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FOR CITY COUNCIL PACKET  
FEBRUARY 18, 2014

**The February 18, 2014 Policy Session has been Cancelled.**

**BACK-UP INFORMATION FOR THE WEDNESDAY, FEBRUARY 19, 2014 FORMAL AGENDA**

Boards Citywide	Page 1	<a href="#">Boards and Commissions - Mayor's Appointments</a>
Boards Citywide	Page 1	<a href="#">Boards and Commissions - Council Members' Appointments</a>
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**GENERAL INFORMATION**

- [Liquor License Applications Received for the Period of February 3, 2014 through February 7, 2014](#)
- [Follow-Up: February 11, 2014 Policy Session](#)

**RESPONSE TO REQUEST FROM CITIZENS**

The following informational report responds to a request from a citizen at the January 29, 2014, Formal Meeting:

[Leonard Clark](#)

Mr. Clark reported he and his neighbors were surprised by the presence of Scottsdale police officers who were dressed in paramilitary uniforms that had detonated stun grenades at a nearby residence on the morning of January 29. He requested information regarding the presence and actions of the Scottsdale officers.

Packet Date: February 13, 2014

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**CITY COUNCIL REPORT**

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**FORMAL AGENDA**

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TO: City Council AGENDA DATE: February 19, 2014  
FROM: Greg Stanton PAGE: 1  
Mayor  
SUBJECT: BOARDS AND COMMISSIONS

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**Environmental Quality Commission**

I recommend the following for appointment:

Anthony Musa

Mr. Musa is a development representative for Arizona State Credit Union and works in development for the Southwest Center for HIV/AIDS. He is also pursuing a degree in business administration at Arizona State University. He is recommended by Councilwoman Kate Gallego and will serve a three-year term to expire August 31, 2016.

**Planning Commission**

I recommend the following for appointment:

Alan Stephenson

Mr. Stephenson is the Acting Planning and Development Director. He replaces Derek Horn and will serve as an ex-officio member.

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**CITY COUNCIL REPORT**

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**FORMAL AGENDA**

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TO: Mayor and Council Members AGENDA DATE: February 19, 2014

FROM: Penny Parrella, Executive Assistant PAGE: 1  
to the City Council

SUBJECT: BOARDS AND COMMISSIONS – CITY COUNCIL APPOINTEES

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**Camelback East Village Planning Committee**

Councilwoman Kate Gallego recommends the following for appointment:

Hector Acuna

Mr. Acuna is the owner and director of Ranchito Creative LLC, a local creative consulting and advertising project management firm. He resides in District 8 and is recommended by Councilwoman Gallego to replace Mr. Wally Graham, whose term expired. He will serve a partial term to expire November 19, 2015.

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**CITY COUNCIL REPORT**

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**FORMAL AGENDA**

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TO: Lisa Takata  
Deputy City Manager

AGENDA DATE: February 19, 2014

FROM: Cris Meyer  
City Clerk

ITEM:19 PAGE: 28

SUBJECT: POLICE DEPARTMENT RECOMMENDATION FOR ONE LIQUOR  
LICENSE ITEM ON THE FEBRUARY 19, 2014 FORMAL AGENDA.

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The attached memorandum supplements the Request for Council Action report for one liquor license item on the February 19 Formal Council Agenda. This memorandum provides the Council with additional information regarding the Police Department disapproval recommendation for the following item:

**Old Business Item**

• **District 2, McFadden's Restaurant & Saloon**

For further information regarding this item, please contact the City Clerk Department, License Services Section at 602-262-7003.

**Police Department Liquor License Disapproval Recommendation**

**Application Information**

<b>Business Name</b>	<b>McFadden's Restaurant &amp; Saloon</b>	<b>District</b>	<b>2</b>
<b>Business Location</b>	<b>21001 North Tatum Blvd #6</b>		
<b>Applicant Name</b>	<b>Randy Nations</b>	<b>Series Type</b>	<b>12</b>

**The Police Department recommends disapproval of this liquor license application for the following reasons:**

The owners' other two locations, McFadden's located at 9425 West Coyotes Blvd in Glendale, Arizona, and Calico Jacks located at 6770 North Sunrise Blvd in Surprise, Arizona, have a 3-year history consisting of several violations and fines levied related to Repeated Acts of Violence, Selling to Intoxicated or Disorderly Person's, Underage Consumption, Failure to ID, Employee Consuming on Duty, Accepting Unauthorized ID, Failure to Maintain Capability, Qualification and Reliability and Having Intoxicated on Premises for thirty minutes.

The application is for a Series 12 license but it appears the location is actually going to be operated as a bar requiring a Series 6 liquor license similar as the owners' other two locations operated as bars under Series 6 licenses. The new location is similar to the Series 6 location in Glendale in scope of types of tables appearing to be more than 60% for alcohol consumption, advertisement of promotions and alcohol consumption, business plan operations indicate more of a sports bar atmosphere (24 TV's), staffing of security, layout of location to include an outside bar area.

The applicants have failed to maintain capability, qualification and reliability for the licenses they already have. Additionally, the Series 12 license that they are applying is inappropriate for the stated intended use. For these reasons the Police Department recommends denial.

**This recommendation for disapproval is submitted by: Officer Timothy Mitten # 5279**

<b>SIGNATURES</b>	
<b>Administrative Licensing Investigator</b>	
<b>Liquor Enforcement Detail Supervisor</b>	

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## CITY COUNCIL REPORT

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### FORMAL AGENDA

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TO: Paul Blue AGENDA DATE: February 19, 2014  
Senior Executive Assistant to the  
City Manager

FROM: Debbie Cotton, Interim Director ITEM: 21 PAGE: 34  
Phoenix Convention Center

SUBJECT: AMENDMENTS TO CITY CODE CHAPTER 10A, CONVENTION  
CENTERS AND THEATERS

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This report provides backup information on Item 21 on the February 19, 2014, Formal Agenda regarding proposed amendments to Phoenix City Code Chapter 10A, Convention Centers and Theaters.

#### THE ISSUE

The last major revision to the ordinance governing operations of the Phoenix Convention Center Department (PCCD) occurred in 2007. Since then, the department and the market it serves have changed dramatically. In 2008, the expansion of the Phoenix Convention Center was completed, nearly tripling its square footage and establishing Phoenix as a top-tier convention destination. Shortly thereafter, the economic downturn and other factors negatively impacted the convention, trade show, and meeting market.

The effects of these changes continue to be felt. The Phoenix Convention Center must compete aggressively with national and international convention centers to win business and generate sufficient revenues to meet operating, capital, and debt service costs. At the same time, clients, who are faced with tighter budgets and greater economic uncertainty, are more demanding and less willing to book as far in advance as in the past.

The revisions to Chapter 10A recommended by staff (hereafter, "the amendments") address these challenges by providing greater sales flexibility and speed-to-market with client proposals while establishing new opportunities for generating revenues in market-driven, business-friendly ways.

#### OTHER INFORMATION

The amendments are based on extensive cross-functional staff discussions, competitive research, and input from the department's destination marketing contractor, Visit Phoenix (formerly the Greater Phoenix Convention and Visitors Bureau). They include:

- **Extending rate tables through 2026** – The current ordinance provides rates only through 2018 for the Phoenix Convention Center and 2015 for Symphony Hall, Orpheum Theatre, and Executive Conference Center. In order to book future business at new rates, those rates must first be approved by City Council. Proposed rates are based on a competitive analysis conducted by staff in cooperation with Visit Phoenix and are designed to keep PCCD's published rates at or below market averages.
- **Provide greater flexibility to respond to client requests** – As clients book closer to event dates and become more demanding during negotiations, PCCD must be able to prepare competitive client proposals quickly. The recommended Chapter 10A amendments increase speed-to-market by authorizing the Director to approve rental discounts of up to 80 percent.
- **Maximize Food & Beverage (F&B) sales and commissions** – To win convention clients, PCCD discounts the fee for use of space based on banquet and catering sales, for which PCCD receives commissions. The scale used to calculate F&B-based discounts has been adjusted to provide greater client incentives.
- **Accommodate unusual client requests and close the gap on missed revenue opportunities** – Although the current ordinance provides rates for commonly used spaces, such as meeting rooms and exhibit halls, it does not address other areas that clients sometimes request (such as pre-function spaces, atriums and terraces). The amendments give PCCD broader authority to honor client requests and quote rates for spaces campus-wide. Additionally, the amendments broaden the type of events at which clients can sell merchandise, for which PCCD may receive a commission.
- **Consolidate all PCCD-managed venues under ordinance** – Rates and operations of PCCD-managed Parking Facilities are not currently covered by the department's ordinance. Staff recommend adding a section related to parking for efficiency.

To review a copy of Chapter 10A as it would be amended based on staff recommendations, see [Attachment A – Proposed Ordinance Revision](#).

The recommended rates and fees were posted to the City's website on October 30, 2013, to allow a minimum of 60 days for public review and comment as required by Arizona Revised Statutes Section 9-499.15.

The proposed amendments to Chapter 10A, Convention Centers and Theaters, of the Phoenix City Code were recommended for City Council approval by the Downtown, Aviation, and Redevelopment Subcommittee on February 5, 2014.

## Attachment A – Proposed Ordinance Revision

### Chapter 10A PHOENIX CONVENTION CENTER

- 10A-1. Definitions.
  - 10A-2. Director's authority.
  - 10A-3. Use agreement rules.
  - 10A-4. Use agreement rates.
  - 10A-5. Deposits.
  - 10A-6. Cancellations.
  - 10A-7. Exclusive contractual services.
  - 10A-8. Merchandise sales.
  - 10A-9. Parking rates.
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#### **10A-1 Definitions.**

*Booking Guidelines* – The guidelines established and agreed upon by the Phoenix Convention Center Department (PCCD) and the Destination Marketing Organization (DMO) to determine whether an event qualifies as a Convention Event and establish when and how much space may be reserved or contracted for the event.

*City* – The City of Phoenix, Arizona, owner and operator of the Phoenix Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities.

*Client* – Any person, firm, association, organization, partnership, company, civic or corporate entity that enters into a Use Agreement with the City for use of space in the Phoenix Convention Center, Executive Conference Center, Theatrical Venues or Parking Facilities.

*Client Support Space* – Support space such as loading docks, pre-function and registration areas, show offices and rehearsal, first-aid, dressing, storage and green rooms, may be provided subject to availability.

*Concessions* – Food and beverage sales at fixed and portable outlets in the Phoenix Convention Center, Executive Conference Center and Theatrical Venues.

*Convention Center* – The Phoenix Convention Center West (excluding the Executive Conference Center), North and South Buildings and their grounds up to the property lines.

*Convention Event* – An event where attendance is generally limited by invitation or registration and the number of room nights is sufficient to qualify the event as a convention under the prevailing Booking Guidelines.

*Dark Day* – A day for which a Client has leased the space, but there is no Client activity scheduled.



*Destination Marketing Organization (DMO)* – A contractor hired by the City that provides marketing, solicitation and booking of regional, national and international conventions and tradeshow, and promotes tourism business for PCCD.

*Director* – The Director, or authorized delegate, of PCCD.

*Event Day* – Part or all of a calendar day identified in a Use Agreement when the Convention Center, Executive Conference Center or Theatrical Venues are occupied by the Client, Client's exhibitors, contractors, delegates, paid attendees or invited guests.

*Executive Conference Center* – The boardroom, lecture hall and meeting rooms located on the 200 level of the Convention Center West Building featuring built-in audiovisual technology and high-end furnishings.

*Exhibit Halls* – West and North Halls 1, 2, 3, 4, 5 and 6; North Halls A, B, C, D and E; and South Halls F and G.

*Merchandise Sales* – The sale of any items including, but not limited to, t-shirts, CDs, DVDs, photos, books and other merchandise in conjunction with an event at the Convention Center, Executive Conference Center and Theatrical Venues.

*Multipurpose Rooms* – West Building rooms 301 A, B, C and D and South Ballroom.

*Net Square Footage* – The estimated usable space, which is calculated by multiplying the gross square footage by 50 percent.

*Non-Convention Event* – Any event that does not meet the definition of a Convention Event.

*Non-Event Day* – Part or all of a calendar day that is utilized by a Client for move-in or move-out, Dark Day or other activities related to an event that are normally closed to the Client's delegates, paid attendees or invited guests.

*North Ballroom* – North Building rooms 120 A, B, C and D.

*Operating Policies and Procedures (also referred to as Facility Guide)* – The rules governing use of the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities, authorized by the Director.

*Parking Facilities* – The parking lots, garages and other parking areas under the management of PCCD.

*Performance* – The presentation of an entertainment or artistic event, competition or ceremony before an audience. Examples include, but are not limited to, musicals, plays, concerts and graduations.

*Phoenix Convention Center Department (PCCD)* – The department of the City of Phoenix responsible for the management of the Phoenix Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities.

*Theatrical Venues* (also referred to as *Theaters*) – The Orpheum Theatre and Symphony Hall.

*Use Agreement* – A written contract between the City of Phoenix and a Client for the use of space in the Convention Center, Executive Conference Center or Theatrical Venues.

**10A-2 Director’s authority.**

A. The Director is delegated the responsibility and authority to manage and operate the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities. The Director’s authority includes the authority to develop, amend, substitute, supplement and institute Operating Policies and Procedures as the Director deems necessary and appropriate for the staging and performance of events in, and other uses of, the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities. The Operating Policies and Procedures include policies and procedures regarding: (a) the operation of the Convention Center structures and surrounding property; (b) the type of labor, equipment and services that the City offers in support of an event and the fee charged for such support; (c) a description of the services and equipment included in the basic Use Agreement rates; and (d) security requirements.

B. The Director is authorized to enter into Use Agreements with Clients for the staging and presentation of events and Performances in the Convention Center, Executive Conference Center and Theatrical Venues that, in the Director’s judgment, will best serve the economic interests of the City and the State.

C. As may be required to meet competitive conditions, maximize revenues and economic benefit generated, and best serve the interests of the City and community, the Director is delegated authority to provide discounts up to 80 percent of the prevailing Use Agreement rates and provide other incentives determined necessary to compete effectively for local, regional, national and international events. Discounts exceeding 80 percent of the prevailing Use Agreement rates require the approval of the City Manager or authorized delegate.

D. PCCD space not delineated in this ordinance may be contracted at a rate set by the Director when the use of the space is in the best interest of the City.

**10A-3 Use agreement rules.**

A. All fees for use of the Convention Center, Executive Conference Center, Theatrical Venues or Parking Facilities, including labor, services and equipment rental must be paid in U.S. Dollars by cash, check, credit card, Automated Clearing House (ACH) transfer, wire transfer or other manner acceptable to the City. All payments will be deposited by PCCD, but payment alone will not create a binding agreement until full execution of the Use Agreement by the Client and City.

B. If the deposit(s) or balance due is not received by PCCD on the due dates specified in the Use Agreement, the event may be canceled by the Director without further notice.

C. The Client is required to pay the fees established by the Director for labor, services and equipment provided at the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities in effect at the time of the Client's event. The Client must adhere to the Operating Policies and Procedures in effect at the time of the event.

D. Space for events scheduled on a tentative basis in the Convention Center, Executive Conference Center and Theatrical Venues event management system may be released at the discretion of the Director.

E. The Client is required to furnish in writing 30 days prior to first move-in day of the client's event any information requested by PCCD to determine the labor, equipment, special services and utilities that will be necessary for the proper production and management of the client's event. Failure to provide such information in the time period specified may result in additional fees assessed by PCCD.

F. Deposits and other payments for use of the Convention Center, Executive Conference Center and Theatrical Venues are non-refundable except when the City is unable to deliver possession of the facilities as provided in the Use Agreement, or if otherwise deemed appropriate by the Director.

G. Use Agreement rates for use of space in the Convention Center, Executive Conference Center and Theatrical Venues may be discounted when banquets or other catered food and beverage functions are held on premises and the commission received for the food and beverage service is equal to or greater than the prevailing Use Agreement rates.

H. If the Client exceeds the contractual move-in or move-out time in the Use Agreement, the Client will pay the prevailing hourly overtime fees for the excess time.

I. For all events excluding conventions, 501(c)(3) non-profit organizations whose principal place of business is located in Arizona are entitled to a 20-percent discount off the prevailing Use Agreement rates.

#### **10A-4 Use agreement rates.**

A. *Use Agreement Rate Goals.* The City establishes and maintains competitive Use Agreement rates to ensure its facilities compete effectively for the convention, tradeshow, corporate, civic, performing arts and other non-convention business.

B. *Use Agreement Rate Development.* The rates for use of the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities are intended to be competitive and set within the range of rates of similar competing convention centers, conference centers, Theatrical Venues and Parking Facilities. To ensure the Use Agreement rates are maintained at competitive levels, the Director is delegated authority to conduct a biennial survey of rates charged by similar facilities. For purposes of conducting the biennial Convention Center survey, the competitive set for the survey will be determined in consultation with DMO. Based upon the survey results, the Director will recommend new rates to the City Council for approval prior to implementation.

C. *Exhibit Hall and Multipurpose Room Inclusions.* Exhibit Hall and Multipurpose Room Use Agreement rates include the contracted space, adjacent public lobby space (non-exclusive use), general house lighting, heating or air conditioning. For any additional set-up requirements by Client (e.g., general session activity), the Director may charge for additional labor and equipment required for space set-up at the rates established in the Operating Policies and Procedures.

D. *Meeting Room, Ballroom and Executive Conference Center Inclusions.* Meeting Room, Ballroom and Executive Conference Center Use Agreement rates include: the contracted space, adjacent public lobby space (non-exclusive use), general house lighting, heating or air conditioning, cleaning, equipment and additional services as outlined in the Operating Policies and Procedures.

E. *Client Support Spaces.* Support spaces may be provided to Client subject to availability and as agreed upon in the Use Agreement.

F. *Event Staffing, Equipment and Services.* Based upon the requirements of the Client's event, PCCD will provide the necessary level of event staffing, equipment and services required to effectively produce and manage the event. The fees for staffing, equipment and services are established in the Operating Policies and Procedures.

G. *Convention Events.*

1. The range of Use Agreement rates for Exhibit Halls is intended to provide necessary rate flexibility for the successful marketing and lease of the Convention Center space. The discount that is given on Exhibit Halls may also be applied to the Multipurpose Rooms, ballroom and meeting rooms. The final Use Agreement rate for each event is subject to Director's approval.

2. *Seasonal Rate.* A seasonal discount of 33 percent will be given to the entire event when any of the contracted dates fall within the period of Memorial Day to Labor Day.

3. Conventions with exhibits will receive complimentary non-exhibit areas equal to approximately 33 percent of the total leased and occupied exhibit areas utilized by the Client.

4. *Non-Event Days.*

a. *Exhibit Halls, Multipurpose Rooms and South Building Meeting Rooms.* The City will provide the Client with complimentary Non-Event Days equal to the number of Event Days for Exhibit Halls, Multipurpose Rooms and South Building meeting rooms when these rooms are used for exhibits.

i. For any Non-Event Day exceeding the total number of complimentary Non-Event Days the rate is 50 percent of the prevailing Event Day rate.

ii. If the space is not used for exhibits, the rate for any Non-Event Day is 50 percent of the prevailing Event Day rate.

b. *North Ballroom and Meeting Rooms.* The rate for any Non-Event Day is 50 percent of the prevailing Event Day rate.

5. *Use Agreement Discount for Banquets and Catering.* To meet competitive conditions and maximize food and beverage sales at the Convention Center, the Director is authorized to provide an incentive to a Convention Event based on the chart below of gross banquet and catering sales guaranteed to be held in facilities managed by PCCD.

<b>Gross Banquet and Catering Sales*</b>	<b>Use Agreement Rate Discount</b>
\$0 to \$150,000	0%
\$150,001 to \$250,000	10%
\$250,001 to \$350,000	15%
\$350,001 to \$500,000	20%
\$500,001 to \$650,000	25%
\$650,001 and above	30%

\*Excluding applicable sales taxes, administrative charges, service charges, gratuities, and food and beverage sales generated from fixed and portable concession stands during Client's event.

6. *Convention Center Use Agreement Rate Schedule for Conventions.*

a. *Exhibit Halls – West, North and South Buildings.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$0.25 to \$0.29
2015-2016	\$0.27 to \$0.31
2017-2018	\$0.28 to \$0.32
2019-2020	\$0.30
2021-2022	\$0.31
2023-2024	\$0.32
2025-2026	\$0.33

b. *Multipurpose Rooms – West and South Buildings.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$ 0.31
2015-2016	\$ 0.34
2017-2018	\$ 0.35

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2019-2020	\$ 0.36
2021-2022	\$ 0.37
2023-2024	\$ 0.38
2025-2026	\$ 0.39

c. *North Ballroom.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$ 0.31
2015-2016	\$ 0.34
2017-2018	\$ 0.35
2019-2020	\$ 0.36
2021-2022	\$ 0.37
2023-2024	\$ 0.38
2025-2026	\$ 0.39

d. *Meeting Rooms.* Meeting room Use Agreement rate is a flat rate.

<b>Calendar Years</b>	<b>Event Day Room Rate</b>
2013-2014	\$300
2015-2016	\$325
2017-2018	\$350
2019-2020	\$375
2021-2022	\$400
2023-2024	\$425
2025-2026	\$450

H. *Non-Convention Events.*

1. *Non-Event Days – Exhibit Halls, Multipurpose Room, Meeting Room and Ballroom.* The Use Agreement rate for any Non-Event Days is 50 percent of the prevailing Event Day Use Agreement rate.

2. *Convention Center Use Agreement Rate Schedule for Non-Conventions.*

a. *Exhibit Halls – West, North and South Buildings.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$0.17
2015-2016	\$0.18
2017-2018	\$0.19
2019-2020	\$0.20
2021-2022	\$0.21
2023-2024	\$0.22
2025-2026	\$0.23

b. *Multipurpose Rooms – West and South Buildings.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$ 0.31
2015-2016	\$ 0.34
2017-2018	\$ 0.35
2019-2020	\$ 0.36
2021-2022	\$ 0.37
2023-2024	\$ 0.38
2025-2026	\$ 0.39

c. *North Ballroom.*

<b>Calendar Years</b>	<b>Event Day Net Square Footage Rate</b>
2013-2014	\$ 0.31
2015-2016	\$ 0.34
2017-2018	\$ 0.35
2019-2020	\$ 0.36
2021-2022	\$ 0.37
2023-2024	\$ 0.38
2025-2026	\$ 0.39

d. *Meeting Rooms.* Meeting room Use Agreement rate is a flat rate.

<b>Calendar Years</b>	<b>Event Day Rate</b>
2013-2014	\$300

<b>Calendar Years</b>	<b>Event Day Rate</b>
2015-2016	\$325
2017-2018	\$350
2019-2020	\$375
2021-2022	\$400
2023-2024	\$425
2025-2026	\$450

I. *Executive Conference Center.*

1. If Executive Conference Center space is contracted as part of a Convention, the terms and conditions from Section 10A-4.G.1-5, will apply to the Executive Conference Center space.
2. Executive Conference Center meeting rooms are categorized by size and type, as follows:
  - a. *Standard* – West Building rooms 202, 203, 204, 205, 206 and 208 (A or B).
  - b. *Large* – West Building rooms 201 Boardroom and 211 (A or B), 212 (A, B or C) and 213 (A or B).
  - c. *Lecture Hall* – West Building room 207.
3. *Non-Event Days.* The rate for all Non-Event Days is 50 percent of the Event Day rate.
4. *Executive Conference Center Use Agreement Rate Schedule.*

<b>Calendar Years</b>	<b>Event Day Rate – Standard Room</b>	<b>Event Day Rate – Large Room</b>	<b>Event Day Rate – Lecture Hall</b>
2013-2015	\$250	\$400	\$2,500
2016-2019	\$275	\$450	\$2,750
2020-2022	\$300	\$500	\$3,000
2023-2026	\$325	\$550	\$3,250

J. *Third Street Outdoor Meeting Space.*

1. Third Street Outdoor Meeting Space refers to the outdoor area bounded by Monroe Street, North Building, Washington Street and West Building. This area may be closed and contracted for events. Use must not interfere with other events at the Phoenix Convention Center, Executive Conference Center or Symphony Hall.
2. The Use Agreement rate for the Third Street Outdoor Meeting Space is \$5,000 per day. This rate is for space only.



K. *West Building Atrium.*

1. The Atrium of the Phoenix Convention Center West Building may be contracted for events. Use must not interfere with other events at the Phoenix Convention Center, Executive Conference Center or Symphony Hall.
2. The Use Agreement rate for the West Building Atrium is \$1,500 per day. This rate is for space only.

L. *Theatrical Venues.*

1. *Open Rehearsals.* Any activity in the facility with 20 or more persons not directly engaged in the production of the event will be charged at the Event Day rate.
2. *Non-Event Days.* The rate for Non-Event Days is 50 percent of the Event Day rate.
3. *Multi-Performance Rate.* The rate for additional Performances on the same day is 50 percent of the Event Day rate for each additional Performance.
4. *Theatrical Venues Use Agreement Rates.*

a. *Symphony Hall.*

<b>Calendar Years</b>	<b>Event Day Rate</b>
2013-2014	\$3,470
2015-2016	\$3,470
2017-2018	\$3,600
2019-2020	\$3,700
2021-2022	\$3,800
2023-2024	\$3,900
2025-2026	\$4,000

b. *Orpheum Theatre.*

<b>Calendar Years</b>	<b>Event Day Rate</b>
2013-2014	\$2,050
2015-2016	\$2,050
2017-2018	\$2,100
2019-2020	\$2,150
2021-2022	\$2,200
2023-2024	\$2,250
2025-2026	\$2,300

**10A-5 Deposits.**

A. A deposit of 25 percent of the total Use Agreement rate for use of the Convention Center, Executive Conference Center and Theatrical Venues is due and payable upon execution of the Use Agreement. The Director may grant an exemption from the standard deposit requirements provided a nominal deposit, as determined by the Director, is paid as consideration for reserving the space. Client must pay all remaining Use Agreement charges and event expenses prior to the first move-in day for their event. Any Use Agreement charge or service fee remaining unpaid after the due date will accrue interest at the rate of 1.5 percent per month from the due date until payment has been received by PCCD. Additionally, overdue deposits may result in cancellation of the Use Agreement as provided in Section 10A-3.

B. If hotels or DMO are booking and paying part or all fees on behalf of a Convention Event Client, the Director may grant an exemption from the standard deposit requirements provided a nominal deposit, as determined by the Director, is paid as consideration for reserving the space. All charges and service fees are due and payable no later than 30 days from date of invoice.

C. The Director may accept a deposit to reserve space for an event earlier than the date that the Booking Guidelines permit entering into a Use Agreement.

**10A-6 Cancellations.**

A. *Conventions.* Cancellation of a convention will result in the following cancellation fees:

1. From the date of contract signing to 36 months prior to first contracted date, the cancellation fee is 25 percent of the total contracted Use Agreement charges.
2. From 36 months to 24 months prior to the first contracted date, the cancellation fee is 50 percent of the total contracted Use Agreement charges.

3. Within 24 months prior to the first contracted date, the cancellation fee is 100 percent of the total contracted Use Agreement charges.

B. *Non-Conventions*. Cancellation of a Non-Convention Event taking place in the Phoenix Convention Center or Executive Conference Center will result in the following cancellation fees:

1. From the date of contract signing to 12 months prior to the first contracted date, the cancellation fee is 75 percent of the total contracted Use Agreement charges.

2. Within 12 months prior to the first contracted date, the cancellation fee is 100 percent of the total contracted Use Agreement charges.

C. *Theatrical Venues*. Cancellation of an event taking place in the Theatrical Venues will result in the following cancellation fees:

1. From the date of contract signing to six months prior to the first contracted date, the cancellation fee is 75 percent of the total contracted Use Agreement charges.

2. Within six months prior to the first contracted date, the cancellation fee is 100 percent of the total contracted Use Agreement charges.

D. *Release of Contracted Space*.

1. *Conventions*. Up to 10 percent of total Net Square Footage of space (excluding Exhibit Halls), may be released without cancellation fees up to 18 months prior to the first contracted date.

2. *Non-Conventions (excluding theatrical events)*. Up to 10 percent of total Net Square Footage of space (excluding Exhibit Halls), may be released without cancellation fees up to six months prior to the first contracted date.

3. Contracted space may be modified at any time without cancellation fees, as long as the original contracted Use Agreement rate does not decrease.

E. *Cancellation Fees*. Cancellation fees may be waived if deemed appropriate by the Director.

F. *Deposits*. Deposits and Use Agreement payments retained due to cancellation may be refunded if deemed appropriate by the Director.

#### **10A-7 Exclusive contractual services.**

The following are exclusive services for the Convention Center, Executive Conference Center, Theatrical Venues and Parking Facilities: audio-visual equipment operations (Executive Conference Center only), automated teller machines, banquet and catering, event security (non-convention only), food and

beverage Concessions, parking, rigging, telecommunication services, theatrical equipment operations, ticketing, ushers and utility services. Resale of exclusive services by the Client or its agents is prohibited, unless resale of such services enhances service delivery and revenue to PCCD as determined by the Director. Subject to City Council approval, the Director may designate additional services as exclusive when deemed in the best interest of the City.

**10A-8 Merchandise sales.**

A. Programs, CDs, apparel and other merchandise may be sold in conjunction with the Client’s event. These sales may be subject to a commission fee payable to PCCD.

B. Conventions may sell and distribute convention-related merchandise to their delegates. These sales are not subject to a commission fee.

**10A-9 Parking rates.**

A. *Event Parking.* The Director is authorized to adjust parking rates within the following ranges based on market conditions.

<b>Calendar Years</b>	<b>Event Day Rate</b>
2013-2014	\$5 to \$12
2015-2018	\$5 to \$14
2019-2022	\$6 to \$16
2023-2026	\$7 to \$18

B. During major downtown events, the Director is authorized to increase parking rates by up to 100 percent above the Event Day rate.

C. *Valet Parking.* The Director is authorized to waive the Event Day rate when PCCD-contracted valet services are used.

D. *Parking Buyouts.* In order to secure business, the Director may negotiate a flat rate for an entire garage.

E. *Other Parking.* The Director is authorized to set all other parking rates including, but not limited to, hourly, daily, overnight, monthly, volunteer, reserved and tenant parking, based on current market rates.

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## CITY COUNCIL REPORT

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### GENERAL INFORMATION

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TO: Lisa Takata  
Deputy City Manager

PACKET DATE: February 13, 2014

FROM: Cris Meyer  
City Clerk

SUBJECT: LIQUOR LICENSE APPLICATIONS RECEIVED FOR THE PERIOD OF  
FEBRUARY 3, 2014 THROUGH FEBRUARY 7, 2014.

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This report provides advance notice of liquor license applications that were received by the City Clerk during the period of Monday, February 3, 2014 through Friday, February 7, 2014.

#### INFORMATION

The liquor license application process includes the posting of a public notice of the application at the proposed location and online for twenty days, and the distribution of an application copy or a copy of this report to the following departments for their review: Finance, Planning and Development, Police, Fire, and Street Transportation.

Additional information on the items listed below is generally not available until the twenty-day posting/review period has expired.

#### LIQUOR LICENSE APPLICATIONS

<u>Application Type Legend</u>					
<u>O</u> - Ownership	<u>L</u> - Location	<u>N</u> - New	<u>OL</u> - Ownership & Location	<u>AOC</u> - Acquisition of Control	<u>SE</u> - Special Event
<u>Liquor License Series Definitions</u>					
1	In State Producer	*7	On sale-beer & wine	11	Hotel/Motel-all liquor on premises
3	Microbrewery	8	Conveyance license-sale of all liquor on board planes & trains	12	Restaurant-all liquor on premises
4	Wholesaler	9	Off sale-all liquor	14	Clubs-all liquor on premises
5	Government	9S	Sampling Privileges	15	Special Event
*6	On sale-all liquor	10	Off sale-beer & wine		
		10S	Sampling Privileges		

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\*On-sale retailer means any person operating an establishment where spirituous liquors are sold in the original container for consumption on or off the premises and in individual portions for consumption on the premises.

Dist	App. Type	Agent/Owner Name Business Name/Address Phone	Lic. Type	Approx. Protest End Date	Within 2,000 Feet of Light Rail	Proposed Agenda Date
2	SE	Andrew Buswell The Ethiopia Project (4/3/14) 7077 East Mayo Blvd. 360-607-1783	15	N/A	N/A	3/19/14
2	SE	Andrew Buswell The Ethiopia Project (5/6/14) 7077 East Mayo Blvd. 360-607-1783	15	N/A	N/A	3/19/14
3	N	Luis Galaviz El Indio Mexican Grill 1930 West Thunderbird Road, Suites 111 & 112 602-410-1981	12	3/4/14	No	4/2/14
3	SE	Mary Moriarty St. Patrick's Day Parade and Irish Society of Arizona, Inc. (3/1/14) 330 West Coral Gables Drive 602-791-8721	15	N/A	N/A	*3/1/14
4	SE	Jesus Lopez Caledonian Society of Arizona (3/22 to 3/23/14) 300 East Indian School Road 602-791-9473	15	N/A	N/A	*3/22/14
4	N	Jose Rivera, Agent EZ Groceries LLC 3440 West Thomas Road, #2 480-215-7440	10	2/28/14	No	3/19/14
4	N	Daikran Dikran Spice Times Smoke Shop 2530 North 7th Street, Suite 101 602-639-3521	10	2/28/14	No	3/19/14
5	SE	Eduardo Baca Ballet Folklorico Tapatio, Incorporated (4/26/14) 4344 West Indian School Road 520-275-0162	15	N/A	N/A	3/19/14

Dist	App. Type	Agent/Owner Name Business Name/Address Phone	Lic. Type	Approx. Protest End Date	Within 2,000 Feet of Light Rail	Proposed Agenda Date
6	SE	Suzanne Sabbagh The Cedar Club of Arizona (2/28/14) 1702 East Northern Avenue 602-614-5011	15	N/A	N/A	*2/28/14
6	O	Shawn Kozak, Agent Clarion Hotel 5121 East La Puente Avenue 623-255-2292	7	3/4/14	No	4/2/14
6	SE	Marie Axman St. Benedict Roman Catholic Parish Phoenix (5/10/14) 16035 South 48th Street 480-219-4848	15	N/A	N/A	3/19/14
7	SE	Mary Moriarty St. Patrick's Day Parade and Irish Society of Arizona, Inc. (3/15/14) 1106 North Central Avenue 602-791-8721	15	N/A	N/A	*3/15/14
7	OL	Roberto Cammarata, Agent V's Barbershop 1 East Washington Street, Suite 270 480-734-7574	7	3/4/14	Yes	4/2/14
8	N	Mohammed Abdul Kareem, Agent 48th St Market 320 North 48th Street 602-435-0857	10	2/28/14	No	3/19/14
8	SE	Dana Johnson Alwun House Foundation (3/21/14) 1204 East Roosevelt Street 602-253-7967	15	N/A	N/A	*3/21/14
8	AOC	Stephen Kingsley, Agent US Airways, Inc. 3200 East Sky Harbor Blvd., T4 480-693-1931	8	2/28/14	No	3/19/14

Dist	App. Type	Agent/Owner Name Business Name/Address Phone	Lic. Type	Approx. Protest End Date	Within 2,000 Feet of Light Rail	Proposed Agenda Date
8	AOC	Kurt Holdren, Agent US Airways, Inc. 3800 East Sky Harbor Blvd., T4 480-693-3131	14	2/28/14	No	3/19/14

\*Event Date – Application not received in time for Council review.

For further information regarding any of the above applications, please contact the City Clerk Department, License Services Section, at 602-262-6018.

RECOMMENDATION

This report is provided for information only. No Council action is required.





**City Council Requests for Information and Announcements**  
**City Council Policy Session**  
**February 11, 2014**

**Councilman DiCiccio**

Councilman DiCiccio congratulated City staff and the Sister Cities Organization for a successful Chinese Week celebration that included a variety of cultural and educational exhibitions and activities, and the attendance of representatives from our sister-city Chengdu, China. Councilman DiCiccio asked if it were possible for the City to lower its fees for organizations that host events such as this.

Councilman DiCiccio thanked Rick Naimark and Jim Burke for their work to open a temporary parking lot on the corner of 19th Avenue and Chandler Boulevard to relieve some of the congestion that was triggered by the opening of a local trail.

Councilman DiCiccio requested staff research the possibility of developing public-private partnerships with organizations to build charter schools in the most challenging areas of Phoenix. Councilman DiCiccio added the City should explore the use of vacant land, transportation, and alternative funding mechanisms to attract organizations, and should develop a standardized rubric to judge the performance of charter schools.

Councilman DiCiccio also asked that ethics reform, including a gift ban, be enacted by March 2014.

**Councilwoman Pastor**

Councilwoman Pastor acknowledged a number of events that had occurred in District 4 over the weekend, including Dancing with the Stars for the Kidney Foundation, the Phoenix Union Foundation Gala, the Willo Home Tour, and the Hoop Dance Contest at the Heard Museum. Councilwoman Pastor announced that Bike Day occurs the second Sunday of every month.

**Councilwoman Williams**

Councilwoman Williams announced that the renovation of the pool at Cortez Park, located at 3434 West Dunlap, was on schedule and would be completed before swim season began this year.

**Vice Mayor Gates**

Vice Mayor Gates stated the next District 3 Coffee Chat would be held on Wednesday, February 12, 2014, at 7:30 a.m. at The Oink Cafe at 4326 E. Cactus Road. Vice Mayor Gates noted the guest speaker would be Bill Mundell, Director of the Arizona Registrar of Contractors.

Vice Mayor Gates thanked his Chief of Staff Laura Etter, and the Parks and Recreation Department for working with the family of Steve Singer, the victim of a shooting near 16th Street last year, to establish a memorial in his honor at the 40th Street Trailhead. Vice Mayor Gates expressed his appreciation for everyone that contributed to the success of the project and the dedication ceremony that occurred last week.

### **Councilman Waring**

Councilman Waring reported the next District 2 Meeting would be held on Tuesday, February 11, 2014, at 6:00 p.m. at the Paradise Valley Community Center at 17402 North 40th Street near Bell Road.

### **Councilman Nowakowski**

Councilman Nowakowski announced District 7 and District 8 would co-host Movie in the Park on Friday, February 21, 2014, at Herrera Elementary School at 135 South 11th Street.

Councilman Nowakowski thanked Mayor Stanton and Councilwoman Gallego for supporting the community meeting that took place at Cesar Chavez High School to address the shooting that occurred on campus last week.

Councilman Nowakowski invited everyone to attend the world premiere of the Cesar Chavez movie on Thursday, March 13, 2014, at the Orpheum Theater.

### **Councilman Valenzuela**

Councilman Valenzuela noted that Misty Hyman, Phoenix's own Olympic gold medalist, had agreed to be the spokeswoman for FitPHX, which was working to ensure that everyone in the City had the opportunity to enjoy good health and physical fitness. Councilman Valenzuela reported the program has been implemented in several elementary schools and senior centers, and had recently partnered with SpoFit and the U.S. Paralympics to identify athletes with disabilities that have the talent to participate in games on the national and international level.

### **Councilwoman Gallego**

Councilwoman Gallego thanked everyone who contributed to the success of the Laveen Barbeque.

Councilwoman Gallego announced she would join Councilwoman Pastor and Councilman Nowakowski on Monday, February 17, 2014, for the groundbreaking ceremony of Avenida Rio Salada/Broadway.

Councilwoman Gallego welcomed two volunteer interns, Emily Vazquez and Gloria Galeno, to the District 8 Office, and commented her staff would participate in the Citizens Police Academy.

### **Mayor Stanton**

Mayor Stanton did not make any announcements.

**CITY COUNCIL AND CITIZEN REQUESTS**  
February 11, 2014

**CITY COUNCIL INFORMATION REQUESTS**

<b>INFORMATION REQUESTS</b>	<b>DATE AND COUNCIL PERSON</b>	<b>DUE DATE</b>	<b>ASSIGNED TO</b>	<b>STATUS</b>
Councilman DiCiccio requested staff to research the best practices for managing golf course, particularly strategies used to address blight via design standards and regulatory enforcement.	January 28, 2014 Councilman Sal DiCiccio	2/11/14	Takata, Burke	Pending
Council DiCiccio requested staff research the possibility of developing public-private partnerships with organizations to build charter schools in the most challenging areas of Phoenix. Councilman DiCiccio added the City should explore the use of vacant land, transportation, and alternative funding mechanisms to attract organizations, and should develop a standardized rubric to judge the performance of charter schools.	February 11, 2014 Councilman Sal DiCiccio	2/25/14	Blue, Valencia	New

**CITIZENS REQUESTS**

<b>REQUEST</b>	<b>REQUEST DATE AND NAME OF CITIZEN</b>	<b>DUE DATE</b>	<b>ASSIGNED TO</b>	<b>STATUS</b>
Mr. Clark reported that he and his neighbors were surprised by the presence of Scottsdale Police officers, who were dressed in paramilitary uniforms and detonated stun grenades, in his neighborhood late Tuesday night. Mr. Clark requested information regarding the presence and actions of the Scottsdale officers.	January 29, 2014 Clark	02/12/14	Murphy, Garcia	Pending



**CITY OF PHOENIX  
CITY COUNCIL POLICY SESSION  
TUESDAY, FEBRUARY 11, 2014 - 2:30 P.M.  
CITY COUNCIL CHAMBERS  
200 WEST JEFFERSON**

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Pursuant to A.R.S. §38.431.02, notice is hereby given to the members of the City Council and to the general public that the City Council will hold a meeting open to the public on Tuesday, February 11, 2014, at 2:30 P.M. located in the City Council Chambers, 200 West Jefferson, Phoenix, Arizona.

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1:00 P.M.- AN EXECUTIVE SESSION WAS CALLED FOR THIS TIME AT THE POLICY SESSION OF JANUARY 28, 2014.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED. ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT SEQUENCE.**

Mayor Stanton called the meeting to order at 2:39 P.M. with Councilmembers Sal DiCiccio, Laura Pastor, Thelda Williams, Vice Mayor Bill Gates, Jim Waring, Michael Nowakowski, Daniel Valenzuela, and Kate Gallego present.

ESTIMATED COUNCIL INFORMATION AND  
1. 2:30 P.M.- FOLLOW-UP REQUESTS.

This item is scheduled to give City Council members an opportunity to publicly request information or follow-up on issues of interest to the community. If the information is available, staff will immediately provide it to the City Council member. No decisions will be made or action taken.

**Action Taken:**

Councilman DiCiccio requested staff research the possibility of developing public-private partnerships with organizations to build charter schools in the most challenging areas of Phoenix. Councilman DiCiccio added the City should explore the use of vacant land, transportation, and alternative funding mechanisms to attract organizations, and should develop measures to judge the performance of charter schools.

Councilman DiCiccio also asked that ethics reform, including a gift ban, be enacted by March 2014.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

**POLICY SESSION AGENDA**

**-2-**

**TUESDAY, FEBRUARY 11, 2014**

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Councilmembers made general comments.

**CONSENT AGENDA.**

This item is scheduled to allow the City Council to act on the Mayor's recommendations on the Consent Agenda. The Consent Agenda has been publicly posted.

**Action Taken:**

There was no Consent Agenda.

**CALL FOR AN EXECUTIVE SESSION.**

A vote to call an Executive Session may be held.

**Action Taken:**

Vice Mayor Gates moved that the City Council, pursuant to Arizona Revised Statute Section 38-431.02.A, meet in Executive Session on Wednesday, February 19, 2014 at 8:30 a.m. in the Municipal Court, Conference Room 901, Phoenix, Arizona, and on Tuesday, February 25, 2014, at 1:00 p.m. in the East Conference Room, 12th Floor of the Phoenix City Hall, 200 West Washington Street, Phoenix, Arizona. Councilwoman Williams seconded the motion, which passed 9-0.

**REPORTS AND BUDGET UPDATES BY THE CITY MANAGER.**

This item is scheduled to allow the City Manager to report on changes in the City Council Agenda and provide brief informational reports on urgent issues. The City Council may discuss these reports but no action will be taken.

**ESTIMATED**

2. 3:00 P.M.-

**EMPLOYEE SERVICE  
RECOGNITION  
ANNOUNCEMENTS  
(NO REPORT)**

**Staff: Zuercher  
(Presentation 5 min.)**

This item is for information only. No City Council action is required.

**Action Taken:**

Ed Zuercher, Acting City Manager, announced that Phoenix and Chengdu, China would be recognized next month at the U.S.-China Sister Cities Conference in Washington, D.C. Mr. Zuercher noted both cities would receive awards for their arts and culture programs.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

**POLICY SESSION AGENDA**

**-3-**

**TUESDAY, FEBRUARY 11, 2014**

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Mr. Zuercher reported the Arizona Nursery Association recognized Mary Lu Nunley, Water Services Public Information Specialist, as the winner of its Person of the Year award for promoting water efficient landscaping and irrigation in regional nurseries, and supporting the Southwest Horticulture Annual Day of Education.

Mr. Zuercher stated the Arizona Hispanic Chamber of Commerce inducted the Aviation Department into its "Arizona Million Dollar Circle of Excellence" for conducting over \$1 million of business transactions with organizations owned by minorities and women. Mr. Zuercher added Sky Harbor International Airport's Navigator Program was awarded the 2013 Star of the Industry Award by the Arizona Lodging and Tourism Association.

**ESTIMATED**

3. 3:05 P.M.-

**CITYWIDE VOLUNTEER  
PROGRAM UPDATE**

Staff: Takata, Aguilar  
(Presentation 10 min.)

This report provides an update to the City Council on the citywide volunteer program.

This item is for information and discussion. No City Council action is required.

Back-up included in Council packet/City Clerk's Office.

**Action Taken:**

Lisa Takata, Deputy City Manager, introduced the item and Cynthia Aguilar, Volunteer Coordinator from the City Manager's Office.

Ms. Aguilar reported that approximately 30,000 volunteers contributed nearly 570,000 hours of time to the Citywide Volunteer Program in fiscal year 2012-2013. Ms. Aguilar noted volunteers performed a range of services that included supporting public safety departments and combatting graffiti and blight in neighborhoods.

Ms. Aguilar stated the Volunteer Program launched a new website which provided more information about volunteer opportunities and streamlined the volunteer application process. Ms. Aguilar also commented the Volunteer Program has established partnerships with local colleges and universities to expand its recruitment of current students and recent graduates.

Ms. Aguilar listed some of the Volunteer Program's ongoing initiatives, such as CPR training, Cool Roofs, and Let's Grow Phoenix Gardens, and acknowledged several volunteers in the audience for their hard work and dedication.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

**POLICY SESSION AGENDA**

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**TUESDAY, FEBRUARY 11, 2014**

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ESTIMATED

4. 3:15 P.M.-

STATE LEGISLATIVE UPDATE

Staff: Takata, Remes  
(Presentation 10 min.)

This report seeks approval, guidance, and direction from the Mayor and City Council on state legislation of interest to the City.

This item is for information, discussion, and possible action.

Back-up included in Council packet/City Clerk's Office.

**Action Taken:**

Tom Remes, Government Relations Director, introduced the item and John Wayne Gonzales, Government Relations Management Assistant II. Mr. Remes announced the bills brought before Council fit into two categories: bills the Council should support or oppose, and bills the Council should monitor.

Councilwoman Williams made a motion to monitor, rather than support or oppose, HB 2587 regarding animal cruelty violations. Councilman Nowakowski seconded the motion, which passed 9-0.

Councilman Waring moved to support HB 2454 regarding the fight against human trafficking. Councilman DiCiccio seconded the motion, which passed 9-0.

Vice Mayor Gates moved to support HB 2590 regarding the regulation of graffiti tools and implements. Councilwoman Williams seconded the motion, which passed 8-1. Councilman Waring noted his opposition to the motion was due to the lack of information that was available regarding the potential impact the bill could have on businesses.

Councilwoman Williams moved to support the formation of a bill that requires landlords to provide heating and cooling systems in multi-family rental properties. Vice Mayor Gates seconded the motion, which passed 9-0.

Councilman DiCiccio moved to support HB 2092 regarding the inspection of alternative fuel vehicles. Councilman DiCiccio asked staff to propose an amendment to the bill that would allow government, commercial, and personal alternative fuel vehicles to be regulated by the same policies and guidelines. Councilman Waring seconded the motion, which passed 8-1; Councilwoman Gallego opposed.



**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

**POLICY SESSION AGENDA**

**-5-**

**TUESDAY, FEBRUARY 11, 2014**

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Vice Mayor Gates moved to support, in omnibus, the formation of a bill regarding Highway User Revenue Funds, HB 2136 regarding the Public Safety Communications Commission, HB 2092 regarding the Department of Environmental Quality, HB 2128 regarding Vapor Recovery Systems, and HB 2114 regarding Land Conveyances. Vice Mayor Gates also moved to oppose HB 2546 regarding the Regulation of Alarm Businesses. Councilwoman Williams seconded the motions, which passed 9-0.

Mr. Remes asked the Council to continue to monitor SB 1413 regarding Manufacturer's Electricity Sales, SB 1134 regarding Reduced Reporting Requirements for Sales Taxes, SB 1161 regarding Municipal Policies, and HB 2273 regarding the Regulation of Ride-sharing Networks.

Councilman Nowakowski asked staff to investigate legislative options that would solidify current regulations that monitor businesses that recycle scrap metal in an effort to reduce copper wire theft.

**ESTIMATED**

5. 3:25 P.M.-

**NORTH MOUNTAIN  
REDEVELOPMENT AREA PLAN**

Staff: Naimark, Blue, Chan,  
Stephenson, Santana  
(Presentation 15 min.)

This report provides information to the City Council regarding the North Mountain Redevelopment Area Plan.

This item is for information and discussion. No City Council action is required.

Back-up included in Council packet/City Clerk's Office.

**Action Taken:**

Paul Blue, Senior Executive to the City Manager, introduced the item and Chris Hallett, Neighborhood Services Director, John Chan, Community and Economic Development Director, and Alan Stephenson, Acting Planning and Development Director.

Mr. Hallett reported previous redevelopment efforts emphasized improving neighborhoods or housing and eliminating blight. Mr. Hallett stated the new focus of revitalization plans was the establishment and expansion of economic development opportunities.

Mr. Stephenson stated the first three components of the redevelopment plan for the North Mountain Area were connectivity, recreation, and safety and code compliance. Mr. Stephenson explained each component was divided into three phases that targeted the achievement of short and long-term goals.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

Mr. Chan stated the last two components of the North Mountain Area redevelopment plan were community education and engagement and economic development. Mr. Chan also reviewed the short and long-term goals that were associated with each component, and commented that they were designed to promote entrepreneurship.

Mr. Blue noted the ultimate goal of all redevelopment efforts was to elevate the effectiveness and efficiency of the revitalization process through the construction and utilization of successful tools, and the adoption and implementation of best practices.

**ESTIMATED**

6. 3:40 P.M.-

**ZERO-BASED INVENTORY OF  
PROGRAMS BUDGET  
DOCUMENT**

Staff: Zuercher, Paniagua  
(Presentation 30 min.)

This report transmits this year's Zero-Based Inventory of Programs budget document. The report also updates the Mayor and City Council on the City's on-line checkbook and other measures that have improved fiscal transparency.

This item is for information and discussion. No City Council action is required.

Back-up included in Council packet/City Clerk's Office.

**Action Taken:**

Ed Zuercher, Acting City Manager, introduced the item and Mario Paniagua, Budget and Research Director. Mr. Zuercher stated the adoption of a zero-based budget was recommended by Council as a strategy to create more openness in the budget process.

Mr. Zuercher cited a number of awards the City received, including the Sunny Award and the Distinguished Budget Presentation Award, as proof the Budget and Research Department has made successful strides promoting fiscal transparency and increasing the public's ability to access the budget.

Mr. Paniagua provided a brief survey of the budget information that was available online to the public, including the City Checkbook, the Comprehensive Annual Financial Report, the Inventory of Programs, and all Internal Audits conducted by the Audit Department. Mr. Paniagua demonstrated how budget information could be accessed online, and displayed how the zero-based inventory of programs allowed Councilmembers and the public to evaluate all of the City's services by cost and staffing levels.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

Mr. Zuercher highlighted a few of the upcoming steps in the City's budget process, including the following presentations: the City Manager's Trial Budget on March 25, 2014, the City Manager's Proposed Budget on May 6, 2014, the Council Budget Decision on May 20, 2014, and the Legal Budget Adoption in June.

Councilman DiCiccio proposed separating all of the items with fixed costs in the budget from all of the items with negotiated costs. Councilman DiCiccio stated this would present a more accurate picture of the costs related to pension spiking and employee raises on an annual basis. Councilman DiCiccio advocated maintaining the current level of services to protect and prioritize the needs of the public.

Vice Mayor Gates questioned why court collections were expected to decrease, while payroll taxes, Workman's Compensation, and overtime costs were expected to increase. Vice Mayor Gates advised that as the trial budget forms, care should be taken to ensure that departments such as Planning and Development were equipped with adequate funding and staffing levels to respond to the future interests and needs of investors and developers.

Councilman Waring suggested a more conservative approach regarding projections for sales tax revenue would prove to be an effective strategy for preventing future deficits. Councilman Waring requested additional information regarding the fluctuation of staffing levels in the Police Department in regards to the number of officers per capita and the number of calls for service received. Councilman Waring also asked for a detailed list of proposed internal service cuts.

Councilman Nowakowski noted it would be helpful to know which departments created efficiencies which resulted in cost-savings, and asked if a uniform measure could be developed to judge the performance of all departments. Councilman Nowakowski commented it would be helpful to have directors and function heads explain their departments' budgets in order to fully understand the City's expenses. Councilman Nowakowski added that more detail was needed concerning the expenditures of Council Offices, and that all Districts should receive the same amount of funding.

Councilman Valenzuela stated the highest priority of every government was to protect the safety of its residents. Councilman Valenzuela commented that the City did not have to accept the continual attrition of police officers, and that more men and women needed to be added to the department.

Councilwoman Gallego stated it was important to ensure the City's regional partners were paying their fair share for pooled resources and services. Councilwoman Gallego also emphasized the need to think long-term about the budget, and identified investments in public safety and infrastructure and technology as the City's highest priorities.

**THE TIMES LISTED FOR AGENDA ITEMS ARE ESTIMATED.  
ITEMS MAY BE DISCUSSED EARLIER OR IN A DIFFERENT  
SEQUENCE.**

**POLICY SESSION AGENDA**

**-8-**

**TUESDAY, FEBRUARY 11, 2014**

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Councilwoman Pastor requested additional information regarding the number of positions that were vacant or eliminated from the Police Department.

Mr. Zuercher stated the Public Safety Funds Balancing Plan Update was scheduled for February 25, 2014, and many of the Councilmembers questions regarding the Police Department would be addressed at that time.

Mayor Stanton reiterated the City Manager's Trial Budget would be released on March 25, 2014, Budget Hearings would begin in April, and the Council Budget Decision was scheduled for May 20, 2014.

ESTIMATED

4:30 P.M. – ADJOURNMENT

Mayor Stanton adjourned the meeting at 5:12 P.M.

For further information, please call the Management Intern, City Manager's Office, at 602-262-4449.

For reasonable accommodations, call the Management Intern at Voice/602-262-4449 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

Si necesita traducción en español, por favor llame a la oficina del gerente de la Ciudad de Phoenix, 602-262-4449 tres días antes de la fecha de la junta.

**PHOENIX CITY COUNCIL MEMBERS**

Councilman DiCiccio  
Councilwoman Gallego  
Vice Mayor Gates  
Councilman Nowakowski  
Councilwoman Pastor  
Councilman Valenzuela  
Councilman Waring  
Councilwoman Williams  
Mayor Stanton

