



**STEERING COMMITTEE MEETING MINUTES  
MEETING #5  
CITY OF GLENDALE GENERAL PLAN UPDATE  
CITY HALL  
EMPLOYEE LOUNGE  
5850 GLENDALE AVENUE  
GLENDALE, ARIZONA  
FEBRUARY 4, 2015  
5:30 PM**

**CALL TO ORDER**

The meeting was called to order at approximately 5:40 p.m.

**ROLL CALL**

Committee Members Present: Miles Charles, Arthur Dobbelaere, John Geurs, Rick Harper, Gary Hirsch, Chuck Jared, Bruce Larson, Danielle Martinez, Martin Nowakowski, Brian Pirooz, Tom Schmitt, Dr. Frank Sisti, Charles Whiffen, Erminie Zarra, Barbara Lentz, Michael LaBianca, Darrin Lacey, and Larry Rovey.

Committee Members Absent: Larry Borden, David Coble, Opal Evans, Noel Griemsmann, James Grose, Robert Heidt, Darrin Lacey, David Moreno, Lorrie Moreno, Rebecca Ontiveros, Thomas Orlikowski, Judith Padia, Manuel Padia Jr, Anita Piazza, Scott Richmond, Leslie Sheeler, Kenneth Wixon and Jacoba Worsdell.

City Staff Present: Jon Froke, AICP, Planning Director; Thomas Ritz, AICP, Senior Planner; Tom Dixon, Senior Planner; Megan Sheldon, Environmental Program Manager; and Patti King, Recording Secretary.

Matrix Design Group Representatives Present: Celeste Werner, AICP, Rick Rust, AICP, Bren Cox, Felipe Zubia, AICP, Nick Gonzales, Dan Barusch, Abbie Woodruff, Trina Spangle and Madison Edens.

**WELCOME/INTRODUCTIONS:** Ms. Werner welcomed all those in attendance and provided instructions for the meeting's open house format. The outcome of the meeting would be the creation of an existing conditions map atlas. She requested committee input in identifying opportunities and issues in each of the following categories: transportation, economic development, revitalization, housing, land use, utilities, community facilities and historic preservation. Mr. Froke also welcomed those present and introduced staff present. He expressed appreciation for the participation of the committee members. Ms. Werner introduced the team members present from Matrix Design Group.

**LOYALTY OATHS:** A Loyalty Oath was sworn by Rick Harper and Larry Rovey.

*For the latest information on the City of Glendale 2040 General Plan Update, visit:*

**[www.glendale2040.com](http://www.glendale2040.com)**



SUPERBOWL RECAP: Mr. Froke recapped Glendale’s hosting of the 2015 Superbowl, which saw more than 100,000 visitors to the game or in the nearby area. There were 42,000 stories featuring Glendale as the host city leading up to the event. The Glendale CVB received more than 10,000 requests for information. Social media engagement tripled. He was proud to say that Glendale looked spectacular on the day of the game. In addition to the game, tens of thousands of fans attended events around Glendale. He was confident Glendale would again be asked to host a Super Bowl. Mr. Froke discussed the impact of the lack of available lodging in Glendale for an event of this magnitude.

INDIVIDUAL EXERCISE: Ms. Werner reiterated instructions and provided guidance to committee members for effectively completing the exercise of identifying issues and opportunities in the categories previously outlined.

GROUP EXERCISE: This agenda item was cancelled for insufficient time available to complete it.

QUESTIONS AND ANSWERS: There were no questions. Mr. Froke indicated that the meeting time may be adjusted in the future and that the next meeting would be held on March 4, 2015.

ADJOURNMENT: The meeting was adjourned at 7:00 p.m.