



City Council Work Session
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, January 10, 2022
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Brannon Hampton

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Laura Kaino

CITIZEN COMMENTS/APPEARANCES FROM THE FLOOR

Please complete a speaker card and submit it to the City Clerk prior to the meeting being convened, if possible. Each speaker is limited to three (3) minutes. Once the City Clerk has called your name, step up to the lectern and begin by clearly stating your name for the record and whether you are a Goodyear resident.

NON-AGENDA ITEMS

Members of the public may address the City Council regarding any non-agenda item within the jurisdiction of the City Council. The City Council will listen to comments and may take any of the following actions:

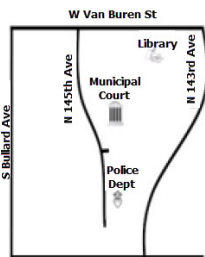
- Respond to criticism.
- Request that staff investigate and report on the matter.
- Request that the matter be scheduled on a future agenda.

AGENDA ITEMS

Members of the public may address the City Council regarding any item on the Consent, Public Hearing and/or Business portions of the agenda. Each speaker's name will be called in turn once the item has been reached and after City staff have completed their presentation.

PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No.2018-1879



City Clerk's Office: 190 N. Litchfield Rd, Goodyear, AZ 85338 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER

ROLL CALL

AGENDA ITEMS FOR DISCUSSION

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. CONSIDER LEGACY PROJECTS IN HONOR OF MAYOR GEORGIA T. LORD

Summary

Consider potential legacy projects in honor of Mayor Georgia T. Lord. (Julie Karins, City Manager)

2. SIGNATURE & COMMUNITY EVENTS DISCUSSION

Summary

Highlight the city's 2021 special events and request council feedback on recommendations for future event enhancements, and proposed new events for Civic Square. (Guylene Ozlanski, Arts and Culture Administrator; Brenna Hosey, Festival & Event Coordinator)

ADJOURNMENT

POSTING VERIFICATION

This agenda was posted on January 5, 2022 at 5:12 p.m. by V.M.

ITEM #: 1.
DATE: 01/10/2022
AI #:634



CITY COUNCIL ACTION REPORT

**SUBJECT: CONSIDER LEGACY PROJECTS IN HONOR OF MAYOR
GEORGIA T. LORD**

STAFF PRESENTER(S): Julie Karins, City Manager

Summary

Consider potential legacy projects in honor of Mayor Georgia T. Lord. (Julie Karins, City Manager)

FISCAL IMPACT

There is no fiscal impact associated with this informational item. Any costs for associated placards or signage will be absorbed within the existing budget.

BACKGROUND AND PREVIOUS ACTIONS

Mayor Georgia T. Lord passed away on December 12, 2021. Mayor Lord was first elected to the Goodyear City Council in 2005 and became mayor in 2011, a position she held until her passing. Mayor Lord considered her crowning achievement to be the development of the Goodyear Civic Square at GSQ, which she had been steadily working toward for decades.

STAFF ANALYSIS

The city does not have a formal policy regarding naming city facilities but since the passing of Mayor Lord, there has been discussion surrounding ways to honor her legacy at GSQ. Options include naming city hall, the new library, civic square park, civic square pavilion, a tree or bench at civic square, or a road surrounding civic square in her honor. Staff's recommendation is to name the new city library at GSQ in honor of the late Mayor Georgia T. Lord.

ITEM #: 2.
DATE: 01/10/2022
AI #:549



CITY COUNCIL ACTION REPORT

SUBJECT: SIGNATURE & COMMUNITY EVENTS DISCUSSION

STAFF PRESENTER(S): Guylene Ozlanski, Arts and Culture Administrator;
Brenna Hosey, Festival & Event Coordinator

OTHER PRESENTER(S):

Guylene Ozlanski, Arts & Culture Administrator and Brenna Hosey, Festival & Event Coordinator

Summary

Highlight the city's 2021 special events and request council feedback on recommendations for future event enhancements, and proposed new events for Civic Square. (Guylene Ozlanski, Arts and Culture Administrator; Brenna Hosey, Festival & Event Coordinator)

FISCAL IMPACT

There is no fiscal impact associated with this presentation. Special event enhancements, modifications and potential additions have been submitted for consideration in the fiscal year 2023 budget process where they will be weighed against competing needs and priorities of the City.

BACKGROUND AND PREVIOUS ACTIONS

Goodyear currently hosts nine Signature Events and 13 Community Events that directly impact the community. These events tie directly to the city's strategic initiatives of:

- Sense of Community
- Quality of Life
- Economic Vitality
- Fiscal & Resource Management

Staff continues to evaluate current and new events that support Goodyear values and encourages people to gather. These events are planned to celebrate holidays, promote the Arts, encourage participation from a varied demographic of attendees, and are fun!

STAFF ANALYSIS

As Goodyear grows, staff continues to evaluate our current signature events in response to community input and support growing attendance. The following signature events are to be enhanced to address community need:

- Heart & Sole: Addition of a new 10K distance, outreach to teens and encouraging more family participation.
- Veterans Day Tribute: Temporary week-long mural experience installed along Bullard Wash Park for Veterans to come out and meet the artists as they paint. A concert, food trucks and outdoor fun will be the culminating celebration for Veterans and the community.

Additionally, staff is planning that a new celebration for Juneteenth be added to the city's Signature Event lineup. The new event:

- Juneteenth Celebration: This event will be planned in partnership with local non-profit organizations to provide education about the holiday and celebrate the diversity of our community.

The new fiscal year brings the opening of Civic Square Park. To engage and activate this new amenity for Goodyear and build a destination location for residents and visitors, the following events are proposed to be held at Civic Square Park:

- Existing events to potentially move:
 - Shakespeare in the Park: Outdoor performing Arts experience for professional and community theater performers.
 - Campus Concert Series: Up to five concerts per year celebrating many genres of music.
 - Holiday Variety Show: Event to be recreated as a "Dickens on the Square" to celebrate the holidays at Civic Square.
- New events and activities being explored:
 - Hark in the Park: Movie night, in partnership, with Harkins Theater.
 - Dancing on the Square: Event that celebrates dance and gets people moving.
 - Go with the Flow: Yoga event, in the park, that would provide variations of Yoga for participants to join in at this day-long event.
 - Temporary Ice-Skating Rink: Holiday experience when visiting Civic Square Park.
 - Food Truck Series: Food truck nights to encourage people to come out and enjoy great food in a beautiful setting.
 - Farmers Market: Partner with local organizations to bring a seasonal Farmers Market to the square.

Attachments

Presentation



SIGNATURE AND COMMUNITY EVENTS

January 10, 2022

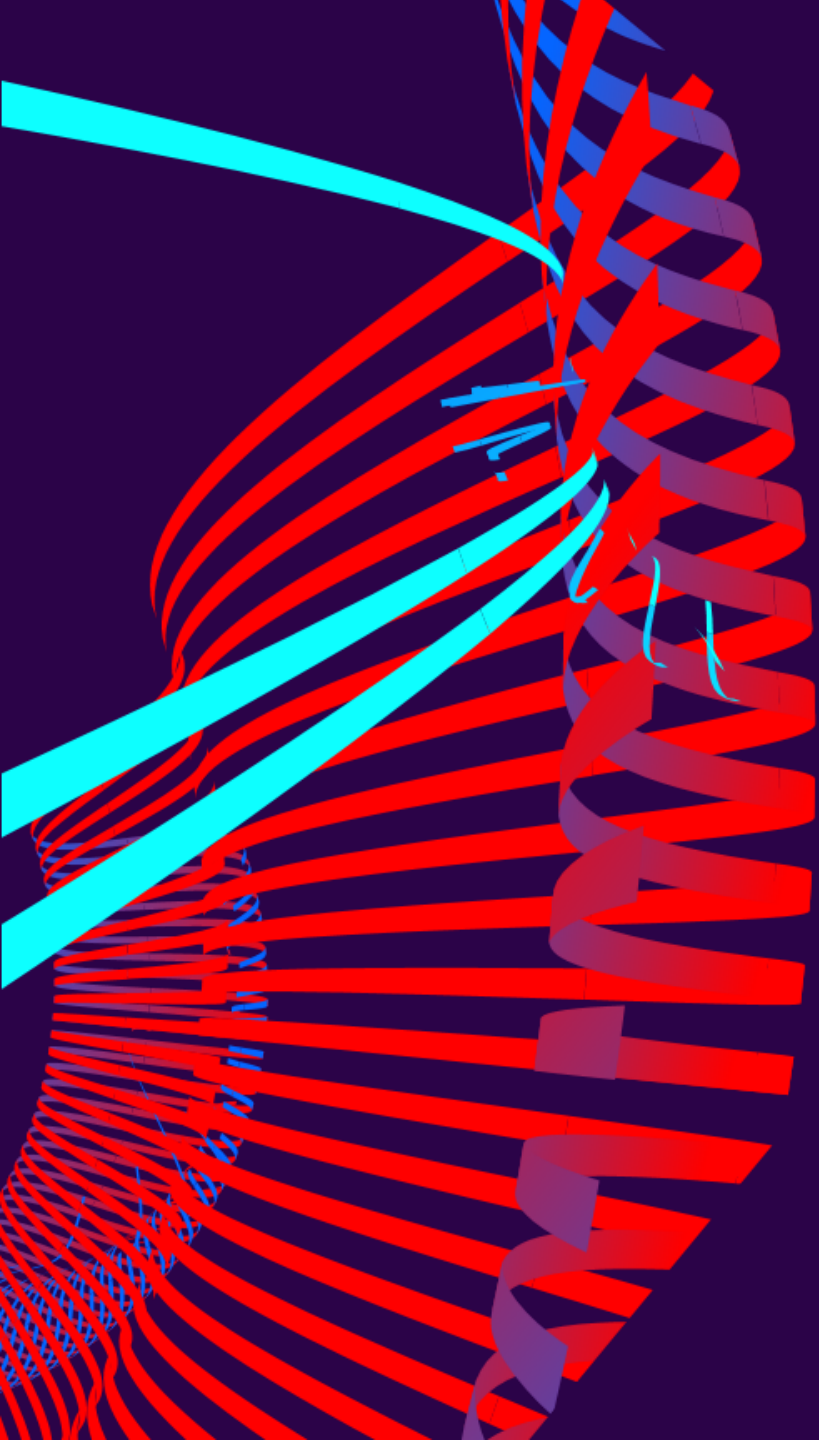
Guylene Ozlanski
Arts & Culture Administrator

Brenna Hosey
Events & Festivals Coordinator

TO DISCUSS

- 2021 Events Recap
- Updates & Enhancements for Signature Events
 - Heart & Sole
 - Juneteenth Celebration
 - Star Spangled Fourth
 - Veterans Day Tribute
- Recommendations for Civic Square

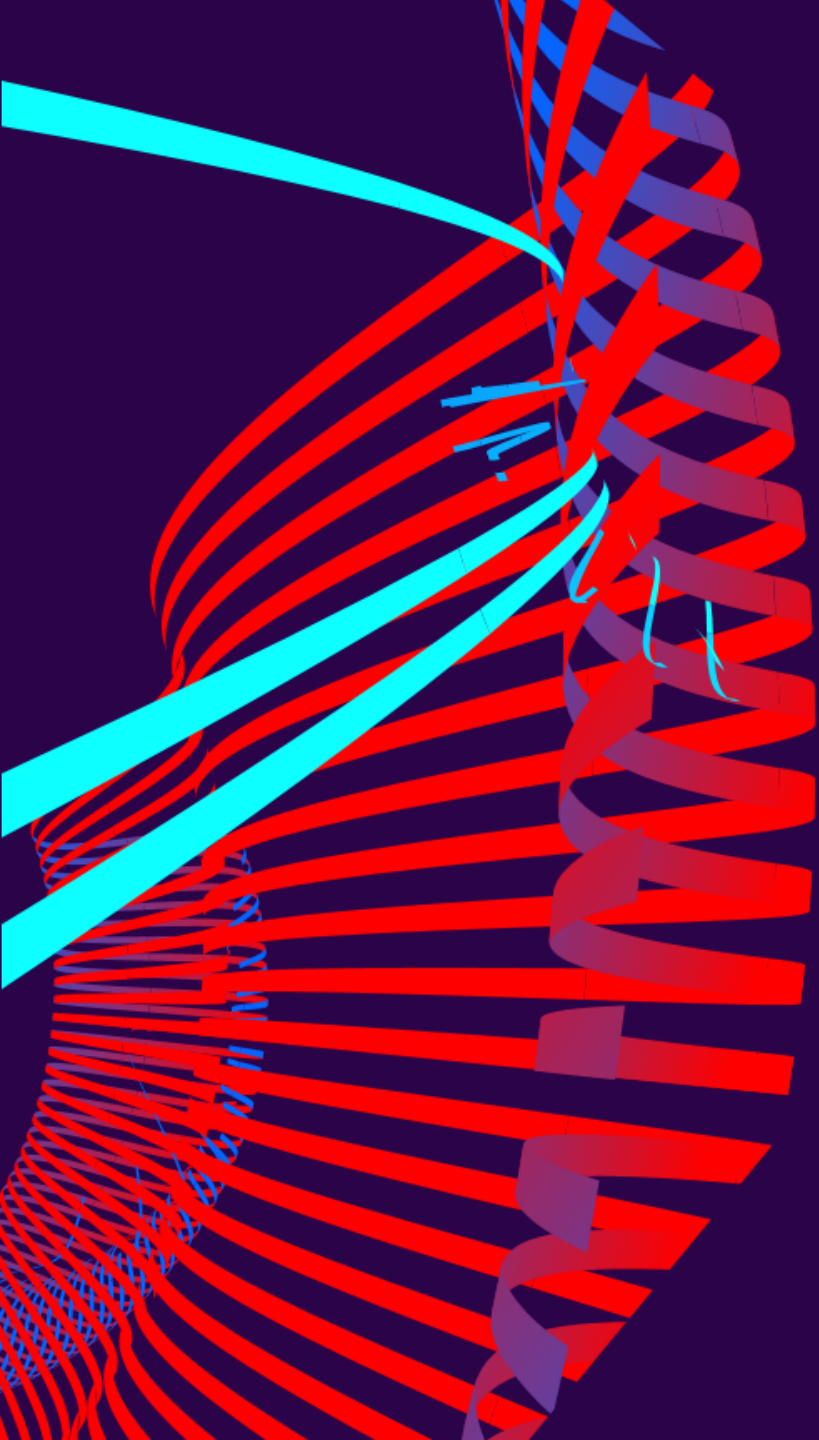




2021 EVENTS RECAP







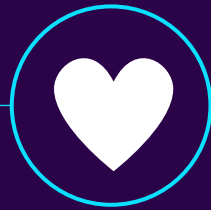
SIGNATURE EVENT ENHANCEMENTS

UPDATES & ENHANCEMENTS



Heart & Sole

- Addition of 10K distance
- Encouraging new Participants



Juneteenth

- Concepts to consider
- Partnership opportunity



Star Spangled Fourth

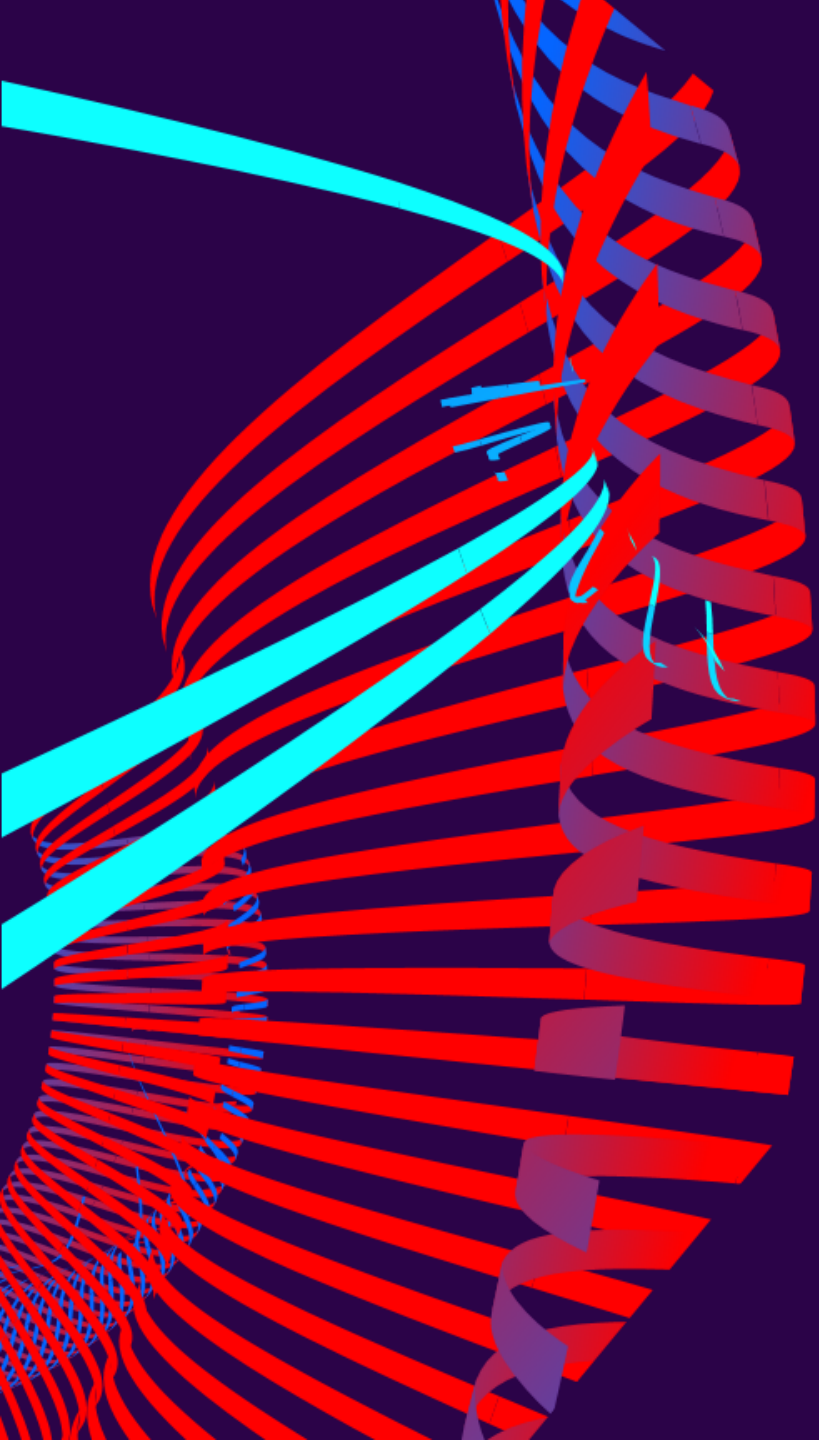
- Development around Goodyear Ballpark
- Event modifications



Veterans Day Tribute

- New programming
- Potential changes to venue
- Date & time of event





CIVIC SQUARE

EVENTS FOR CIVIC SQUARE



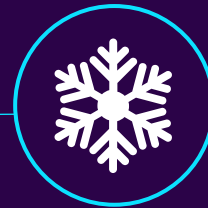
Events to move to Civic Square

Campus Concert Series
Shakespeare in the Park
Art Festivals



New Events at Civic Square

Hark in the Park
Dancing on the Square
Go with the Flow Yoga
Food Truck & Farmers Market Series



New Activities at the Square

Dickens on the Square
Temporary Ice Skating Rink



CURRENT 2022 EVENT LINEUP

Events	Location	Date
Heart & Sole	Ballpark	2/5
Wag & Tag	GRC	2/12
Shakespeare in the Park	Community Park	2/19
Concert Series	GRC	3/26
Goodyear Lakeside Music Fest	Estrella Amphitheater	4/9
Hop & Hops	Ballpark	4/16
Juneteenth	TBD	6/19
4 th of July Spectacular	Ballpark	7/4

Events	Location	Date
Ballet Under the Stars	Estrella Amphitheater	9/16
Goodyear Rocks	GRC	9/24
Camp Go Back	GRC	10/8
Fall Festival	Ballpark	10/29
Concert Series	Civic Square	11/19
Veterans Day Tribute	TBD	TBD
Goodyear Glows	GRC	12/3
Dickens on the Square	Civic Square	TBD

COUNCIL DISCUSSION

