

PLEASE BE ADVISED THAT THESE ARE DRAFT MINUTES OF THE SPECIAL CITY COUNCIL MEETING AND A COPY OF THE AUDIO TAPE IS LOCATED ON THE CITY'S WEBSITE FOR REVIEW.

Call to Order:

Mayor Truitt called the Special City Council Meeting to order at 4:20 p.m. on Friday, September 12, 2008 at Rio Salado College located at 12535 W. Smokey Drive, Surprise, Arizona 85374.

Roll Call: Also in attendance with Mayor Truitt were Vice-Mayor Villanueva; Councilmembers John Longabaugh; Richard Alton; John Williams; Joe Johnson and Skip Hall.

Staff: City Manager, Randy Oliver; City Attorney, Michael Bailey; Assistant City Manager, Doug Sandstrom; Assistant City Manager, Kathy Rice; Deputy City Manager, Sintra Hoffman and City Clerk, Sherry Ann Aguilar.

Public: Sharon & James Wilcott; Mike Woodard and Reporter, Tony Lombardo.

Peggy asked for Council and staff to introduce themselves and give a brief background.

Regular Agenda item- Non-Public Hearing:

#1 – Strategic Planning Session conducted by Consultant, Peggy Fiandaca.

Topics Included:

We want to work together as a Team

Create an action plan

Good working relationship with Council/Staff

Sense of unity and sense of empower staff through City Manager

Vision – What do we see long term for the City?

Councilmember Hall – Plenty of economic opportunity

Councilmember Johnson – Safe and quality of life

Councilmember John Williams – You need to want to come here for education, work, etc. and higher education

Councilmember Hall – Vibrancy, a lot of energy

Mayor Truitt – Multi-cultural, multi-generational.

Mayor Truitt – Sustainable – build a dream; maintain a certain level

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Councilmember Williams – Live, work, play & retire

Mayor Truitt – Offers multitude of cultural and recreational opportunities.

Councilmember Hall – Clean and well maintained Communities, display pride

Mayor Truitt – great landscaping throughout the community.

Written exercise for Council - What is Surprise in 2035?

Each Councilmember wrote a couple of lines for their thoughts of vision of Surprise in 2035.

What do we envision our City looking like in 2035?

Loop 303:

Stadium Village

Use of current City Hall Complex

General Obligation Bonds

Economic Development Strategies

Policy for addressing 501C3

Develop and promote more festivals

Continue to strengthen relationships between the City and School Districts

Marketing Program and Branding

City more customer friendly

Water Conservation

Council more involved with regional activities

Projects done on time and on budget

Preserving Luke Air Force Base

Implementation of Ad Hoc Report related to housing recommendations

Smooth transition to new City Hall

Recycling Program

Strengthen Design quality standards

Transportation

Mayor/Council Vision Statements:

Surprise is model community where folks of all ages enforce the sense of well being and vibrancy that the City has to offer. Surprise is a responsive City of great opportunity.

Proud to have captured the imagination and creative who initiated Surprise economic and cultural base when the “X” corporation committed to move here.

Surprise has been fortunate to have energetic, creative leaders in City government. Industry appropriately ET, Bio tech research, education with our two high standard universities, arts and entertainment with our class “A” museums and 5 Star Resort.

Surprise is the premiere example of what commitment to a vision can accomplish. 30 years ago, the Council set the framework for a safe and vibrant community.

Surprise is a community of opportunity for all generations, with all its amenities whether you are looking for a great entertainment, education, employment or recreation, Surprise can provide it all.

It is now time to care for your citizens! We did 35 years ago and now we have a City of one million citizens that work together. Plan together and care for each other.

Opportunities for having a better quality of life, safe and healthy living.

Issue – Loop 303 (Current situation) –

- MAG has a handle on dollars, the dollars are there
- Question is sequencing
- Issue for Surprise due to commitments made
- Trying to secure ROW of within Surprise, puts City as an incentive to do it first.
- This could reverse the order.
- Difference in timing is 18 months
- City may want to do enhancements to improve the aesthetics

Things that need to happen:

- Reverse Order
- Acquire ROW
- MAG Support
- Define aesthetics Treatment
- Communicate with property owners

What other strategies to make this happen:

- Priorities need to be finalized this year

- Finalize implementation
- Aesthetic improvements need to be defined for future budgeting purposes

Mayor Truitt – Should be a staff function. Working with transportation commission options and funding.

Mayor Truitt – When there are regional get together, we need to show up in mass for support.

Multi-Activity Center – What does this mean? Commercial, high end employment, multi-use residential, service industry residential, higher education, research, and family oriented entertainment.

What are some of the challenges?

- Funding
- Roads of regional significance
- Lack of data to support bringing venues into the City.
- Lack of unified focus
- Lack of arrival – Presence when someone comes into Surprise (Sense of place).

What are we going to do about these challenges?

- Master plan for the City.
- Targeted approach to developers
- Need to plan for downtown

Strategies:

- Community Master Plan
- Surprise Center Master Plan – Viable Plan
- Purchase land for commercial needs and amenities.
- Continue to encourage these projects to move forward.

Economic Development – Current Situation):

- We have world class recreation facilities
- We have a name for retirees – they are coming
- Know that these services are there for them.
- Opportunity for Health Care Mecca (Core Institute for example)

Urban Core:

- High end retail
- High employment opportunities
- Where do we want certain businesses?
- Innovation Campus

Economic Development – Topics for discussion:

What is it?

- Revenue generating opportunities/mechanism that allows the City to build quality of life for residents.
- Improve jobs per housing ratio
- People who live close to their work will spend money in Surprise.
- Anything that enables economic viability – revenue generation
- Need to create an environment that they want to be in.

Challenges/keys to Economic Development?

Transportation

Work Force Quality

Specialized Infrastructure

Financing

Land

City Acceptability – Attitude towards new businesses

Staff working with developers/partnerships

Education

Safety

Incentives

Strategy:

- Need to lobby for energy technology (State and Federal).
- R & D Incentives
- Mayor and Council and staff work together on economic development.
- Continued focus by City Manager on economic development.
- Invite site selectors to showcase our community and events
- Customer service oriented citizen driven/business friendly
- Marketing/Branding
- More effective partnerships with the school district
- Quality Education is an important part of economic development
- IGA Updates

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Adjournment: 7:40 p.m.

Special City Council Meeting – Council Retreat Minutes – September 12, 2008 & September 13, 2008

Special City Council Meeting – Saturday, September 13, 2008

Call to order: 8:07 a.m. at Rio Salado Community College, Surprise, Arizona.

Roll Call:

Mayor Truitt called the Special City Council Meeting to order at 8:00 a.m. on Saturday, September 13, 2008 at Rio Salado College located at 12535 W. Smokey Drive, Surprise, Arizona 85374.

Roll Call: Also in attendance with Mayor Truitt were Vice-Mayor Villanueva; Councilmembers John Longabaugh; Richard Alton; John Williams; Joe Johnson and Skip Hall.

Staff: City Manager, Randy Oliver; City Attorney, Michael Bailey; Assistant City Manager, Doug Sandstrom; Assistant City Manager, Kathy Rice; Deputy City Manager, Sintra Hoffman and City Clerk, Sherry Ann Aguilar.

REGULAR AGENDA ITEM – NON-PUBLIC HEARING:

Peggy reviewed the Final City Council Effectiveness Summary – Overall positive report.

Mayor's Summary of Economic Development:

An intentional effort to improve the Surprise economy through activities that generate revenues, enhance social structure and benefit residences of all ages at every level of social/economic level:

Jobs	Environment
Transportation	Education
Health Sciences	Culture/Art
Recreation/Entertainment	Spiritual, Ethnic, Social
International	
Finance – Incentives/Partnership/Knowledge Capital	

Mayor Truitt handed a report that he did for today's session (Copy available in the Clerk's office).

Strategies regarding Innovation:

Strategy to address each focus area - What; How; How much investment; Location/Where.

Councilmember Williams – Need to try to bring people to the Surprise Center - will assist Heard Museum. Once people get there, they go other places to eat, entertainment, etc.

City Manager Oliver – Very few custom homebuilders, all track homes.

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Councilmember Johnson – We need to start saying no so that the developers will match our vision.

Councilmember Peggy – We have 5 key focus areas that we need to deal with today. Recreation; Health Sciences; Education; Innovation and Resort/Convention Center.

City Manager Oliver - Don't work on several projects at the same time, pick one and complete before moving on to the next.

City Hall Complex – Possible Innovation/Incubation Center. Mayor asked if any of the Council were interested in this.

Councilmember Johnson – Why can't we tie this project to Rio Salado since we are previously committed to them?

Councilmember Williams – Rio is being very progressive and a lot of work is being done by computer. I would love for a 4 year college to be here in Surprise.

Peggy Fiandaca – I get the sense that most are generally in favor of taking the first step to work towards this project, not necessarily at the City Hall Complex location.

Focus Areas – Recreation Campus (World Class recognition).

Education – Committed to Rio Salado, but need to pursue a 4 year university.

Innovation – Concentrate, find a location

Resort/Convention Center

Strategies:

- Continue to encourage the development of multi use activity center development.
- Finalize sequencing of the 303.
- Determine appropriate aesthetic enhancements for 303.
- Develop strategy to implement 5 economic development focus areas
- City Manager – Continue focus on economic development
- Invite site locators to showcase Surprise.
- Lobby for alternative energy tech.
- Façade Improvement program for Grand Avenue.
- Refine and clarify Incentive Policy

Recreation one year goal

- Create and Arts/Entertainment venue in Downtown Area.
- Resort/Convention Center – Create an identity

Arts & Culture: Promote around Heard Museum.

Roads of Regional Significance:

- Plan is in place, but there are questions – would like to revisit
- Policy in place – New growth, pay for itself.
- Roads assist citizens to get from one area to another.
- No significant roadway going to the 101 from up north – Need to find a solution now for future growth.

Transportation Package:

- Parkway Standards
- Less lights
- Tied to impact fees
- Other transportation classifications (Major Arterials/east-west connections).
- Obstacles are river, other cities, county line, railroad
- Toll road/Public-Private Partnership (White Tanks) - Conceptual
- Grand Avenue –
- Passenger Rail – Can provide relief off of main roadways
- Revisit the transportation plan to understand the roadways are planned and crossings are identified.

Compassionate Surprise:

- Have some partnerships
- Parks have created an image for Surprise.
- Events lead to this image
- Role of Parks & Recreation
- Who benefits
- Partners
- How do we fund
- Formulate policy and approach
- Document accomplishments and efforts and use as part of identity

Recreation:

- Pursue an agreement to develop a YMCA or Boy's & Girl's Club
- Family-oriented recreational – Similar to Rio Vista in Peoria
- Attract a "theme" Amusement Park" for families (Busch Gardens)
- Need a 5 mile service area in Surprise
- Serves outside of Surprise
- Multiple elementary and high schools in area
- Its an area that the parks and recreation cannot service yet.
- Review sites and come back with feasibility study

- They will require some financial assistance

Strategy:

Potential projects for general obligation bond

- Continue to work with YMCA through their location planning

General Obligation Bonds:

- Need to provide enough specifics so that people understand
- GO Bond Election – November 2009
- Establish GO Bond Committee – for the purpose of sifting through all projects and prioritize projects and make recommendations.
- Staff will develop a strategy to identify projects for the GO Bond.

Sustainability:

- Residents are concerned about this.
- Stewards of how we manage resources.
- Environmental Committee that hasn't taken off.
- Step up our efforts to expand our recycling program.
- Intermediate step – Convenience lots

Water Conservation:

- Education Program in place other cities have done more such as H2O safe devices
- Continue to expand educational opportunities (Water Drop Mascot)
- Channel 11 –Education about the City's water management program is – 100 year assurance supply
- Waive building permit fees for solar panels
- Discuss LEED Certification Program

City Manager Oliver commented that he will bring back options to Council in 60-90 days.

Current City Hall Complex:

- Additional facilities for Seniors
- Interfaith looking for 5,000 sq. ft.
- Non-Profit usage
- Retail
- Sell it
- Arts & Cultural Center
- Any options - City does not want to maintain
- Develop an RFP – All or part of the property – Bring back in 60 days to Council

- Lease or buy options

LUKE AIR FORCE BASE:

- LT Protection
- Private Property Rights (Prop 207)
- Support AZ in lawsuit
- Exploring all avenues to protect
- Lobby for protection
- Continue what we are doing

LAND USE:

Original Town site:

- Re-Districting – The OTS would be forgotten
- We need to continue to reinvest in the town site
- Surprise History Project – 50th Anniversary
- Revitalization of houses
- Theme for old town site
- Create CDBG Committee
- Revitalization Committee – Quality of Life Committee
- Drainage Issues – Jerry Street – Money Budgeted (10% set aside tax)

Ad Hoc Housing Report:

Staff to review their report and bring back a strategy to Council in 60 days.

- Council more involved with regional activities and other municipalities

Staffing support for Mayor & Council:

- Presentations/PowerPoint
- Informational gathering
- Support for Mayor's Assistant
- Provide Administrative and networking support

Accountability to bring capital projects in on time:

- Council should be in the loop
- Monthly Capital project Status Report

City becomes more customer friendly:

- City Manager designates someone for permitting – customer service

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Reviewed list of strategies.

BOARDS & COMMISSIONS:

Tourism Council

General Obligation Bond Committee

Committees need to be more specific/targeted – Commission Mission

Finalize – To do list:

Mayor Truitt commented that it would be really good to do a follow up in 6 months. Excellent Retreat.

Vice-Mayor Villanueva commented that this was a very helpful and informative sessions. He thanked staff for arranging.

Adjournment:

2:40 p.m.