

**CITY OF GLENDALE
MEETING MINUTES
AD-HOC EVENT ADVISORY COMMITTEE
CITY HALL – ROOM B-3
Monday, July 16, 2007
6:00 p.m.**

MEMBERS PRESENT: John Stern, Chair
 Mike Nave, Vice-Chair
 Jim Sanders
 John Kolodziej
 Rosie Miller
 Brian Bates
 Patricia Ryan
 Victor Mendez
 Walter Chaney
 Josh Hendrick
 Robert Grimes

MEMBERS ABSENT: Robert McMaster

STAFF PRESENT: Cathy Gorham
 Angie Wilkie

I. Call to Order

Chair Stern called the meeting to order at 6:07 p.m.

II. Roll Call

Chair Stern noted that all Commissioners were present except for Commissioner McMaster. Ms. Gorham explained that Josh Hendricks recently replaced Joe Brown representing the Bell Road High Impact Zone, and that Victor Mendez was now the Yucca District representative replacing Patricia Whitfield. Robert Grimes replaced Mr. Mendez as the CTOC representative on the commission. Ruben Gutierrez, representing the Parks and Recreation Commission, resigned earlier in the year and has not been replaced. Chair Stern announced that a quorum was established.

III. Approval of Meeting Minutes

Commissioner Miller motioned to approve the May 21, 2007 meeting minutes. Commissioner Ryan made the second. The motion was approved unanimously 11-0.

IV. Overview AZ Superbowl - Host Committee

Ms. Gorham introduced Bob Sullivan, President of the Host Committee. Mr. Sullivan gave a PowerPoint presentation describing details and scheduled events surrounding the Superbowl schedule. Highlights covered were:

- Host Committee is a 501C6 AZ Corporation
- Consists of 15 staff members
- Unofficial Superbowl logo “Who Wants it More?” (to be public December or January)

Mr. Sullivan displayed an organizational chart and explained the Host Committee’s staff and functions. He also stated that players and other NFL individuals would be lodging at the Westin Kierland in Scottsdale and the Wild Horse Pass on the Reservation. He further stated that the media center would be housed at the Phoenix Civic Center.

Mr. Sullivan gave a brief overview of the logistics and tentative schedule of Host Committee and NFL events.

Mr. Sullivan also said that volunteers were needed, and would be relied upon to meet the goals of a smooth undertaking. He also said that the Host Committee would provide training and outreach to bring in more volunteers.

Chair Stern asked Ms. Gorham why the media center would be placed in Phoenix and she explained that the NFL wanted the media center close to the NFL headquarter hotel and that Civic Plaza had the required space. Ms. Gorham noted that the city’s new media center would definitely be used during Super Bowl related activities and events.

Mr. Sullivan assured the Committee that the Host Committee was working with the local municipalities in order to coordinate employee parking during event times.

V. Review of Role and Mission of Ad Hoc Committee

Ms. Gorham reviewed the Committee’s original goals and asked for input from Committee members about whether the mission was being met. She received no negative feedback or questions from the group.

VI. Super Clean Up Concept

Ms. Gorham asked for input and feedback from the Committee about a conceptual Super Clean Up event or activity that could be coordinated after the Fiesta Bowl and prior to the Super Bowl, and what their vision and/or thoughts of this type of project might be.

Commissioner Ryan asked if the project should encompass the main Glendale area or all areas of Glendale, and Ms. Gorham stated that should be up to the Committee, at least for discussion purposes.

Commissioner Mendez pointed out that the state already had some programs in place to address a wider picture, which did include Glendale.

Commissioner Grimes stated he could see such a project operating at different levels, including highway clean up, fixing up derelict housing and other issues. He stated the scope of the project would need to be determined. He felt it would be a great idea, and wondered how to fund it.

Chair Stern thought one possibility might be to concentrate on the areas most used by the stadium route, if the clean up's purpose was to enhance the neighborhood most viewed by the Super Bowl crowd. He also stated that identifying the scope of the project and its benefits would be essential in defining the type and area of work to be done.

Commissioner Hendricks stated he felt the project was a great idea, and that it called for establishing uniformity in administering the clean up, between areas and types of clean up.

Commissioner Grimes suggested local high schools or other youth groups looking for community service endeavors might be targeted as volunteers for the project.

Vice-President Nave also stated that community involvement would be key.

Commissioner Sanders said he had two ideas, one being to involve Glendale Community College, and, two was to utilize the neighborhood grant process as incentive.

Commissioner Kolodziej also felt that defining the type and scope of clean up, as well as getting citizens involved would be essential to the project's success. He suggested letting the neighborhoods that still needed to do sweat equity for their grant projects perform some of the clean up functions.

Commissioner Bates thought it might be a good idea to have a "Clean Up Glendale Month."

Commissioner Grimes mentioned the possibility of putting a notice in the Glendale water bills regarding the project.

Commissioner Ryan stated that in her neighborhood, they usually break activities into small blocks for each geographic part of the neighborhood.

Commissioner Sanders stated that the project volunteer effort kick off could be coordinated with Gain Night in October.

Commissioner Chaney hoped to use the project to make neighbors aware of the ongoing need for it, and stated he thought it would be a long term push, not a one-time undertaking.

Commissioner Kolodziej stated he felt the City already had a lot of good clean up programs in place, so he would view this project with a “clean up your own neighborhood quickly” kind of mentality. He also felt it was a good idea and that more clean-up programs were always a good thing.

Chair Stern wondered how to involve businesses in the effort. Commissioner Chaney asked if the City could regularly get more involved in the appearance of businesses.

Commissioner Hendrick voiced the idea that Councilmembers, who were not already active in their neighborhoods’ business appearance, might increase their involvement in that arena.

Chair Stern stated it would be important before starting the project to identify whether the goal was to spruce up Glendale for visitors to the Super Bowl or for Glendale itself.

Commissioner Bates stated he really felt it should be a local effort, and wondered if possibly running it each January might be an idea.

Ms. Gorham requested the Committee form a two or three person working group to investigate the feasibility and potential scope of the project. Commissioners Kolodziej, Grimes and Nave agreed to participate on the working group, and meet before the next regularly scheduled Ad Hoc Committee meeting (August 20th).

Chair Nave noted that the working group would explore whether or not the project was within the scope of the Ad Hoc Event Advisory Committee, and he would find out more about Neighborhood Services’ possible or current role in such projects (he’s a member of that commission).

Chair Stern asked if Council envisioned the Ad Hoc Event committee’s end after the Super Bowl, and Ms. Gorham stated that they did, but service of the Committee would stay in place through March for recognition awards.

Ms. Wilkie stated that depending on what the project’s scope ultimately would be, a group of community volunteers and the Community Partnerships Tool Kit might be helpful in running a neighborhood education event. She stated that she had access to a database with 350 volunteers, which could be helpful in the endeavor.

VI. Business from the Floor

None.

VII. Committee Comments and Suggestions

Chair Stern stated that he and Ms. Gorham had discussed the committee's role and scope as envisioned by Council, and Ms. Gorham stated that the Council valued the input of the committee and its expertise and experience in providing oversight to the mega events planning efforts.

Commissioner Mendez stated that if the clean up event proved to be outside the purview of this committee, he felt it should still get involved in some type of pro-active event, in general.

VIII. Adjournment

Commissioner Bates motioned for adjournment at 8:05 p.m. Commissioner Mendez made the second. The motion was approved unanimously 11 – 0.

Respectfully submitted,

Recording Secretary
Denise Kazmierczak

/s/ Cathy Gorham
Cathy Gorham, Director of City Manager Relations