



City of Phoenix

Minutes

Meeting Location:
City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona 85003

City Council Policy Session

Tuesday, April 23, 2024

2:30 PM

phoenix.gov

CALL TO ORDER

The Phoenix City Council convened in Policy Session on Tuesday, April 23, 2024, at 2:33 p.m. in the Council Chambers.

Present: 9 - Councilman Carlos Galindo-Elvira, Councilwoman Betty Guardado, Councilwoman Kesha Hodge Washington, Councilwoman Ann O'Brien, Councilwoman Laura Pastor, Councilman Kevin Robinson, Councilman Jim Waring, Vice Mayor Debra Stark and Mayor Kate Gallego

Councilman Waring attended virtually.

COUNCIL INFORMATION AND FOLLOW-UP REQUESTS

Councilwoman Hodge Washington reflected on her first year of service on the Council, expressing gratitude to District 8 residents for their trust in her leadership. She highlighted achievements such as the successful passage of the \$500 million General Obligation (GO) Bond campaign and numerous community engagements. Her efforts included hosting eight roundtables and a policy retreat, participating in budget hearings, and addressing constituent concerns. She advocated for additional housing vouchers, supported development projects, and engaged in discussions with Police staff and the President of South Mountain Community College. She also discussed plans with unsheltered providers regarding the conclusion of American Rescue Plan Act (ARPA) funds. She encouraged residents to reach out to her office for assistance with City services or neighborhood issues.

Councilwoman Pastor congratulated community leaders recognized at the City's Volunteer Impact Awards. She highlighted District 4 participation in various events, including the Earth Day Festival and a walk for clean water. She mentioned the Valley Metro Fiesta on Central event celebrating progress on the Light Rail South Central Extension Project. She invited residents to join her for a

Westside Community coffee chat to discuss the City's heat response efforts and marked the 25th anniversary of Columbine with a focus on student safety. Councilwoman Pastor shared excitement about the launch of the International District, and she promoted the Arizona Asian Chamber Night Market and a Fire Department event on Cinco de Mayo. She encouraged residents to reach out to her office.

Councilwoman Guardado shared updates from District 5, including the opening of swim lesson registration and upcoming events. She said swim lessons for adults and youth will be available at City pools, with registration opening on April 25. She encouraged prompt registration and reminded families that spots will open up for others if registrants do not attend the first lesson. She invited residents to Family Paint in the Park at Homestead Park on April 27, where free family-friendly activities will be provided. Councilwoman Guardado shared a Children's Day event hosted by La Nueva 101.9 Phoenix, which will take place at the Pendergast Community Center, featuring free toys, bicycles, live music, and food for sale on April 27. She invited everyone to celebrate Cinco de Mayo on May 5 at the 55th Avenue Linear Park with the last Maryvale Mercado of the season.

Councilman Galindo-Elvira expressed gratitude for the opportunity to represent the people of District 7 and highlighted four outstanding residents for their community service. He encouraged more residents to volunteer and get involved in the community. He thanked Public Transit staff and Valley Metro for hosting the Fiesta on Central. He highlighted the project's importance and recognized former Congressman Ed Pastor's role in its realization. Councilman Galindo-Elvira reassured District 7 residents of his accessibility and willingness to address their concerns. He invited them to reach out through various channels with suggestions, problems, or questions.

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.

CONSENT ACTION

This item is scheduled to allow the City Council to act on the Mayor's recommendations on the Consent Agenda. There is no Consent Agenda for this meeting.

CALL FOR AN EXECUTIVE SESSION

A vote may be held to call an Executive Session for a future date.

REPORTS AND BUDGET UPDATES BY THE CITY MANAGER

This item is scheduled to allow the City Manager to provide brief informational reports on topics of interest to the City Council. The City Council may discuss these reports but no action will be taken.

INFORMATION AND DISCUSSION (ITEM 1)**1 2024 NCAA Men's Final Four Review****Discussion**

Deputy City Manager John Chan provided a recap of the successes and outcomes of the 2024 National Collegiate Athletic Association (NCAA) Men's Final Four. He highlighted that Phoenix also hosted the Final Four in 2017. He also stated that the 2024 NCAA Championship game was the third highest attended championship game in NCAA history. Mr. Chan noted that many community and fan-facing events took place in City-owned facilities, including the convention center and urban parks. The presentation began with a short video showcasing the sights and sounds of the 2024 Men's Final Four.

Convention Center Director Jerry Harper shared the importance of such events and their impact on the City and the entire Valley. Mr. Harper highlighted the media exposure brought to the Valley by the Final Four and the significant attendance numbers. He also discussed the various events held in Phoenix, emphasizing the coordination between City departments and downtown partners. Mr. Harper stressed the social impacts of the event and the legacy it aimed to leave. Mr. Harper noted the success of hosting the Final Four in 2017 and again in 2024, attributing it to the collaborative efforts of the City's team and underscored the positive impact on downtown hotels. He highlighted the viewership of over 40 million people for the semi-final and final games. He discussed the significant social media engagement generated by the event and credited Convention Center and Communications staff for their efforts.

City Major Events Administrator Eric George provided a comprehensive overview of the attendance and various events associated with the NCAA Men's Final Four held in Glendale at State Farm Stadium. He highlighted the robust attendance numbers, with over 74,000 fans at the championship game, making it the third highest attended in NCAA history. Mr. George also noted the significant media exposure and the representation of all 50 states among attendees. He then delved into the events held in Phoenix, including the Men's Final Four FanFest at the Convention Center, the March Madness Music Festival at Hance Park, and the Men's Final Four Dribble, which saw thousands of young participants dribbling basketballs through downtown. He noted the National Association of Basketball Coaches convention brought nearly 4,000 coaches to the Convention Center. Mr. George emphasized the success of public transportation initiatives, such as sponsored Light Rail rides, which saw a 16 percent increase in ridership. He also highlighted the airport's coordination efforts, with over 365,000 passengers screened with efficiency. Mr. George mentioned that environmental sustainability was a key focus, with a 94.2 percent waste diversion rate achieved for the event, diverting over 51 tons of waste from landfills. He said community initiatives, such as the Read to the Final Four literacy program and the Men's Final Four Legacy Project, showcased the event's positive impact beyond basketball. Mr. George announced forthcoming economic impact studies. He concluded by looking ahead to future major events in Phoenix, including the Women's National Basketball Association (WNBA) All-Star Game in 2024 and the NCAA Women's Final Four in 2026.

Mayor Gallego expressed gratitude to City staff for their efforts in delivering a successful NCAA Men's Final Four event for the region and the City. She thanked the NCAA for partnering with the City and acknowledged the contributions of various partners, including the local organizing committee, Valley Metro, Visit Phoenix, and Downtown Phoenix, Inc. Mayor Gallego highlighted the collaborative effort to welcome teams, host exciting games, and showcase the best of the City. She noted the event's positive impact on initiatives such as supporting third graders and enhancing parks programs. Mayor Gallego mentioned the privilege of hosting the Historically Black College University (HBCU) All-Star Game and celebrating the achievements of student athletes.

She shared the excitement of having cheerleaders and a marching band visit City Hall, noting the positive energy they brought to the work environment.

Councilwoman Hodge Washington expressed gratitude to everyone involved in showcasing the best of Phoenix on a global stage during the recent events. She highlighted the positive press coverage and emphasized the community benefits, particularly the impact on parks in her district. She appreciated the longer lasting legacies resulting from the Final Four event and expressed eagerness to host similar events in the future.

Councilwoman O'Brien asked if staff was really going to take a break in 2025 after all the recent major events hosted by the City.

Mr. Chan stated that staff was always looking to showcase the City as a destination for major events, and noted that staff would collaborate with Ron Price, President and Chief Executive Officer of Visit Phoenix on future opportunities.

ADJOURN

There being no further business to come before the Council, Mayor Gallego declared the meeting adjourned at 3:11 p.m.