales and personal income. She reviewed Single Family Permits at the regional forecasted growth rate.

Ms. Wingenroth spoke about the ability to control and influence the environment with the economic development focus, programs and service levels provided, as well as, quality of life projects. She outlined the financial policies and strategies and reviewed the FY2020 and FY2021 Revenue Estimates and Expense Estimates. She added information about the Five-Year General Fund Forecast for Ongoing Projects and One-Time Projects.

Council asked how long the city would be receiving payments from the Arizona Sports and Tourism Authority. Finance Director Doug Sandstrom said the payments would be continued at least through 2031 at which time the funding source sunsets but the Maricopa County Stadium District will continue to pay towards the Indians Stadium. Council asked if the funds could be used for the CIP projects. Ms. Wingenroth stated that the funds could be used to pay for one-time projects.

Council asked when the city could see the sales tax funds. Ms. Wingenroth stated that businesses need to report by the 20th of the following month and the state takes more than a month to get the information to the city.

Council asked for an Executive Summary for the ongoing general fund revenue and its application and for one-time money as well as the Enterprise Fund with the same breakdown of the expenditures.

Ms. Wingenroth added that there would be a future presentation in the next month to review the financial policies.

Council thanked staff for the good news.

**INFORMATION ITEMS**

The City Council had no comments.

City Manager Julie Arendall relayed information on the Heart and Sole Run held over the weekend.

**ADJOURNMENT**

There being no further business to discuss, Mayor Lord adjourned the Work Session at 6:35 p.m.

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Darcie McCracken, City Clerk

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Georgia Lord, Mayor

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