

# City of Glendale

5850 West Glendale Avenue  
Glendale, AZ 85301



## Meeting Minutes - Final

Tuesday, March 3, 2015

1:30 PM

Workshop

Council Chambers - Room B3

## City Council Workshop

*Mayor Jerry Weiers*

*Vice Mayor Ian Hugh*

*Councilmember Jamie Aldama*

*Councilmember Samuel Chavira*

*Councilmember Gary Sherwood*

*Councilmember Lauren Tolmachoff*

*Councilmember Bart Turner*

**CALL TO ORDER****Rollcall**

**Present** 7 - Mayor Jerry Weiers, Vice Mayor Ian Hugh, Councilmember Jamie Aldama, Councilmember Samuel Chavira, Councilmember Gary Sherwood, Councilmember Lauren Tolmachoff, and Councilmember Bart Turner

*[Councilmember Turner appeared telephonically.]*

*Also present were Richard Bowers, Acting City Manager; Julie Frisoni, Assistant City Manager; Jennifer Campbell, Assistant City Manager; Michael Bailey, City Attorney; and Pamela Hanna, City Clerk.*

**WORKSHOP SESSION**

1.     [15-092](#)     AUTHORIZATION TO AMEND CONTRACT C-8820 WITH INSIGHT PUBLIC SECTOR, INC.  
Staff Contact: Tom Duensing, Director, Finance and Technology  
  
*Councilmember Tolmochoff requested the item be tabled as Councilmeber Turner had requested it and wasn't at the meeting. It was the consensus of City Council to table the item.*  
  
**This agenda item was tabled.**
  
2.     [15-151](#)     2015 PRO BOWL AND SUPER BOWL XLIX DEBRIEF REPORT  
Staff Contact and Presenter: Julie Frisoni, Assistant City Manager  
Staff Contact and Presenter: Sam McAllen, Director, Development Services  
Staff Contact and Presenter: Jean Moreno, Program Administrator, Office of Economic Development  
  
*Ms. Frisoni provided an update on the Super Bowl and said there were many examples given showing how successful the event was. Venues all over the valley reported record receipts, even with the rainy weather. She said there were many news articles recounting a second Super Bowl success story in Glendale. She said this event was the most tweeted Super Bowl ever. Ms. Frisoni introduced the employees who were part of the planning team for this event so they could be recognized by the Council. In 2008, there were several employees that were designated exclusively to Super Bowl planning. She said each member of the 2015 project team took on the additional Super Bowl planning duties in addition to their regular duties. This was certainly a challenge, but was met with great success. She said this was only possible because many of the 2015 team members were also a part of the planning team that handled the 2008 Super Bowl. That is an important fact because this was a bonus for Glendale, but it may not be a luxury we can count on in future years. She read several quoted comments about the success of this event.*  
  
*Mr. McAllen recapped their primary responsibilities, which included providing public safety staffing, transportation management staffing, working with the FAA on implementing the temporary flight restrictions, providing inspection and permitting service for all the*

construction activities associated with both the Pro Bowl and the Super Bowl, implementing temporary restrictions on commercial activity, as well as several others.

Ms. Moreno thanked the Council for the opportunity to serve the city in this capacity. She said they received a lot of support from the Council and city staff and it made their jobs easier. She said 40 agencies participated in the regional Super Bowl planning effort. She said almost 30 different agencies participated in providing in kind staffing, this was a significant investment made by the regional agencies. About 500 employees worked about 6,500 hours in Glendale, but were paid by their employing agency to provide services which was a significant commitment made by the regional community in supporting the Super Bowl events. Game day responses included 372 medical calls and 138 police incidents and minimal protestors. She also discussed transportation and said there was ample parking and over 800 buses. Ingress took about five hours for each game. There was nothing that came up during the events that was not easily mitigated in the field. There was smooth ingress and egress for the event and heavy pedestrian traffic. She said they were able to complete ingress into the stadium about 90 minutes prior to the start of the game.

Mr. McAllen said the airport is less than 2 miles from the stadium. The airport participated in the regional reservation system, which was the first time they have done that. There were 111 arrivals during Super Bowl week and 45 aircraft on the ground during game day. We did have 20 aircraft that were relocated to other airports due to the morning fog. Over 80 passengers utilized 14 helicopter shuttles on game day and there were 10 banner towing flights in the area. He said the Development Services team was responsible for 69 projects during this event. He said 94 permits were issued and multiple inspections. Code Compliance also was in action during these events and received positive feedback from both Westgate and the NFL.

Councilmember Aldama asked for more information about the inspection process, including structures within the stadium.

Mr. McAllen said they were working on a very tight timeframe and inspection teams were out every day.

Councilmember Chavira said there were a lot of moving parts to this event. He was glad they were doing this presentation to bring attention to all that went on.

Mr. McAllen said a lot of effort went into restoring the city to what it was before the Super Bowl. He said staff took on these extra duties and performed wonderfully.

Councilmember Chavira said the Pendergast family; Direct TV and the NFL are all partners for this event. He asked what their experience was and asked if they would come back.

Mr. McAllen said they all had a very positive experience working with the staff. They enjoyed the weather and how staff accommodated every idea they had to transform Glendale.

Ms. Frisoni said the Communications staff was very busy during this event season, coordinating media requests and interviews. There were 42,000 news reports in the weeks leading up to the Super Bowl as well as 10,000 CVB requests. Hotel occupancy was at 95 percent and there was a huge increase in social media. She said there were over 150 live shots from our Media Center and at least 13 broadcast outlets made their home there.

Ms. Moreno said the business connect program matched the local business community with NFL affiliated sponsors for procurement of goods and services. There were 20 Glendale businesses that were accepted into the program and featured on the Host Committee's website. She said the Host Committee in conjunction with the Arizona Commerce Authority hosted 67 CEO's as part of their Visiting CEO program. As a result of the Glendale CVB's sponsorship of the program, Economic Development staff was able to attend and participate in the associated networking activities. The city also had the opportunity to partner with Westmarc and other West Valley cities to host a tour at Luke Air Force Base for some of the CEOs which Vice Mayor Hugh attended on behalf of the city. She also said Direct TV provided the city the opportunity to host members of the business community at the event to provide a networking opportunity for community stakeholders and business leaders.

Mr. McAllen spoke about innovative partnerships, which included lighting towers, city buses, and helicopter rental. He said the Police Department worked with local merchants to have goods and services donated for visiting officials. The Fire Department was also able to borrow a piece of specialized equipment from another agency and avoided extra costs of purchase. Medical equipment was donated in the amount of \$15,000. The Community Services Department was awarded a grant that allowed 48 new citrus trees to be planted at Sahuaro Ranch Park. The Arts Coordinator worked with the Associated Press to utilize the Glendale Gallery space at Westgate for a temporary exhibit showcasing the Super Bowl's history.

Ms. Moreno discussed several innovative use agreements. The utilities parking lot was used by the NFL transportation vendor. The vendor paid for improvements to that lot and it eliminated the city's obligation to run a park and ride shuttle for this event. An agreement with Pepsi allowed a building wrap on the media center. The city also worked with Tanger Outlet Stores to provide offsite parking for their employees. The Soup television show produced its show in Glendale and Snickers used the media center to produce a commercial. Media Center rentals generated about \$8,000 in rental income. Ms. Moreno said there was about \$70,000 in unbudgeted revenue.

Mr. McAllen said 12 liquor license applications were processed. Twenty three events took place in the sports and entertainment district, which included the Westgate Music Series, Direct TV Superfan Festival, and the NFL Game Day Fan Plaza.

Ms. Moreno said there were about 20,000 attendees at the Westgate Super Music Series. The bars and restaurants were full and businesses saw dramatic sales. There was a 50 percent increase in sales for the 2015 event for vendors who were there in 2008. Also, all the businesses at Westgate saw a 350 percent increase in sales from the same week in 2014. Ms. Moreno said they were still waiting on attendance figures for the Direct TV Super Fan Festival, but Direct TV did make some very significant commitments for this event. These included using local contractors and vendors, utilizing city services, neighborhood outreach and using locally sourced materials.

Councilmember Chavira said Direct TV hired a general contract from the city of Glendale, and they really kept their promise to the city. He said there were businesses that were able to sell at the Direct TV event.

Ms. Moreno said they did look to local businesses to provide the food truck and vendor services. She said they tried to engage the business community and the neighborhoods in their events. She also said their neighborhood outreach was very strong. She said they were very generous in providing opportunities for the businesses to engage in the

event.

Ms. Moreno said \$2.1 was budgeted for Super Bowl operations. About \$1.3 million of that was for public safety. She said at this point, no department is anticipating exceeding their budgets. She said the original budget was built with a 20 percent contingency, but they do not anticipate having to use any of those contingency funds, which comes to a \$330,000 savings. The city also saved \$200,000 by eliminating its shuttle obligations. Additionally, the \$25,000 budgeted for the CEO hosting program, was not utilized. She said estimated savings to the budget is about \$550,000 at this time. She said the final figures will be presented in late April or early May. She said they will also look for reporting trends and she will be putting together a comprehensive report after a final analysis. She anticipated having final Super Bowl expense figures in July.

Ms. Frisoni said the city is already working with Santa Clara for preparation of the next Super Bowl. She said there is still a lot of reconciling for this event. She said Ms. Moreno will stay on as the mega events point person. She said upcoming mega events include the Fiesta Bowl in December 2015, the college football national championship in early January 2016 and the NCAA men's college final four championship in 2017. She said they will continue to follow the same model as they have done in the past which is to put on these mega events, while continuing to provide the same level of day to day service for our residents.

Councilmember Sherwood said the Fiesta Bowl in 2016 will be the semifinal for the College Football Playoffs. He said from a mass transportation standpoint, Valley Metro extended bus routes out to the stadium for both events as well as the light rail. He said staff made everyone proud for their hard work. He hoped they could get another Super Bowl and get help with the funding for public safety expenses in the future.

Councilmember Aldama thanked everyone who participated in the event. He asked if 138 police incidents were for the whole game.

Ms. Moreno said it included both the Pro Bowl and Super Bowl, and both inside and outside the stadium.

Councilmember Aldama said the individuals attending these events knew there was public safety both inside and outside the stadium. He thanked staff for the quotes provided by Ms. Frisoni. He asked if staff is able to track how the citizens of Glendale feel about the event. He was happy to hear about the increase in business at Westgate and asked how they market other business areas in Glendale and if those other businesses saw any gains during these events.

Ms. Frisoni said that why it was important to do what they did with the Chocolate Affaire. She read another quote from Joe Cerreta from Cerreta's Candy Company. She said they will continue trying to coordinate local downtown events around the mega events at Westgate.

Councilmember Aldama was happy to have Cerreta's mentioned. He asked for staff to get back to the Council with responses to his other questions.

Ms. Moreno said she will include more analysis with the forthcoming comprehensive report. She is working with the NFL Host Committee to obtain feedback from the local community about the event. She said she has not come across any information that a resident feedback survey was done in 2008. She said they can look at that to see if it can be done.

Mayor Weiers suggested the Councilmembers ask the citizens for feedback in their weekly newsletters.

Councilmember Chavira said cross-marketing is important for the city as a whole. He asked if the city has already established cross marketing strategies.

Ms. Moreno said staff has included information about events taking place in the West Valley, which was provided to the NFL Host Committee. She said it was important to have one place for visitors to go to find out what was happening in the West Valley.

Mayor Weiers said the banner said home of Super Bowl 2015 and he asked why it did not list both years the event was held in the city.

Ms. Moreno said from the graphics standpoint, it might have been too small.

Mayor Weiers said he wanted to thank several staff members that he worked personally with during this event. He named those staff members. He said everyone did a great job.

3. [15-145](#)

**COUNCIL ITEM OF SPECIAL INTEREST: FLAG CEREMONY AT VOTING MEETINGS**

Staff Contact and Presenter: Brent Stoddard, Director, Intergovernmental Programs

Mayor Weiers said brought this forward for discussion so on occasion, a flag ceremony could be held.

Mr. Stoddard said Council Rules and Procedures outline the procedures during the meetings. He said if Council desires, a resolution can be drafted to amend the Rules and Procedures to allow posting of colors. He said this event would usually occur between the Call to Order and the Pledge of Allegiance. He said this would allow organizations who request to come in and post colors. Staff also recommends handling this as a similar process to the request for invocation and that it is handled on a first come first served basis.

Mayor Weiers said there was a consensus to move forward with this item.

**CITY MANAGER'S REPORT**

Acting City Manager Bowers had nothing to report.

**CITY ATTORNEY'S REPORT**

City Attorney Bailey had nothing to report.

**COUNCIL ITEMS OF SPECIAL INTEREST**

Councilmember Aldama asked staff to research updating the city's website. He would like to see department names and contact phone numbers updated.

Ms. Frisoni said that project was currently in the works and a full update of the website is underway.

Councilmember Aldama would like a second review to refresh staff names. He would like a report to Council on progress.

*Councilmember Tolmachoff asked if it was possible to have a policy regarding invitees sitting in their assigned seat while attending an event, so there are no empty seats in front which shows up in photographs and videos.*

*Councilmember Tolmachoff complimented staff for their efforts on the Super Bowl.*

*Mayor Weiers and Mr. Bailey had a comment regarding the executive session. Mr. Bailey said in light of the absences of Mr. Bowers and Councilmember Turner, he asked to allow those items to be brought back in two weeks. Mr. Bailey did recommend meeting on the boards and commissions appointments.*

#### **MOTION TO GO INTO EXECUTIVE SESSION**

*Vice Mayor Hugh made a motion to go into executive session, seconded by Councilmember Sherwood. The motion passes unanimously.*

*The Council moved into Executive Session at 2:35 p.m.*