



CITY OF SURPRISE
02/14/2019 Tourism Advisory Commission
16000 N. Civic Center Plaza
Surprise, AZ 85374
Thursday, February 14, 2019 @ 2:00 PM
COUNCIL CHAMBERS OVERFLOW ROOM

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Tourism Advisory Commission Agenda

CALL TO THE PUBLIC:

INSTRUCTIONS: In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|--------------------|
| 1. | Citywide | Consideration and action pertaining to the approval of the December 13, 2018 Tourism Advisory Commission meeting minutes. | Sports and Tourism |
| 2. | Citywide | Discussion pertaining to a State of the City Exhibitor Booth. | Sports and Tourism |
| 3. | Citywide | Consideration and action pertaining to establishing Fiscal Year 2020 Tourism Meeting Schedule. | Sports and Tourism |
| 4. | Citywide | Discussion and presentation pertaining to the Southern Arizona Attraction Alliance. | None |
| | | | Sports and Tourism |
| 5. | Citywide | Consideration and action pertaining to Future Agenda Items. | Sports and Tourism |
- G. Other Business and Future Agenda Items
 - H. Executive Session

For information purposes: Upon a public majority vote of a quorum ("Commission"), the Commission may hold an executive session, which will not be open to the public, but for only the following purposes: discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03(A)(2));

or discussion or consultation for legal advice with the attorney or attorneys of the public body (A.R.S. §38-431.03(A)(3)).

Confidentiality Requirements: Pursuant to A.R.S. §38-431.03(C)(D), any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney or by agreement of the Commission, or as otherwise ordered by a court of competent jurisdiction.

The Commission may vote to hold an executive session for the purpose of obtaining legal advice from the Commission's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

I. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: Posted on Tuesday, February 12, 2019 @ 9:20 a.m.

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
02/14/2019 Tourism Advisory Commission

Council Meeting Date: February 14, 2019
Submitting Department: Sports and Tourism
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to the approval of the December 13, 2018 Tourism Advisory Commission meeting minutes.

Motion:

I move to approve the December 13, 2018 Tourism Advisory Commission meeting minutes.

Background:

None.

Objective Analysis:

None.

Policy Compliant:

None.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:

1. 12_13_18 Minutes_Draft
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**CITY OF SURPRISE
TOURISM ADVISORY COMMISSION**

Thursday, December 13, 2018 @ 2:00 p.m.

City Hall – Community Room
16000 N. Civic Center Plaza
SURPRISE, ARIZONA 85374

CALL TO ORDER:

A. Roll Call - 2:00 p.m.

Tourism Advisory Board: Present – Chris Hall, Marco Daleo, Gina Narez, Mario Rana, John Williams, Glen Stark

Not present: Deangelo Hall

Sports and Tourism Department: Kendra Pettis, Tara Combs, Travis Ashby, Cecilia Covarrubio, Joe Bertolotti

B. Pledge of Allegiance

C. Current Events Reports

None.

D. Staff Reports

Kendra Pettis, Sports and Tourism Director provided Members of the Commission with the following updates and upcoming events:

- Events and Highlights (November – December 2018)
- Alison Matthees, Introduction – City Manager Internship
- Boards and Commission Handbook
- Tourism Fund Application – will be presented for Council approval Dec. 18
- Tourism Resort Feasibility Study – review in February

CALL TO THE PUBLIC:

Following Item 3, 2:49 p.m.:

Andy Cepon, Surprise Resident discussed concerns and opposition towards using Tourism fund dollars to support exhibitor booth materials. He expressed his concern as to how the fund is being utilized and why it is not being used towards events. The use of funds should be something that is included in the department's budget rather than the use of tourism fund dollars.

CONSENT AGENDA

E. Approval of items on the Consent Agenda

No items were identified as consent agenda items.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – CITYWIDE – Consideration and action to approve the minutes of the November 8, 2018 Tourism Advisory Commission meeting.

Motion to approve the minutes of the November 8, 2018 Tourism Advisory Commission meeting – Chris Hall, 2nd Gina Narez. Motion carried.

Item 2 – CITYWIDE – Presentation and Discussion pertaining to the partnership between the Surprise Regional Chamber of Commerce and City of Surprise.

Jeanine Jerkovic, Director of Economic Development provided members of the Commission with a review on the current contract agreement with the Surprise Regional Chamber of Commerce and City of Surprise. The current contract will expire June 30, 2019; members of the Council and Economic Development will discuss any revision or updates to enhance the partnership.

Item 3 – CITYWIDE – Consideration and action pertaining to the approval and council recommendation of tourism funds for Surprise tourism marketing materials related to convention booth set up.

Joe Bertolotti, Sports and Tourism Senior Associate Director presented three exhibitor booth package options to members of the commission. The overall objective would be to promote the City of Surprise and create an engaging presence at tourism-based events such as the TEAMS Conference, National Association of Sports Commissions and others; creating opportunities to network with event promoters and coordinators, driving events to the City of Surprise.

Members of the Commission discussed the positive factors that would contribute to the return of investment and presence for the City of Surprise.

Motion to approve funds not to exceed \$13,000 towards purchasing exhibitor booth materials (Option 1) – John Williams, 2nd Mario Rana. Motion carried.

Item 4 – CITYWIDE – Consideration and possible action to place items on a future agenda.

- None

OTHER BUSINESS

- Discussion on Tucson Tourism Bureau (Southern Arizona Attraction Alliance)

ADJOURNMENT – Motion by Marco Daleo, 2nd Mario Rana. Motion carried. Meeting adjourned at 2:56 p.m.

ATTEST:

Kendra Pettis, Director
Sports and Tourism

CERTIFICATION:

I, Cecilia A. Covarrubio, Supervisor for the City of Surprise Sports and Tourism Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Tourism Advisory Commission meeting held on December 13, 2018.

DRAFT



CITY OF SURPRISE
02/14/2019 Tourism Advisory Commission

Council Meeting Date: February 14, 2019
Submitting Department: Sports and Tourism
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Discussion pertaining to a State of the City Exhibitor Booth.

Motion:

None

Background:

The State of the City will take place Thursday, March 28 from 6-8 p.m. The Tourism Advisory Commission has been offered the opportunity to have an exhibitor booth at the event. Members are welcome to participate and support the booth.

Objective Analysis:

None.

Policy Compliant:

None.

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

None.

ATTACHMENTS:



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Council Meeting Date: February 14, 2019
Submitting Department: Sports and Tourism
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to establishing Fiscal Year 2020 Tourism Meeting Schedule.

Motion:

I move to establish the Tourism Advisory Commission annual regular meeting schedule as follows (date, time and location).

Background:

In accordance with the updated ordinance for Boards and Commissions Regular Meetings will be held as needed, but no less than once a year. Special meetings may be called by or at the request of the city manager or chair. Each body must establish an annual schedule for regular meetings designating the time, date and location for such regular meetings. Meetings must be held at a time and place designated to maximize public engagement in the business before the body. Regular meetings must be held in City Hall at 6:00 p.m. unless otherwise designated in the annual schedule. Tourism Advisory Commission currently meet as needed on the second Thursdays at 2:00 p.m.. Members of the Commission have proposed once per quarter on the 2nd Thursday of the month at 2:00 p.m. in the City Hall - Community Room office located at 16000 N. Civic Center Plaza. The proposed dates are August 8, October 10, January 09, 2020 and April 09, 2020.

Objective Analysis:

None.

Policy Compliant:

Financial Impact:

No financial impact.

Budget Impact:

None.

FTE Impact:

ATTACHMENTS:



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02/14/2019 Tourism Advisory Commission

Council Meeting Date: February 14, 2019
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

Consent: No Regular: No Public Hearing: No Report/Discussion: Yes

Agenda Wording:

Discussion and presentation pertaining to the Southern Arizona Attraction Alliance.

Motion:

Item is for presentation and discussion pertaining to the Southern Arizona Attractions Alliance.

Background:

Founded in 1998, the Southern Arizona Attractions Alliance was created to develop innovative marketing techniques in collaboration with other Arizona tourism boards to enhance awareness of the variety of educational and entertainment activities available in our communities to cooperatively promote tourism and visitation in southern Arizona. The SAAA is a partnership organization with Visit Tucson and Pima County.

Objective Analysis:

Policy Compliant:

Financial Impact:

None.

Budget Impact:

None.

FTE Impact:

ATTACHMENTS:



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Contact Person:
District: Citywide

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Consideration and action pertaining to Future Agenda Items.

Motion:

Items may be placed on a future agenda upon the consensus of the Commission, no formal motion is required.

Background:

This item provides the opportunity for the commission to suggest items to be placed on future agenda. Items are also added by staff based on Citizen, Commission, Council and administrative requests.

Objective Analysis:

Policy Compliant:

Financial Impact:

Unknown at this time.

Budget Impact:

FTE Impact:

ATTACHMENTS:
