



COUNCIL MINUTES

January 11, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on January 11, 2016 at 5:15 p.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
John Giles Alex Finter Christopher Glover Dennis Kavanaugh David Luna Dave Richins Kevin Thompson	None	Christopher Brady Jim Smith Dee Ann Mickelsen

1. Review items on the agenda for the January 11, 2016 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: 9-a (Finter)

Items removed from the consent agenda: 9-a

Mayor Giles welcomed Andrea Dahlman Lewkowitz, AMC Theatres agent, to the meeting and explained that representatives of AMC Theatres were invited to the meeting to provide additional information with respect to item 8-a (A multi-screen movie theatre is requesting a new Series 6 Bar License for America Multi-Cinema Inc.) on the Regular Council Meeting agenda. Ms. Lewkowitz introduced Frank Lewis, the Operations Manager in charge of operations for the adult beverage program at all AMC Theatres.

Mr. Lewis displayed a PowerPoint presentation (**See Attachment 1**) and discussed the past challenges of AMC Mesa Grande and the upcoming renovations intended to increase attendance.

Mr. Lewis explained that AMC Theatres has 15 years of experience serving alcohol to customers safely and successfully. He added that part of the renovation plans for AMC Mesa Grande is adding a MacGuffins bar within the theatre, that can only be accessed by paid ticket holders inside the theatre.

Councilmember Richins thanked Mr. Lewis for his thorough presentation and stated that he is very comfortable with the item returning to the Consent Agenda.

Vice Mayor Kavanaugh commented that the AMC Mesa Grande is within his Council District and is the key anchor to a corridor that was originally intended as a hospitality/entertainment area. He added that he is pleased to see AMC setting the gold standard of best practices to minimize liabilities while creating an experience that will maximize its revenues.

Mayor Giles thanked Mr. Lewis for the presentation.

It was moved by Councilmember Richins, seconded by Councilmember Thompson, that item 8-a be moved to the Consent Agenda.

Carried unanimously.

2. Acknowledge receipt of minutes of various boards and committees.

2-a. Economic Development Advisory Board meeting held on December 1, 2015.

It was moved by Vice Mayor Kavanaugh, seconded by Councilmember Glover, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

3. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

4. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings and general information is as follows:

Saturday, January 16, 2016, 10:00 a.m. – Mesa Arts and Crafts Festival

Saturday, January 16, 2016, 11:00 a.m. – Mesa Martin Luther King, Jr. Parade

Thursday, January 21, 2016, 7:30 a.m. – Study Session

5. Adjournment.

Without objection, the Study Session adjourned at 5:38 p.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 11th day of January, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

hm
(attachment – 1)

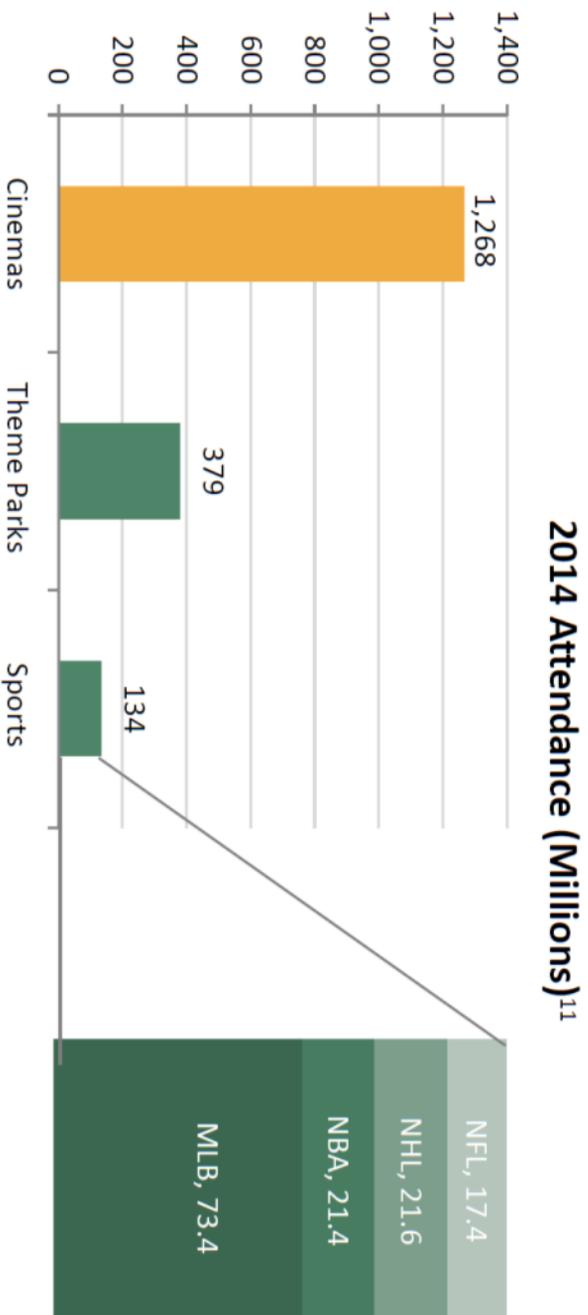


AMC Dine-In Theatres
MOVIES. MENUS. MORE.

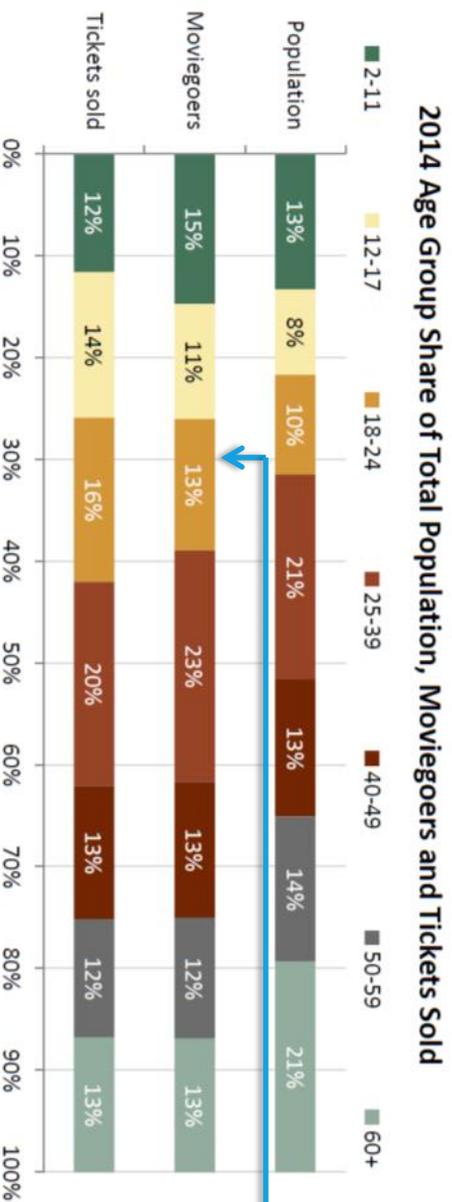
MaccGuffins
Mesa, AZ

AMC Mesa Grand
January 11, 2016

Theatrical market attendance statistics* ...



NBA and NHL data is for the last complete season. Theme park data is based on the latest data available (2013)



Over 70% of the moviegoers are 21+

* Source: Motion Picture Association of America, Inc. – 2014 Theatrical Market Statistics

MacGuffins?

to recover the adult audience...

- Critical to asset strategy
- Consumer research based
- Offer amenities that appeal to adult audiences
- Offer expanded entertainment offerings such as opera, corporate functions and other events

Status:

• Alcohol served – 136 venues

➤ 24 States and the District of Columbia

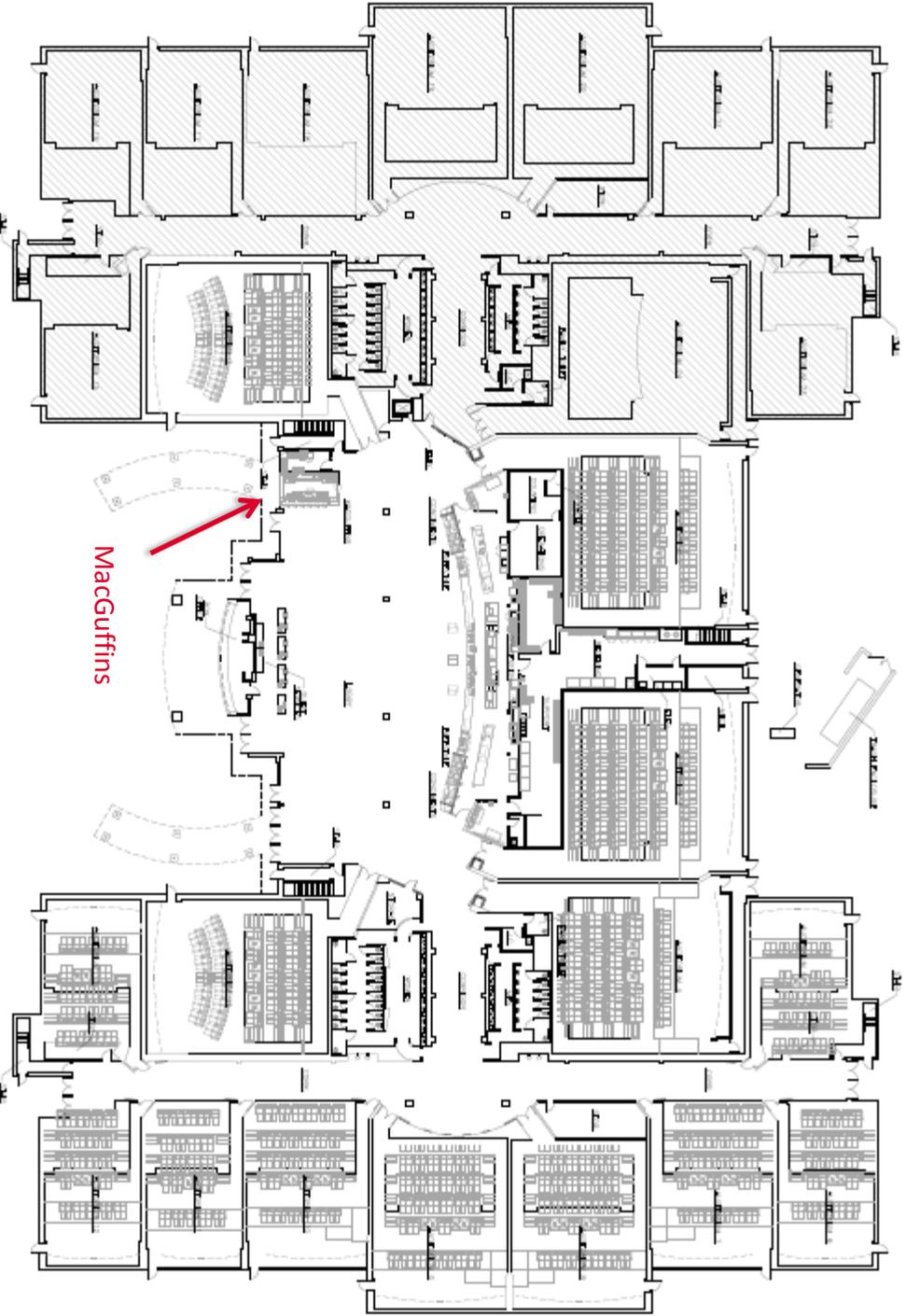
➤ 19 Dine-In Theatres

➤ 117 MacGuffins

- AMC Westgate 20 (Glendale, AZ)
- AMC Arrowhead 14 (Glendale, AZ)
- AMC Desert Ridge 18 (Phoenix, AZ)
- AMC Esplanade DIT 14 (Phoenix, AZ)
- AMC Tustin 14 (Tustin, CA)
- AMC Burbank 16 (Burbank, CA)
- AMC La Jolla 12 (La Jolla, CA)
- AMC Rainbow 10 (Las Vegas, NV)
- AMC Town Square 18 (Las Vegas, NV)
- AMC Westminster 24 (Westminster, CO)
- AMC Universal Studios 20 (Orlando, FL)
- AMC Disney Springs DIT 24 – (Orlando, FL)



AMC Mesa Grand Floor Plan...



MEASUREMENTS OF MEASUREMENTS

AREA	MEASUREMENT	AREA	MEASUREMENT	MEASUREMENT
1	200	2	100	100
3	200	4	100	100
5	200	6	100	100
7	200	8	100	100
9	200	10	100	100
11	200	12	100	100
13	200	14	100	100
15	200	16	100	100
17	200	18	100	100
19	200	20	100	100
21	200	22	100	100
23	200	24	100	100
25	200	26	100	100
27	200	28	100	100
29	200	30	100	100
31	200	32	100	100
33	200	34	100	100
35	200	36	100	100
37	200	38	100	100
39	200	40	100	100
41	200	42	100	100
43	200	44	100	100
45	200	46	100	100
47	200	48	100	100
49	200	50	100	100
51	200	52	100	100
53	200	54	100	100
55	200	56	100	100
57	200	58	100	100
59	200	60	100	100
61	200	62	100	100
63	200	64	100	100
65	200	66	100	100
67	200	68	100	100
69	200	70	100	100
71	200	72	100	100
73	200	74	100	100
75	200	76	100	100
77	200	78	100	100
79	200	80	100	100
81	200	82	100	100
83	200	84	100	100
85	200	86	100	100
87	200	88	100	100
89	200	90	100	100
91	200	92	100	100
93	200	94	100	100
95	200	96	100	100
97	200	98	100	100
99	200	100	100	100



AMC MESA GRAND

1645 S. STAPLEY DR.
 MESA, AZ 85204

OVERALL FIRST FLOOR PLAN

8.25.15

5



AMC Mesa Grand - Lobby Rendering...



AMC North Point 12



AMC MESA GRAND

1845 S. STAPLEY DR.
MESA, AZ 85204

LOBBY

© 2015

AMC Mesa Grand - MacGuffins Rendering...



AMC MESA GRAND

1845 S. STAPLEY DR.
MESA, AZ 85204



AMC North Point 12

© 2015

amc's alcohol compliance platform is based on...

- ...experience
- ...best practices
- ...common regulatory practices
- ...the movie-going experience
- ...recognition that serving alcohol is a privilege

- ✓ Ticketed guests only
- ✓ Require TIPS training*
- ✓ Alcohol Compliance Monitors
- ✓ Card everyone
- ✓ Enforce a "Zero Tolerance" policy
- ✓ All bartenders are 21 and over
- ✓ Use standard recipes
- ✓ Use a distinctive set of cups
- ✓ Monitor compliance with Mystery Shops
- ✓ Partner with local regulatory authorities
- ✓ Offer outlet for guest feedback: Sertec
- ✓ Position cameras in bar area
- ✓ Hours of operation policies



Fantastic track record!
***Over 350 cumulative years of
successful & safe bar operations***

* Recipient of 2014 TIPS Award of Excellence

Queue Cup Set...



16oz MacGuffins Cup



Small Soda Cup

Recognized by Law Enforcement...



“At your request, I have reviewed the proposed concept for the redevelopment of the AMC Yorktown 17 movie theatre. ...From this brief sampling of similar venues, it would appear that the introduction of alcohol has not let increased crime or disturbance problems, whether in AMC theatres or other brands.”

Raymond J. Byrne, Chief of Police,
Lombard, IL

“After the meeting (with Vince McInerney, AMC Director of Security), my staff conducted some research on our own as it pertains to problems, disturbances, or increases of crime at theatres which serve alcoholic beverages. We were unable to locate any data which supports any negative impact from this type of change.”

Curtis Jensen, Captain LA County Sheriff’s Department, Norwalk Sheriff’s Station