



City of Maricopa

Meeting Minutes - Final City Council Regular Meeting

City Hall
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Mayor Nancy Smith
Vice-Mayor Henry Wade
Councilmember Eric Goettl
Councilmember AnnaMarie Knorr
Councilmember Amber Liermann
Councilmember Vincent Manfredi
Councilmember Bob Marsh

Tuesday, August 5, 2025

6:00 PM

Council Chambers

1. Call to Order

Mayor Smith called the meeting to order at 6:02 p.m. An invocation was given by Pastor Kevin Teeling, from The Door Church of Maricopa, which was followed by the Pledge of Allegiance led by Councilmember Marsh.

2. Roll Call

Present: 7 - Mayor Nancy Smith, Vice Mayor Henry Wade, Councilmember Eric Goettl, Councilmember AnnaMarie Knorr, Councilmember Amber Liermann, Councilmember Vincent Manfredi and Councilmember Bob Marsh

3. Proclamations, Acknowledgements, Awards and Presentations

No proclamations, acknowledgements, or awards were given.

4. Report from the Mayor

Councilmember Marsh reported attending a lunch and learn at the Maricopa Senior Center on July 17. He also reported participating in a ribbon cutting for Baskin Robbins on July 19 with other council members. Next, Councilmember Marsh shared that he had attended the Senior Advisory Committee meeting on July 21. On July 24, he chaired a session of the Pinal County Board of Adjustment in Florence, noting there was still no update on the zoning code. Additionally, he shared about joining an online Pinal Partnership Breakfast Meeting on August 1 focused on economic development in Pinal County. Lastly, on August 4, he reported joining Mayor Smith and Councilmember Liermann for a tour of the Maricopa Express Transit fixed loop bus route, noting the bus runs free hourly on a one-hour loop until 4:30 p.m. and suggested the state redesign and incorporate an east loop route to accommodate Maricopa's growth.

Councilmember Liermann thanked everyone for attending and reminded citizens about two alert systems: the Maricopa Community Alert Network for city alerts, which can be accessed on the city website under the enrichment department, and the Pinal Emergency Notification System for county alerts including State Route 347 information. She also announced that applications for the third cycle of city art grants would open in the next week.

Councilmember Knorr thanked the Copper Sky staff, Maricopa Police, and Maricopa Fire for the water safety demonstration held on National Drowning Prevention Day, which was July 26. She described how they conducted a drowning simulation with Banner Air and Air Methods flying in helicopters to demonstrate emergency response. She noted that many community resources were available in the wet room at Cooper Sky Aquatic Center providing information about drowning prevention and water safety. Councilmember Knorr also shared that she attended Lowe's grand opening board cutting ceremony.

Councilmember Manfredi shared the importance of new businesses opening in Maricopa, specifically mentioning Baskin Robbins and Lowe's. He emphasized that retail jobs provide important opportunities for teenagers, college students, and residents who want to avoid commuting on State Route 347. Additionally, Councilmember Manfredi noted that 98% of employees at these new businesses are Maricopa residents. He also reported on his attendance at a Rural Transportation Advisory Committee meeting where he advocated for continued funding for State Route 347 improvements, the Sonoran Desert Parkway, and other transportation needs. Lastly, Councilmember Manfredi stressed that while funding for State Route 347 has been promised, it is not yet secured, and further legislative action will be needed next year.

Vice Mayor Wade reported attending Lowe's grand opening ceremony and noted that they had a large contingent of military veterans among their employees who wore camouflage vests. Next, he also shared that he attended a ribbon cutting for S.Y.N. Game Card. Lastly, Vice Mayor Wade expressed satisfaction that the first day of school had proceeded smoothly with no major transportation issues.

Mayor Smith shared that she had attended Lowe's grand opening, noting that the store manager had started as a cashier and worked her way up to management. She reported that 98% of Lowe's staff are Maricopa residents, including some who left professional jobs in the Valley to work closer to home. Mayor Smith also shared that while attending the grand opening of Baskin Robbins, the manager shared with her that Maricopa was chosen because Maricopa knew how to love their small businesses and make them successful. Mayor Smith announced upcoming events to celebrate progress on State Route 347, including a free swim day and family fun event at Copper Sky on Saturday, August 9, from 12-5 PM, and a potluck for residents 55 and older on August 12, from 11 AM - 1 PM. She explained that while ground has not yet been broken, the funding milestone after 14 years of effort deserves celebration, and boards will be available to educate residents about the project.

5. Report from the City Manager

City Manager Ben Bitter announced that the City of Maricopa will host an intern through Arizona State University's Marvin Andrews Fellowship/Jane Morris Scholarship program. He noted that the university's M.P.A program is ranked second in the country, and this fellowship program helps develop the next generation of leaders in the state. He added that the intern coming from the program is from Nevada and completed her undergraduate degree at the University of Tennessee, where she was on the rowing team and participated in global outreach, including helping a Parks and Recreation Department in the Philippines. Lastly, Mr. Bitter shared that she will begin working with the city on August 18 and will be with them for approximately two years.

6. Call to the Public

Kennith Alexander introduced himself as a recent resident who moved to Maricopa with his wife about two years ago. He identified himself as a producer, songwriter, touring musician, and musical director for mainstream artists since 2002, with his own production company called Drum Major Entertainment. He proposed a multi-genre concert series featuring local and mainstream artists in an intimate venue. Mr. Alexander explained that the program would mentor youth by involving them in sound, lighting, staging, filming, marketing through social media, and even performances. He requested city support for this initiative and provided his email for further contact.

Ocean Kent shared information about an upcoming cancer walk called "Boots on the Ground, 10 Toes Down" scheduled for November 15. She explained that the walk has several sponsors, including Silk Press Express, UPS Store, JP Rentals, and Maricopa Lifestyle Magazine. Ms. Kent stated they are looking for a local organization to receive funds raised by the event and need additional sponsorships to secure Copper Sky as the venue. Lastly, she encouraged community participation and directed interested parties to flyers with a QR code for registration.

Rich Vitiello, County Supervisor, provided an update on the zoning code mentioned by Councilmember Marsh, stating that a committee would be formed around November with 5-10 people from each district to finalize the code. He also informed residents that he has a meeting room available for public use at no charge between 9 AM and 4:30 PM at the Pinal County Government Offices in Maricopa. Additionally, he announced that the county recently released a free title protection service that notifies property owners if someone attempts to tamper with their property title. Residents can sign up for this service at the county building in Maricopa with a driver's license or state ID.

7. Consent Agenda

Approval of the Consent Agenda

A motion was made by Councilmember Vincent Manfredi, seconded by Councilmember AnnaMarie Knorr, to Adopt the Consent Agenda. The motion carried unanimously.

- 7.1 [RES 25-28](#) A Resolution of the Mayor and City Council of the City of Maricopa, Arizona, accepting public improvements and maintenance responsibility for all local internal streets within the El Rancho Santa Rosa Parcel 4, into the City Street/Road Maintenance System. Discussion and Action.

This Resolution was Approved.

- 7.2 [RES 25-29](#) A Resolution of the Mayor and City Council of the City of Maricopa, Arizona, accepting public improvements and maintenance responsibility for all local internal streets within the El Rancho Santa Rosa Parcel 6, into the City Street/Road Maintenance System. Discussion and Action.

This Resolution was Approved.

- 7.3 [LIQ 25-07](#) The Mayor and City Council shall discuss and take action on recommending approval to the Arizona Department of Liquor License and Control regarding an application submitted on behalf of Say Sushi which is located at 21101 N. John Wayne Parkway, Suite 103. Discussion and Action.

This Liquor License was Approved.

- 7.4 [RES 25-32](#) A Resolution of the Mayor and City Council of the City of Maricopa, Arizona, approving and adopting the First Amendment to the amended and restated development agreement between the City of Maricopa and Vestar Arizona XLIX, LLC, an Arizona Limited Liability Company in compliance with A.R.S. §9-500.05. Discussion and Action.

This Resolution was Approved.

- 7.5 [MISC 25-19](#) The Mayor and City Council shall discuss and take action to approve the 2025 updated Title VI Non-Discrimination Implementation Plan, which is related to Section 5307 transit funding. Discussion and Action.

This Miscellaneous Item was Approved

- 7.6 [MIN 25-48](#) Approval of Minutes from the July 15, 2025 City Council Regular meeting. Discussion and Action.

These Minutes were Approved.

8. **Regular Agenda and/or Public Hearings**

- 8.1 [PRES 25-15](#) The Council shall hear a presentation from the Community Enrichment Department providing a summary recap of the 2025 Wild West Music Fest. Discussion only.

Quinn Konold, Community Enrichment Director, presented a comprehensive summary of the 2025 Wild West Music Fest. He opened by highlighting how Maricopa's rapid growth has integrated quality of life enhancements, including event tourism, into significant city discussions. Mr. Konold referenced the strategic priorities identified during the February 2023 Futures Planning meeting, specifically focusing on objective 5.1, which aims to attract visitors through sports and event tourism, and objective 5.2, which aims to celebrate 20 years as a city with a world-class event. He elaborated that the initial plan was to revive Stagecoach Days, but that name posed challenges in partnership negotiations, leading the city to reserve it for a city-owned event. Instead, Mr. Konold and his staff launched the Wild West Music Fest as a new tourism initiative.

Mr. Konold outlined a detailed timeline: In March 2023, the city issued an invitation for bid seeking a partner to produce the event. By May 2023, the invitation for bid was awarded to Steve LeVine Entertainment and Public Relations, and the first Wild West Music Fest took place in October 2023, celebrating the city's 20th anniversary. He detailed the continuity into April 2025, when the second Wild West Music Fest was held, and by May, the Council updated its strategic priorities. He ended by sharing that these now emphasize using bed tax funds to minimize local taxpayer impact while bolstering local business and enhancing Maricopa's regional profile.

Next, Mr. Konold compared the inaugural and subsequent events: the 2023 fest attracted an estimated 15,000 attendees over three days, with a city investment of \$350,000. The event's total expenses reached approximately \$1.1 million, generating approximately \$826,000 in revenue, resulting in a net deficit of approximately \$251,000, which Steve LeVine Entertainment absorbed. By 2025, attendance approximated 9,500, with a city investment reduced to \$265,000. He added that total expenses were approximately \$463,000, and revenue reached approximately \$466,000, yielding a net profit of around \$2,315.

Next, he presented a detailed economic impact study, which the City partnered with Implan to complete. He shared that the event generated about \$2.84 million in total economic impact for the area. In addition, Mr. Konold shared that demographic data indicated that 74% of attendees were Maricopa residents, with the remaining 26% visiting from other cities or out of state.

Mayor Smith cited the Chandler Ostrich Festival as a comparative example, which required seven years to achieve profitability. She stressed that the \$2.84 million economic benefit to local businesses was significant relative to the city's \$250,000 investment. She noted that approximately 7,000 Maricopa residents, around 10% of the community—attended, showcasing solid local interest despite it being a paid event.

Councilmember Knorr raised concerns about the full accounting of the city's investment, emphasizing that Steve LeVine Entertainment does not pay facility rental fees, which Mr. Konold estimated at \$39,420. There was general discussion regarding the overtime and in-kind costs being incorporated into future event costs to increase transparency in the total costs of similar events.

Mayor Smith emphasized the distinction between the Wild West Music Fest as a tourism event and other city recreational programs, underscoring its primary aim to increase local business revenue through tourism. She reiterated that this event is part of a strategic initiative to draw visitors to Maricopa, thereby supporting local commerce and community growth. She shared that this approach is aimed at circulating more money within the city, ultimately benefiting local businesses and residents. Mayor Smith also highlighted the significant \$2.84 million economic benefit achieved through the festival, considering it a noteworthy return on the city's \$250,000 investment and illustrating solid local and regional interest.

Councilmember Goettl strongly advocated establishing well-defined, clear benchmarks like economic impact, local business revenue generated, and other traceable metrics to comprehensively evaluate the promoter, Steve Levine Entertainment's, performance in a critical and consistent manner, measuring their success against specific expectations. He emphasized that these benchmarks should not only be precise but also cover a broad spectrum of measurable outcomes. There was general discussion regarding establishing such benchmarks would be crucial in evaluating whether the economic and promotional objectives of the Wild West Music Fest were being met.

Vice Mayor Wade, along with Councilmembers Knorr and Goettl, suggested the inclusion of other organizations in future tourism events. There was general discussion regarding the potential for the city to open bid processes, allowing for a diverse range of partners to participate in event production, which would ensure not only the growth and enhancement of tourism but also promote fairness and inclusivity.

Councilmember Manfredi highlighted the economic multiplier effect, elaborating that the \$2.84 million impact from the Wild West Music Fest could potentially expand to as much as \$14 million as the money continues to circulate within the local economy. He explained that when employees, especially those working in food and beverage sectors, earn wages from such events, they tend to spend those earnings on various incidentals within Maricopa, which further boosts the local economy. Councilmember Manfredi advocated strongly for both entertainment and sports tourism, emphasizing that drawing external funds into Maricopa through such avenues would not only enhance local commerce but also reduce the necessity for residents to spend outside the city. He projected enthusiasm for the continued growth and potential of Maricopa, citing the importance of both unique events like the Wild West Music Fest and more

frequent attractions, such as live performances at local venues. Councilmember Manfredi concluded by expressing his eagerness to see Maricopa thrive as a destination city, where both entertainment and sports tourism play a crucial role in retaining local spending and fostering economic growth.

Mr. Konold shared that the contract with Steve LeVine Entertainment extends through 2027, with the need for annual renewals to continue each event year. He mentioned that the city is currently in the process of negotiating the terms for the third-year contract. He emphasized that these discussions remain on analyzing and strategizing based on the economic impact trends of the event, which have shown promising outcomes like a significant swing from an approximate \$251,000 deficit in the first year to an approximate \$2,315 profit in the second year. Lastly, Mr. Konold shared that this economic focus aligns with the city's broader goals to enhance local business revenue and Maricopa's regional profile through event tourism.

The Presentation was heard.

9. Executive Session

No executive session was held.

10. Adjournment

The meeting was adjourned at 7:31 p.m.

Certification of Minutes

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the City Council of Maricopa, Arizona, held on the 5th day of August, 2025. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 2nd day of September, 2025.

Vanessa Bueras
City Clerk