

CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting
16000 North Civic Center Plaza
Surprise, AZ 85374

Thursday, March 3, 2022 – 3:05 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:05 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Thursday, March 03, 2022.

ROLL CALL

Councilmember Patrick Duffy, Chair, Vice Mayor Aly Cline, Committee Member, Councilmember Jack Hastings, Committee Member.

PLEDGE OF ALLEGIANCE

CURRENT EVENTS AND REPORTS

None.

STAFF REPORTS

None.

STAFF PRESENT

Kendra Pettis, Sports & Tourism Director, Joe Bertoletti, Assistant Director, Tara Combs, Sports & Tourism Business Administration Manager, Diane Arther, Deputy City Manager, Jackie Moucheron, Staff Liaison, Genevieve Martin Del Campo, Staff Liaison.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

1. Action item: Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on October 19, 2020:

Councilmember Duffy moved to approve the October 19, 2020, Tourism Fund Subcommittee Meeting minutes, and no one seconded the motion. Motion incomplete 1-0-2.

2. Action item: Consideration and action to recommend to City Council the use of the Tourism Fund to support The Vista Center for the Arts:

Vice Mayor Cline asked how do we equate hotel reservations to what they do. Kendra Pettis answered that the City works with the hotels and groups to track reservations, and the hotels will verify the information is correct.

Councilmember Hastings asked if the City has supported the Vista financially through the Tourism Fund in the past. Kendra Pettis answered no, not since the Sports and Tourism Department was established.

Chair Duffy asked what the Vista's goal is. Kendra Pettis answered that they are trying to book events that would draw a bigger crowd, leading to drawing in bigger named acts as well as attracting visitors. She added that the support from the City's side would help them market these events outside of Surprise.

Vice Mayor Cline moved to approve the reduced sports and tourism recommendation of \$25,000 with \$15,000 in reimbursement for marketing support that could be used prior to the full calendar of events and \$10,000 in reimbursements post-event(s) that would be performance-based on attendance and hotel nights generated, and Councilmember Hastings seconded the motion. Motion carried 3-0.

3. Action item: Consideration and action to recommend to City Council the use of the Tourism Fund to partner with Perfect Game to host 10+ events in the City of Surprise through December 2022:

Vice Mayor Cline asked what Perfect Game is asking for. Kendra Pettis answered they are asking for a total of up to \$50,000 in reimbursements through December 31, 2022 which would be calculated by the room night performance standards per tournament/event.

Vice Mayor Cline moved to approve the sports and tourism recommendation of \$50,000, and Councilmember Hastings seconded the motion. Motion carried 3-0.

4. Action item: Consideration and action to reschedule the Rib Fest event from April 2022 to Fall 2022.

Kendra Pettis discussed the positives and negatives of rescheduling the Rib Fest event and gave her recommendations.

Chair Duffy asked if the Spring Training contract takes precedence over any other event. Kendra Pettis replied yes. Chair Duffy further wondered if the vendor mentioned if any performers were worried about the event being canceled. Kendra Pettis responded that, due to the pandemic, performers are now asking for non-refundable deposits or all money up front and that because the event was coming up soon they were at the point where they would either have to make payments for the entertainment or release them.

Chair Duffy stated that there is more control over rescheduling the event now. Kendra Pettis added that the City would be mitigating the level of risk by rescheduling the Rib Fest to the Fall.

Vice Mayor Cline moved to approve the sports and tourism recommendation of rescheduling the Rib Fest event, and Councilmember Hastings seconded the motion. Motion carried 3-0.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

Vice Mayor Cline would like to add a Thanksgiving Day 5k walk to the agenda for discussion.

Because the motion to approve was incomplete, a re-vote to approve the Tourism Fund Subcommittee meeting minutes on October 19, 2020, will need to be added to the agenda.

EXECUTIVE SESSION

None.

ADJOURNMENT

Vice Mayor Cline moved to adjourn. Councilmember Hastings seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:36 p.m.

ATTEST:

Councilmember Patrick Duffy, Chair

Jackie Moucheron, 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 Tourism Fund Sub-Committee Meeting of **Thursday, March 03, 2022.**

Sherry Ann Aguilar, City Clerk, MMC