

CITY OF SURPRISE
Subcommittee on Tourism Funding Meeting
16000 North Civic Center Plaza
Surprise, AZ 85374

Thursday, February 13, 2020 – 5:00 p.m.

CALL TO ORDER

Councilmember David Sanders (Chair) called the **Tourism Funding Subcommittee Meeting** to order at 5:00 p.m. at Surprise City Hall, City Council Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Thursday, February 13, 2020.

ROLL CALL

In attendance with Chair Sanders was Councilmember, Roland F. Winters Jr. (Committee Member) and Councilmember, Patrick Duffy (Committee Member).

STAFF PRESENT

Diane Arthur, Deputy City Manager & Marketing & Communications Director; Kendra Pettis, Sports & Tourism Director; Sherry Aguilar, City Clerk; April Irish, Staff Liaison.

PLEDGE OF ALLEGIANCE

CURRENT EVENTS AND REPORTS

None.

STAFF REPORTS

None.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

1. **Action item:** Approval of January 17, 2020 Tourism Funding Subcommittee meeting minutes.

Councilmember Winters motioned to approve the minutes. Second, by Councilmember Duffy. Three yes votes, motion carried.

2. **Action item:** Kendra Pettis provided subcommittee members with the following options to consider and make a recommendation to the City Council for utilizing

Tourism Fund dollars to attract HDE Agency's Rib Fest Throwdown Festival to Mark Coronado Park, April 25 & 26, 2020:

- Option 1: \$100,000.00 Presenting Sponsorship Investment (Investment per sponsorship deck outlined for exclusivity)
- Option 2: \$50,000.00 Partnership In-Kind + \$50,000 Sponsorship Cash Investment (Partnership in-Kind defined w/ support services waived below, but not limited to for Presenting Sponsorship rights) - Permitting & Application Fees + Venue + Staffing where applicable + Traffic & Barricades + Sanitation Roll Offs
- Option 3: 50% Ownership (Event expenses and income split down the middle with equal ownership/partnership rights) *This would be a not-to-exceed commitment of \$175,000 from the Tourism Fund

Chair Sanders motioned to recommend Option 3, through a three-year option contract with HDE. Second, by Councilmember Winters. Councilmember Duffy was in favor of Option 1. Two yes votes and one no vote, motion carried.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

EXECUTIVE SESSION

None.

ADJOURNMENT

Councilmember Winters made the motion to close the meeting. Councilmember Duffy seconded the motion. Chair Sanders adjourned the Tourism Funding Subcommittee Meeting of February 13, 2020 at 5:29 p.m.

Councilmember David Sanders, Chair

ATTEST:

April Irish, Staff Liaison

CERTIFICATION:

I, Sherry Ann Aguilar, City Clerk for the City of Surprise, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Subcommittee on Tourism Funding Meeting of **Thursday, February 13, 2020.**

Sherry Ann Aguilar, City Clerk, MMC