

**CITY OF SURPRISE  
TOURISM ADVISORY COMMISSION**

Thursday, February 14, 2019 @ 2:00 p.m.

**City Hall – Council Chambers Overflow Room  
16000 N. Civic Center Plaza  
SURPRISE, ARIZONA 85374**

**CALL TO ORDER:**

**A. Roll Call - 2:04 p.m.**

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

Not present: Chris 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:

- Upcoming Events, Recaps and Highlights (January – March 2019)
- Tourism website overview – [exploresurprise.com](http://exploresurprise.com); soft launch taking place in February
- Tourism Feasibility Study; draft version provided and presentation will take place.

**CALL TO THE PUBLIC:**

None.

**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 December 13, 2018 Tourism Advisory Commission meeting.**

Motion to approve the minutes of the December 13, 2018 Tourism Advisory Commission meeting – John Williams, 2<sup>nd</sup> Glenn Stark. Motion carried.

**Item 2 – CITYWIDE – Discussion pertaining to a State of the City Exhibitor Booth.**

Kendra Pettis, Director of Sports and Tourism discussed the State of the City on March 28, 6-8 p.m. Sports and Tourism will have a vendor table for exhibit at the event taking place at City Hall. This year’s event marks the 10<sup>th</sup> anniversary and celebration of the new City Hall buildings.

**Item 3 – CITYWIDE – Discussion and presentation pertaining to the Southern Arizona Attraction Alliance.**

Glenn Stark, Chamber of Commerce Tourism Commission representative provided members of the Commission with an overview of the Southern Arizona Attraction Alliance. The Southern Arizona Attraction Alliance provides a central resource and concept for business members and area attractions of the community to cohesively market and brand the City amongst visitors.

Kendra Pettis, Sports and Tourism Director stated that WestMarc may offer a similar concept and would research what opportunities may be available.

**Item 4 – CITYWIDE – Consideration and action pertaining to Future Agenda Items.**

**OTHER BUSINESS**

Joe Bertoletti, Senior Associate Director provided members of the Commission with the new printed City and local attraction map for distribution.

**ADJOURNMENT** – Motion by John Williams, 2<sup>nd</sup> Mario Rana. Motion carried. Meeting adjourned at 2:46 p.m.

**ATTEST:**

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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 February 14, 2019.

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Cecilia A. Covarrubio, Supervisor  
Sports and Tourism