



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

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

Monday, September 21, 2020

6:00 PM

Goodyear Municipal Court and Council
Chambers

CALL TO ORDER

Mayor Lord called the Work Session to order at 6:00 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. [2020-7023ws](#) City Council will receive an update from Economic Development and the Greater Phoenix Economic Council. (Lori M. Gary, Economic Development Director)

Economic Development Director Lori Gary gave a brief background of the Greater Phoenix Economic Council (GPEC) and their long history with the city of Goodyear. She introduced Chris Camacho, President and CEO, of GPEC.

Mr. Camacho spoke about the robust prospect activity currently being experienced. He reviewed the regional results of companies who have come to market. He reviewed the last five years of businesses that have located in Goodyear which includes 18 locates creating 4,300 jobs.

Mr. Camacho reviewed the 5-year trend on revenue return noting that the city of Goodyear had the highest return in the region. He added that the GPEC staff assisted the city of Goodyear with branding, campaigns and placements in publications.

Mr. Camacho spoke about the future marketing strategies which included social media, remote worker campaigns, an industry automation campaign based on intent, a venture capital funding automation campaign, and site selector meetings. He reviewed the industries targeted by GPEC

which included advanced business services, aerospace and defense as well as software, among others.

Mr. Camacho then reviewed the historical office versus industrial trends in prospects over the last seven fiscal years as well as the locates for office and industrial trends. He discussed the Regional Office Vacancy Rates and commented that although the trend is going down he believes that it will rally back up.

Mr. Camacho spoke about the Smart Region Consortium Initiative to create a better community leveraging technology. He shared the mission and vision of the consortium.

Council asked if there would be more inquiries for Goodyear based on the unrest internationally. Mr. Camacho said he believed there would be especially with how the greater Phoenix area embraces multi-culturalism.

Council asked what the city could expect from projects coming in the next few years. Mr. Camacho responded that there would be more focus on e-commerce and would be looking for a physical office product. He added that there would be another two years of strong industrial followed by office projects.

Council asked if the city was positioned well for an industrial boom or if the city was overbuilt on industrial. Mr. Camacho said yes, the city was very well situated. He discussed leveraging the airport to benefit the community and how the land use around the airport was vital to international commerce opportunities coming to the region.

Council asked what market is in aviation. Mr. Camacho responded that it was mostly in freight and industrial and not passenger.

Council thanked GPEC for their programs and commented that the ambassador programs were very well done.

Mr. Camacho stated that GPEC takes a lot of pride in their partnerships and planning for the future.

Council asked who the major out of state competitor would be and Mr. Camacho replied Austin, Texas.

Council complimented GPEC for developing great partnerships with the cities and businesses.

Ms. Gary thanked the Council for their support and recognized the great team in the Economic Development office and recognized the teamwork throughout the city to get projects done.

INFORMATION ITEMS

Council thanked staff for looking into the weeds along the bridge and for looking into information as to

what to do when your pet passes away.

ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Work Session at 6:34 p.m.

Darcie McCracken, City Clerk

Georgia Lord, Mayor

Date: _____