

***PLEASE NOTE: Since the Glendale City Council does not take formal action at the Workshops, Workshop minutes are not approved by the City Council.**

**MINUTES
CITY OF GLENDALE
CITY COUNCIL WORKSHOP
SEPTEMBER 18, 2007
1:30 P.M.**

PRESENT: Vice Mayor Manuel D. Martinez, and Councilmembers Joyce V. Clark, Steven E. Frate, David M. Goulet, Yvonne J. Knaack, and H. Phillip Lieberman

ABSENT: Mayor Elaine M. Scruggs

ALSO PRESENT: Ed Beasley, City Manager; Pam Kavanaugh, Assistant City Manager; Craig Tindall, City Attorney; and Pamela Hanna, City Clerk

1. SUPER BOWL PLANNING UPDATE

CITY STAFF PRESENTING THIS ITEM: Ms. Cathy Gorham, Director of City Manager Relations, and Mr. John Stern, Chairman of the Citizens Ad-Hoc Advisory Committee

This is an opportunity to provide the City Council with an update on the city's preparations for Super Bowl XLII to be held on February 3, 2008 at the University of Phoenix Stadium in Glendale.

The mega events strategic plan, presented to the Council in October of 2005, included objectives related to one community focused on public safety for citizens and visitors, maintaining the provision of quality services to citizens while events are taking place, quality economic development and strong neighborhoods.

In June of 2005, the City Manager's Office created a citywide mega events planning team with representatives from all departments.

Team members were asked to develop work plans that identified capital projects needed to be completed prior to the events, associated costs and whether they were already funded. Departments were also asked to identify service delivery goals and responsibilities related to the mega events and any outstanding critical issues.

A mega events strategic plan was developed and presented to the Council on October 18, 2005.

Planning priorities for the stadium opening and its first year of activities, the Fiesta Bowl, the BCS Game and the upcoming Super Bowl have remained consistent and include:

- Public Safety (law enforcement, emergency response and management, and security)
- Transportation (optimal connectivity, ingress/egress, signage, airport)
- Beautification (streetscapes)
- Outreach and engagement (citizens, neighborhoods, business community, media and mega event partners and stakeholders)

Periodic written reports on mega events efforts have been provided to the Council since November of 2005.

Staff updated the Council on the city's mega events planning efforts at the May 16, 2006 workshop.

Staff and Councilmembers have participated on one or more research trips to Super Bowls in Houston, Jacksonville, Detroit and Miami, where behind the scenes operational meetings and tours were conducted. The city has also included staff from other host cities, state and county agencies, Valley municipalities, and health care and non-profit organizations to participate in planning and training sessions related to mega events.

The focus of the city's planning efforts related to these events is to work to ensure the best possible visitor experience for event guests from throughout the world, while maintaining the delivery of quality public services to our own residents, businesses and community as a whole.

The Council's vision for the western area of Glendale has been one of capitalizing on opportunities to fuel economic growth and to create a "destination" unlike any other in the state. The continued development of the sports and family entertainment district results in revenues to the city that will help sustain its ability to deliver quality public services to existing and future residents and businesses.

By securing events like the Super Bowl and Cactus League baseball, additional new private investment in western Glendale is on the increase and land prices have appreciated significantly.

By the 2008 Super Bowl, the city will have increased its number of hotels by nine, adding 1,267 rooms to its past inventory of 451.

Through comprehensive planning and the completion of critical infrastructure, Glendale residents will benefit from the city's efforts to provide a safe, accessible and livable experience during these mass gatherings.

The new Public Safety Training Facility and Emergency Operations Center are open and functioning and have been helpful for planning, training and staging activities

related to mega events. More importantly, these multi-agency, top-of-the-line facilities are housed permanently in Glendale to ensure the city's public safety personnel have the best resources available to serve our own community.

The Media Expo Hall, Conference Center and parking structure at Westgate were constructed with long-term benefits for the community. Glendale 11 will now have an up-to-date facility in which to produce the highest quality local programming available. The expo hall and conference facility added much needed space for the increased interest expressed by organizations wanting to host conferences and activities at a location where lodging, entertainment and dining are within walking distance.

The City Council appointed a 13-member Ad-Hoc Event Advisory Committee with representation from throughout the city, the high impact areas identified in October of 2005 and the business community. The committee meets the third Monday of each month, as necessary, to discuss and provide input and feedback on the city's mega events planning efforts. Chair John Stern and Vice Chair Mike Nave will be present at the workshop to discuss their new community pride initiative and the recognition of volunteer activities occurring in Glendale from October of 2007 through March of 2008.

The Glendale's Got Game website continues to be updated regularly with timely information, links and interactive features.

A new Glendale Greeter program has been created to strengthen the number of opportunities for our own residents and businesses to volunteer to assist with city festivals and mega events. The focus of the program is on guest relations and includes a 3.5 hour training session that includes representation from some of our newest private stakeholders also needing volunteers for guest relations: Westgate, Jobing.com Arena, and the University of Phoenix Stadium.

City staff worked with the Arizona Super Bowl Host Committee to promote its Emerging Business Program and workshops and targeted mailings to businesses in Glendale and the West Valley encouraging them to participate.

City staff, in concert with representatives of the neighborhoods surrounding the stadium and the Ad Hoc Event Advisory Committee, designed and implemented a neighborhood protection plan that emerged successfully after the first full year of activities at the stadium and will continue over the next year with some minor modifications.

Presentations related to the city's mega events planning efforts have been made to Arizona City County Management Association, a Restaurant & Hospitality Summit hosted by Jobing.com, the Local Chapter of the International Right of Way Association, the Citizens Advisory Commission on Neighborhoods and to attendees at various Council district meetings over the last 18 months.

Approximately 300 citizens attended the Glendale's Got Game Community Open House on March 25, 2006 at the Civic Center to learn more about the upcoming events and the

roles of the city's partners, including the Arizona Cardinals, Fiesta Bowl, AZSTA, Global Spectrum, and the Arizona Super Bowl XLII Host Committee.

This is an information item only.

Ms. Cathy Gorham, Director of City Manager Relations provided a Super Bowl Planning Update including a slide presentation.

Ms. Gorham discussed the Public Safety aspect that included law enforcement, emergency response, management and security. She went over the transportation aspect including the optimal connectivity, ingress/egress, signage and airport, all in regards to the Super Bowl. She reported on the beautification of the city during the Super Bowl being a significant investment for the future of Glendale including right-of-ways.

Vice Chair Mike Nave, Ad-Hoc Event Advisory Committee explained the City Council appointed 13-member Ad-Hoc Event Advisory Committee with representation from throughout the city, to discuss and provide input and feedback on the City's mega events planning efforts. He stated that the Committee was a sounding board and a liaison for the community including the police department as well many other agencies. The Committee's goal was to engage the citizens, neighborhoods, business community, media and mega event partners as well as the stakeholders. He added that though their focus was on the Super Bowl experience for residents and guests, they would at the same time continue to provide excellent city services and support to the citizens of Glendale.

Mr. Nave discussed an initiative to form city beautification committees, but found that no new programs were needed. He stated that the Committee would market and promote existing programs. He unveiled a new slogan which reads, "It's our time to shine". He said the Committee will engage in this initiative from October thru March of 2008 with a celebration event for all who had participated.

Ms. Gorham reported on city staff who, in conjunction with representatives of the neighborhoods surrounding the stadium, designed and implemented a neighborhood protection plan that emerged successfully after the first full year of activities at the stadium. She said they would continue over the next year to make minor modifications. She added that it was a tremendous tribute to the efforts to try to ensure that the neighborhoods know what is going on at the stadium and feel comfortable that any issue with traffic and parking was being resolved by the city.

Ms. Gorham provided information on the city staff working along with the Arizona Super Bowl Host Committee to promote its Emerging Business Program and workshops. It targeted mailings to businesses in Glendale and the West Valley, encouraging them to participate. She stated that the response had been low; therefore they had extended the deadline. She reported on a new Glendale Greeter program that had been created to strengthen the number of opportunities for our own residents and businesses to volunteer to assist with city festivals and mega events. The focus of the program was on guest relations and includes a 3.5 hour training session. She explained that more

than 56 citizens participated in training, including representation from some of our newest private stakeholders also needing volunteers for guest relations at Westgate, Jobing.com Arena, and the University of Phoenix Stadium. The volunteers would have the background and training to present Glendale in a positive way.

Ms. Gorham discussed the components of the Glendale's Got Game website. She said that it continues to be updated regularly with timely information, links and interactive features. She reported on the Media Center across from the stadium with the greatest technology available. She stated that they were prepared to receive both the local and international media. She concluded with a slide update of local events happening in the area.

Vice Mayor Martinez thanked Ms. Gorham, Mr. Nave and members of the committee for their very comprehensive presentation. He acknowledged their work that would very likely ensure a very successful mega event. He also added that he would like to receive the letter that would be distributed to encourage the Emerging Business Program. He said he would be happy to include it in his weekly newsletter.

Councilmember Lieberman asked if the Glendale Greeters and Host Committee personnel were identifiable with a logo shirt or jacket. Ms. Gorham stated that the Glendale Greeters were identifiable with a red T-shirt with logo. She noted that the Host Committee would be designing all apparel for the Super Bowl volunteers that at the moment stood at 4,500 recruits with a goal of 10,000. Councilmember Lieberman related a very frustrating incident that occurred in Miami, with no one being identifiable as a host.

Councilmember Goulet thanked Ms. Gorham and Mr. Nave for their presentation. He stated that he was glad to see what a tremendous job had been done in getting the city prepared. He asked what the economic impact would be for the region, state and the City of Glendale. Ms. Gorham stated that the NFL commissions an economic impact study while the event is taking place. She noted that they would not rely on only that data, but will do their own assessment.

Mr. Beasley added that in regards to Glendale's own economic data, staff would be bringing a proposal for Council's approval of an independent study on the impact on Glendale and the State. Councilmember Goulet thanked everyone for their tremendous work and efforts.

Councilmember Clark commented that she was very impressed by all staff levels of preparation as well as the preparation by the ADOC Committee. She also acknowledged the neighborhood partnership office and Ms. Gorham personally for their work in the affected neighborhoods. She noted that she did however receive some calls from the Desert Sunset neighborhood regarding vehicle identification placards. She reiterated her appreciation for the high level of achievement on this project on all staff levels. She commented that she had no doubt that this would be the best prepared Super Bowl ever.

Councilmember Clark inquired on possibly having a listing of restaurants with the food they serve, as well as their address for visitors coming into town. Ms. Gorham stated that they had a new dining guide that would be distributed and would have all the information needed by visitors.

Ms. Julie Frisoni, Marketing and Communications, elaborated on the Glendale guide and its contents not only having dining information, but also having information on spas, workout facilities and movies. She added that they would be distributed around the city as well as posted on the web site.

Councilmember Clark commented on the beatification of the city's downtown street lights looking wonderful, but hoped they would be continued further westward. She also commented on the rubber asphalt being put in. She suggested possibly having banners screen some of the facades of under-performing business in the downtown area. The banners could be used as advertisements to bring people to the downtown area. Ms. Gorham stated that they had done field operation drive assessments and have made many improvements in the past two years on areas needing attention. She explained that they had assessed the screening fencing issue; however the cost was enormous to almost ½ a million dollars with a lot of potential for vandalism. She added that they could never fully block all questionable views. Councilmember Clark acknowledged all their work on this project however was still hopeful that businesses would clean up and put their best forward.

Councilmember Knaack thanked them for all their work on this project. She had a question for staff on the Chocolate Affair Festival and how the Super Bowl would affect it. Ms. Gorham stated that it should not be affected by the Super Bowl happenings. She said it would still have the same hometown feel to it, with a little additional energy coming from the Super Bowl liveliness. She noted that the City of Glendale should take advantage of this opportunity and show off the Chocolate Affair festivities. Councilmember Knaack agreed and stated that at the end of the Super Bowl celebration, the new slogan should be "Glendale does it better".

Councilmember Frate thanked everyone for a great job. He commented on how well planned everything seemed. He stated that he predicted hotels, restaurants, as well as many other establishments would be full to capacity. He said that he also believes this will be one of the best experiences for people coming to Arizona and feeling welcomed. He especially thanked Ms. Gorham for all her work on this project.

Councilmember Lieberman commented that he was delighted with the report and all the work being done. He thanked everyone involved.

Vice Mayor Martinez commented on the Chocolate Affair and believed that it would do well and would still have the same hometown feel everyone loves. He once again thanked everyone involved on this project.

2. SPECIAL EVENTS ORDINANCE

CITY STAFF PRESENTING THIS ITEM: Ms. Julie Frisoni, Marketing and Communications Director; Ms. Cathy Gorham, Director of City Manager Relations; and Mr. Craig Tindall, City Attorney

This is a request for the City Council to provide guidance on a draft Special Events Ordinance that includes provisions to simplify and consolidate different sections of the code for ease of permitting and understanding by the customer or client wanting to hold a special event in Glendale.

Revisions to the Special Events Ordinance address the Council goals of providing high-quality services to citizens and strong neighborhoods by enabling the city to make adequate preparations for events, recouping costs associated with providing services, and protecting the health, safety and welfare of Glendale residents and visitors.

A cross-departmental team, charged with reviewing all city codes that have some relationship to special events, worked with the City Attorney's Office on development of a revised Special Events Ordinance.

Additionally, based on research where other cities have hosted events of national significance, this revised ordinance – in conjunction with the city's zoning ordinance - will provide the City Manager with the administrative tools necessary to address last minute pop-up events and potential ambush marketing activities.

Community organizations, event promoters, and citizens will benefit from a clearly defined special events application process that promotes the health, safety and welfare of all involved.

Staff is seeking guidance from the Council on bringing the special events ordinance to an evening meeting for action.

Ms. Julie Frisoni provided a brief overview of the revisions to the Special Events Ordinance. She stated that it centered on three specific areas. She said the special events office had seen an increase of special events applications each year. The office was responsible for processing approximately 100 applications a year. She explained that this ordinance would address issues pertaining to special event applications. She discussed the cross-departmental team, charged with reviewing all city codes that have some relationship to special events and how they worked with the City Attorney's Office on the development of a revised Special Events Ordinance.

Ms. Frisoni discussed Sec. 29.2-25 on ambush marketing. She stated that this addition to the existing ordinance allows the City Manager to define a specified area surrounding a special event, within the commercial activity on public property, as restricted in order to protect the health, safety and welfare of event attendees. It would also preclude deceptive business practices. She added that this would provide the City Manager with the administrative tools necessary to address last minute pop-up events on public facilities.

Vice Mayor Martinez asked for clarification on a pop-up event. Mr. Craig Tindall, City Attorney, gave the example of a card table set up to sell t-shirts.

Councilmember Clark asked for clarification on the size of the protected area and for how long a period of time. Mr. Tindall explained that it would depend on the type of event. He said that larger events would probably require a larger area to be designated around the event.

Mr. Beasley added that the protected areas would be around the special event occurring at that time, possibly within a mile of the event. He noted that other areas that might have this problem would be dealt with through zoning codes. Mr. Tindall stated that this ordinance only applies to public property.

Councilmember Clark asked if citizens needed a special permit to have a family event at a park during the Super Bowl week. Ms. Frisoni stated that there were park reservation systems in place now and that they would follow that system. Councilmember Clark noted that she believes most people were not using the reservation system that was in place now. She questioned the ordinance and how it was written, which implied possibly needing a permit.

Mr. Beasley discussed the reservation system and how it worked. He stated he acknowledges that some people do not use it, but many others do. Councilmember Clark reiterated her concern on how the ordinance was written. Mr. Tindall stated that the special event ordinance does not apply to parks when the anticipated attendance at an event will be less than 500. The park reservation system addresses park regulations.

Vice Mayor Martinez stated that his understanding in regards to holding a family party in a park would be that a reservation may be needed, but not a permit. Ms. Frisoni said that he was correct.

Councilmember Goulet commented on pop-up events in vacant buildings being a problem in other cities. Mr. Tindall stated that those problems would be handled through zoning or other city enforcements. Councilmember Goulet asked if there was a plan in place should a pop-up event happen very quickly. Ms. Frisoni stated that they deal with those types of problems regularly with the NFL games. She said that this was something they were familiar with and are confident they could handle.

Councilmember Clark asked for Ms. Becky Benná to speak about permits and reservations on public parks. Ms. Benná stated that people would only need a permit should they require a designated large space in the park.

Ms. Frisoni discussed the next two ordinance changes. She stated that any event on a public property facility shall require a permit. In the past, the applications were to be filed 60 days prior to the event, but it was now being reduced to 30 days. She explained

that they wanted to take advantage of the fast changing market and the opportunities it brings. Vice Mayor Martinez asked if the staff would be able to handle the change. Ms. Frisoni stated that yes; the staff was prepared and often does it now.

Councilmember Clark asked if they were able to file applications online. Ms. Frisoni stated that yes, they could.

Ms. Frisoni reported on application and permit fees. She stated these fees were common place in almost every city across the valley. This would allow city staff some reimbursement for processing non-city events. She said the proposal was to issue a standard application fee payable when submitting the application. The fee will be market driven and it was comparable to other valley cities. The fee would be approximately \$75 to submit the application.

Ms. Frisoni concluded her presentation on the three major procedural changes in the ordinance. She added that the rest were very procedural.

Councilmember Clark asked if Phoenix had this fee. Ms. Frisoni explained that Phoenix did not have this fee; however it was looking at implementing the fee next year. She stated that most other valley cities do have this fee and it is generally much more, up to \$500 dollars.

Councilmember Clark commented that she would agree with a fee for police or public safety services, however to apply a fee just to submit an application seemed extreme.

Mr. Beasley stated that the City of Glendale was now a destination point because of the many opportunities. He explained that it took time to process the applications and this would move things along more rapidly and fairly. He said that if they did not charge a fee while others did, they could be inundated with applications.

Ms. Frisoni stated that they had researched what other cities were doing and concluded that there was a cost for doing an event on city property. She noted that the events being held made money on food, beverages and item selling for vendors. She explained that it was common place for a city to process an event.

Vice Mayor Martinez commented that he acknowledges a need for a fee because of the amount of paperwork. He added that the people putting on the event would be making money.

Ms. Gorham added that as far as the fees, this would ensure that the citizens of Glendale are receiving their exceptional daily services. She explained that they were beginning to process and attracting more and more events which would require additional paperwork.

Councilmember Goulet asked how quickly the applicant would know if they were approved. Ms. Frisoni stated that it would be approximately two weeks within the 30 days time frame.

Councilmember Frate inquired as to the time frame to bring this ordinance to the Council for approval. Ms. Frisoni stated that it would be at the first available evening meeting, with implementation within 30 days of that.

ADJOURNMENT

The meeting was adjourned at 3:20 p.m.