

Special Council Meeting Minutes – Saturday, February 23, 2008

Call to Order:

Mayor Truitt called the Special Council Meeting to order at 9:00 a.m. on Saturday, February 23, 2008 at Rio Salado College – 12535 Smokey Drive, Surprise, Arizona 85374. Also in attendance with Mayor Truitt were Vice-Mayor Roy Villanueva; Council Members John Longabaugh; Richard Alton; John Williams and Joe Johnson. Council Member Foro arrived at 1:10 p.m. and left at 1:30 p.m. on Saturday.

Roll Call:

All Council Members were present except for Council Member Gwyn Foro - Arrived at 1:10 p.m. and left at 1:30 p.m.

Staff Present:

Assistant City Manager, Kathy Rice; Assistant City Manager, Doug Sandstrom; Deputy City Manager, Sintra Hoffman; City Attorney, Michael Bailey; Economic Development Director, John Hagen; Communications Director, Ken Lynch; City Judge, George Logan; Mayor & Council Assistant, Miryam Gutier; Community & Recreation Services Director, Mark Coronado; Community Initiatives Director, Dan Lundberg; Water Services Director, Rich Williams; Finance Director, Robert Nilles; Budget Director, Michael Schrock; Intergovernmental Director, Michelle Lehman; Assistant to the City Manager, Stephanie Wilson; Human Resources Director, Jim Bowers; IT Director, Randy Jackson; City Engineer, Bob Maki; Public Works Director, Bob Beckley and City Clerk, Sherry Ann Aguilar.

Welcome & Opening Comments:

Mayor Truitt opened the meeting by commenting that the objective of today's session is that Council and staff is on the same team and our team is called ***"Team Surprise"***.

Introductions: Mayor Truitt introduced Consultant, Lance Decker of LL Decker & Associates.

Mr. Decker opened the session by announcing that today's topic will be "Focus on Issues & Statesmanship".

Mr. Decker asked each Councilmember to give everyone some personal information about themselves and what their passionate about. What brought them to Surprise and how long have they been here.

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Mr. Decker asked staff to provide some personal information and what they like to do, what is their passion.

Break – 10:30 a.m.

What has Surprise accomplished?

What's our personal vision?

Setting the Stage for Discussion:

A New Vision of Surprise

Learning More About the Team:

Priorities for Mid-Term:

Priorities for the Short-Term:

A Purpose Driven Team:

A Focus on Issues & Statesmanship:

- Impressions of the New Council
- Mayor & Council Relationships – Ways vs. Means

Mr. Decker, Council's job is to set policy; the City Manager is to do what Council tells them to do.

Pull Strategic Plan in for Council's review. Council does not have a strategic plan. After today, staff will have a much better idea of what Council is looking for. Here are some of the topics that Council & Staff put in writing.

- Policy-maker/Staff Relations
- Management and Administration
- Strategic Plan
- Infrastructure
- Traffic & Circulation
- Economic Development
- Educational Opportunities/Arts
- Planning for the future – real town!
- Sustainability Standards
- Mayor's Vision
- Expectations for the Retreat

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John Hagan – build a new kind of economy – people creating businesses here. Need to take advantage of the opportunities.

Council Member Johnson – Green building should be a priority – solar energy.

Driving Questions:

- How do we assure that the Mayor & Council make policy and the manager and staff carry out that policy?
- After some really tough times, how do we put the past behind us?
- Where are we right now in terms of policies and programs?
- What are the Council's priorities in terms of the budget?
- What clear policy direction do the policy-makers want to give staff immediately?
- Policy-makers expectations of staff and visa-versa.
- What do we do during the interim of finding a new City Manager
- Characteristics of a new City Manager

A New Vision of Surprise (Mayor & Council gave their thoughts on the below listed bullet points):

- Marketing – Mayor's Vision – Creative Surprise
- Connecting the community
- Revitalize our communities
- Attracting travelers
- Compassionate surprise
- Educational opportunities/Youth
- Sustainability
- The Arts
- Economic development
- Urban design
- Communications & technology

Added Information:

- History of Surprise – Villanueva (Old Townsite needs to grow with new areas) remembering our roots.
- Everything comes down to Economic Development and quality of life. They are very much related. Keeping family here with jobs in Surprise. Time is lost. "Brillo Pad theory".
- Marketing is key issue for all City staff. Economic Development marketing is different that Community marketing.

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- Council – Marketing and Branding to the outside of the City – Bringing in businesses.

General Plan Update 2030 – ACM Kathy Rice gave a brief overview of where we are going with our General Plan Update. Janice See gave a detailed power point presentation relating to the General Plan Updates.

- Draft plan of Major Amendments; Public Outreach; Planning & Zoning Hearings; Council Action timelines and update process were discussed.
- Changes proposed to current map.

4 Themes of Surprise:

- Cultural & Arts/Blue Skies/Desert Landscape
- History
- Resources

Empowering Citizens
Connections
Villages
Social Connections
Connectivity
Economics
Education
Sustainable

On City, many choices – building heritage; neighborhood matters; global village

Questions/Comments:

Is the schedule of events okay? Are we going in the right direction with the General Plan?

Plan ambitious, but possible

Need public input then come back to Council – A must! Internet possibilities.
Past Council turned the amendments down, not sure of the reasoning?

Council Member Longabaugh - Staff is gathering public input, and that is the best they could do for us.

Council Member Alton – Need more marketing for public participation. Would like to see cameras at meetings if at all possible.

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Ken Lynch – We do have the resources and are working with CD to video tape at least 30 minute segments to place on website and Channel 11 for people who cannot attend meetings. Looking for other alternatives for communication.

Council Member Johnson – We have changed the timeline to start earlier in the year, waited too long last year. That could make a difference.

Lunch Break – Noon (Working Lunch)

Viewed PM-10 Video created for Queen Creek, AZ. Shown as a communication tool for marketing purposes.

Exercise – Find out what is going on in your lives (Staff Members).

"Things that are coming down the line that will have an effect on the City that Council may not know about".

Existing software license costs are increasing a great amount – Randy Jackson.

Maricopa Community College coming to Surprise (Sun Haven) Loop 303 – Judge Logan.

More elderly are mobility challenged in our communities as well as statewide – Dan Lundberg.

Need to look for ways of funding, grants, etc. – Dan Lundberg

Hard to find qualified staff for technical support personnel – Will be a huge problem for the next decade – Richard Williams

Scholarship Opportunities to students for education and training – Councilmember Alton.

Buckeye growth will overshadow the northwest valley - Need to partnership with our neighbors. Major gridlock on Bell Road from the north side of White Tanks – Miryam Gutier.

Have been working with Buckeye for approximately 2 years. The groundwork has been created – John Hagen.

Commercial Development Impact Fees – Sintra Hoffman.

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Council Member Johnson expressed concern about Council being surprised by changes being made by staff and Council is not aware ahead of time. Lack of communication in this area.

Bonding Issues coming up – Robert Nilles.

County Islands and Fire Protection – Policy decisions of do we respond to those areas that surround us - Chief White.

Skate Park will increase calls of service – Chief Hughes.

Goodyear & Glendale – Spring Training will impact Surprise revenues – Mark Coronado.

Workshop on Photo Enforcement Proposed – Dr. Maki.

Changes in the delivery of healthcare – John Hagen.

Citywide Pavement & Restoration Management – Bob Beckley

SPA 2 & 3 and possible 4 - Agreements with developers during the housing boom. Change in building, the developers are trying to back down - Doug Sandstrom.

Proposed Change in State Law regarding green building – May limit the City's ability to impose requirements – Kathy Rice.

Council Member Johnson – Need more time to review bills before Council action.

Capitol Impact – To review bills online – Michelle Lehman.

Campaign Finance Reports available on City's website – Sherry Aguilar.

Arsenic levels – Communication with public and Bond Elections, how do we communicate vital information – Ken Lynch.

State Shared Revenues – Safe for now, but economy is slowing and we need to keep an eye on it – Vice-Mayor Villanueva.

½ cent sales tax – falling short already – Council Member Johnson.

Possible Lawsuit – State Shared Revenue Funds – Mayor Truitt.

Mayor Truitt: Cultural events combined with other City events.

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Lance Decker- The term "Brand" is not appropriate for Cities, the term "Image" is the correct term.

Council Member Johnson – We have spent a lot of money on marketing, but it is difficult to figure out the return.

Mayor Truitt – If we are going to be competitive, we need to invest to be viable.

Connecting the Community:

Current Projects – General Plan; Legislature; initiative called Surprise Connects; Site Plan Review; Partnering with Rio Salado; Boards & Commissions; BEAT Team Meetings; Tier 1 Internet @ Data Center; Granicus & Hansen, traffic alert system; televise high school graduations; Surprise University; HOA Academy; City Academy; HOA connection; neighborhood clean-up projects; water reclamation programs; transportation dialogues; court case access on website; voter registration outreach program.

Council Connection with Community:

Partnership with Chamber of Commerce; Mayor & Council Blog; TV Segments – Alton

Channel 11 segments; one on one communication with the public; City website – Johnson

Groundbreaking ceremonies; HOA meetings; morning coffees – Truitt

MID Term Priorities – Next 5 years:

- Good, planned growth
- Workforce housing
- Development in Surprise Center
- Successful Bond Election and Programming
- Finance the General Plan
- Surprise Connects – Information
- Education Partnerships
- Stadium Village Completion
- Economic Development Sites
- Complete Loop 303
- Home Foreclosure issues
- Sustainability
- Complete CIP Projects

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- Financial Stability – Provide excellent services
- Enhance communications with citizens
- Substantial jobs
- Public transportation
- Tourism
- All America City of Surprise
- Creative Surprise Concepts
- Empowerment of Staff
- Transportation – Grand Avenue
- Neighborhood Traffic Management Process
- Financing options and mechanism for large ticket items

10 year Plan

- 4 year college
- Commuter rail
- Second large regional mall north near SR-74
- Convention Center.
- General aviation airport
- Transportation system
- Innovations in health care
- Complete the Annexation Plans adopted by Council including SR-74
- Image of being innovative
- Resort that is "Desert sensitive"
- Fortune 500 Headquarters
- Continued Management Growth
- University in Higher Education
- Expand Rail Transportation
- Preserve Luke & AUX 1 & White Tanks
- All America City
- Economic Development – Prasada
- Sustainable water resources
- Botanical Gardens West
- Cement the Vision
- Hospital in Surprise
- Two Resorts

Overview of today's meeting:

Recess to Dinner:

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Martha Bails (Observer) – The word “Fund” was used but the word “funding” is not there.

Lack of recognition of surrounding school districts as it relates to higher education. Most colleges are online.

No words at reviewing alternatives from today's environment. Need to look at *different alternatives for different infrastructure* such as technology.

Ken Wright (Observer) – Staff Empowerment used today was very important. Would like to thank the group for putting this together. Very well positive step in a cohesive manner.

Priscila Ferreira (Observer) – This is a great first step and can put into an action plan.

Plus:

Keep things moving

Interaction

Improved atmosphere

Improved relationships

Meeting room is great

Breakout activities

Opportunity to talk about accomplishments and work in progress.

Professionalism and respect

Initial handout of research

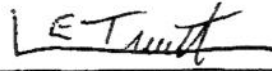
Should have talked about building relationships with other cities.

Mayor Truitt – ending comments.

Recess Time: 5:00 p.m.

Dinner @ Portofino's – 5:45 p.m.

Finalized the meeting at City Hall located at 12425 E. Bell Road, D-10, Surprise, AZ., - started at 7:09 p.m. and ended at 8:05 p.m.



L.E. Truitt, Mayor

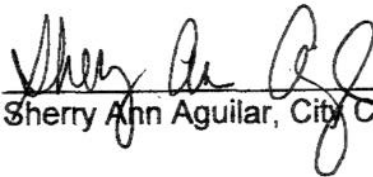
ATTEST:



Sherry Ann Aguilar, City Clerk, CMC

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 Special City Council Meeting of **Saturday, February 23, 2008.**



Sherry Ann Aguilar, City Clerk, CMC