

**CITY OF BUCKEYE
COUNCIL WORKSHOP
MARCH 3, 2015
MINUTES**

**City Council Chambers
530 E. Monroe Ave.
Buckeye, AZ 85326
3:45 p.m.**

1. Call to Order/Roll Call

Mayor Meck called the meeting to order at 5:15 p.m.

Members Present: Councilmember Strauss (arrived at 5:21 p.m.), Councilmember Hess, Councilmember McAchran, Councilmember Heustis, Vice Mayor Orsborn, and Mayor Meck.

Members Absent: Councilmember Garza.

Departments Present: City Manager Stephen Cleveland, Assistant City Manager Roger Klingler, City Attorney Scott Ruby, City Attorney Shiela Schmidt, City Clerk Lucinda Aja, Deputy City Clerk Summer Stewart, Assistant to Council Carol Conley, Finance Director Larry Price, Fire Chief Bob Costello, Public Works Director Scott Lowe, Economic Development Director Len Becker, and Marketing and Communications Manager Jennifer Rogers.

2. Update and Discussion Regarding Revenue Generating Tool to Support Tourism

Ms. Boyles presented an update of the revenue generating tool to support tourism. The tool was previously presented and proposes an additional 3% lodging tax for tourism. The first 2% of the lodging tax can be directed to the City's General Fund; however, the entire amount of the increased tax may be put toward tourism at the direction of Council. Hotel, Motel and RV resort travelers will incur the additional tax. Business engagement took place with current and existing hotels and all were in favor of the additional tax; business feedback was presented. Revenue potential was provided. Legislation states the revenue can be used to support tourism including sporting events.

Ms. Rogers provided a list of estimated expenses for regional events which include the website, press releases, event operations, awards and photographs. Additional revenue will focus on promoting, developing and planning regional events that attract and bring in audiences to the City for a period of 24 hours or more. Additional revenue may be used to develop, improve and promote tourism attractions including trails at Skyline Regional Park, regional mountain biking and horseback riding competitions, and hot air balloon races.

Ms. Boyles presented an updated timeline for implementation of this tool. A formal action will come before Council on April 7, 2015 and a 60 day notice will be provided to the Arizona Department of Revenue before the anticipated effective date of July 1, 2015. Clarification was provided that, through Council action, funds may be reallocated as provided by State Statute.

Ms. Rogers provided additional information related to potential use of increased funds; tracking the funds will take place to assure tourism is increased.

General discussion was held regarding the 3% City Transient Lodging Tax initiative.

3. Adjournment

A motion was made by Vice Mayor Orsborn and seconded by Councilmember Strauss to adjourn the meeting at 5:34 p.m. Motion passed unanimously.

Jackie A. Meck, Mayor

ATTEST:

Lucinda J. Aja, City Clerk

I hereby certify that the foregoing minutes are a true and correct copy of the Council Workshop held on the 3rd day of March, 2015. I further certify that a quorum was present.

Lucinda J. Aja, City Clerk