

Special City Council Meeting (Retreat) Minutes – Saturday, February 21, 2009

Call to Order:

Roll Call:

Mayor Truitt called the Special City Council to order at 8:00 a.m. on Saturday, February 21, 2009 at Rio Salado College located at 12535 West Smokey Drive, Surprise, Arizona 85374. Also in attendance with Mayor Truitt were: Vice-Mayor, Joe Johnson, Council Members John Longabaugh, Richard Alton, John Williams, Roy Villanueva & Skip Hall.

Staff in Attendance:

City Manager, Randy Oliver; City Attorney, Michael Bailey; Assistant City Manager, Doug Sandstrom; Assistant City Manager, Kathy Rice; Deputy City Manager, Sintra Hoffman; Fire Chief, Mike White; Community & Recreation Services Director, Mark Coronado; Human Resources Director Jim Bowers and City Clerk, Sherry Ann Aguilar.

REGULAR AGENDA ITEM:

- The City of Surprise Mayor and Council will hold a retreat regarding; discussion, elaboration and refinement of the City of Surprise Strategic Plan – Presented by Consultant, Peggy Fiandaca – PSA.

Strengths:

City still financially sound.

Rail

West Valley Labor Force

Great recreational center & great facilities

Chamber of Commerce exists

One of the safest City's in the state

Public service – Police/Fire

Neighborhood Services

Volunteerism – Quality of qualifications an untapped resource

Staff – Strong leadership

Going from small town to large City – Can create own identity

Community of opportunity

Special City Council Meeting (Retreat) Minutes – Saturday, February 21, 2009 – Page 2

Involvement by Citizens on committees/general involvement

Channel 11

Creative approaches to communications, involvement, etc.

Relationship Building has improved

General Plan

Strength in water services and water supply

Top 2 Strengths – 1 (Financially sound) 5 Great recreational centers) & 7 (Public service)

Weaknesses:

Lack of Infrastructure; cost to install; outlying infrastructure

Lack of major transportation corridor (east/west and north/south)

No hospital/trauma center

Lack of communication with Dysart School District

Need to improve working with other municipalities and create partnerships with their Councils.

Cohesive message about the City – Lack of identity

Top 2 Weaknesses – 2 Lack of major transportation corridors), 3 (Chamber) & 7 Lack of cohesive message – identity)

Opportunities:

Close proximity to CA

Land availability around City Hall Complex

Higher education availability – Career paths

Surrounding demographics - High incomes; growing retirement community – creates health care opportunities

Proximity to White Tanks

Proximity to Luke Air Force Base

Special City Council Meeting (Retreat) Minutes – Saturday, February 21, 2009 – Page 3

Access to two (2) great hospitals (Del Webb & Boswell)

Top 2 Opportunities - 2 (Land availability) & 4 Weather)

Threats:

Threat of losing State Shared Revenues

Worldwide economy

Real estate market

Housing slow down

Lack of control over land around City Hall

Border/Mexico

Closure of Luke Air Force Base

Quality of Education

State legislation Impacts

Top 2 threats - 1 (State shared revenues) & 2 Worldwide economy)

Prioritizing exercise (Yellow & purple cards) –

TEAM #1 (Yellow cards)	TEAM#2 (Purple Cards)
Bring in new and higher paying jobs to City.	Develop and communicate a Strategic Plan that encourages, motivates and empowers all
Focus on E/W road to off-load on to Bell Road.	Budget
City Center Plan	Bring in new and higher paying jobs to City.
City Branding and implement a cohesive message	Get local businesses involved in City events
Work with Dysart School District	Focus on E/W road to off-load on to Bell Road.
Get more out of City Center – Spend money in Surprise	Incorporate some ownership
Get local businesses involved in City events	Get more out of City Center – Spend money in Surprise
Controlled growth	City Center Plan
Incorporate some ownership	City Branding and implement a cohesive message
Budget	Building Community Pride through neighborhood programs
Building Community Pride through neighborhood programs	Work with Dysart School District
Develop and communicate a Strategic Plan that encourages, motivates and empowers all	Controlled growth

Special City Council Meeting (Retreat) Minutes – Saturday, February 21, 2009 – Page 4

Review of document from Council Retreat held in September 2008:

Coordination with Dysart School District –

Issue: Board members (3 out of 5)

Economic Development - Tool for the City

People who look at Surprise to locate a business, they look at quality of education.

Large employer in the City

Board has potential – They may not know what their role is as a board member

They are offering the same recreational programs as we are – They receive money for these programs.

City provided money to the school district in the past for facility and programs

How do we provide the best services and facilities without duplication. Over riding issue.

Operational issues biggest problem.

IGA – Doesn't impact education in classroom but important as an economic development tool.

Need to reach agreement going forward - duplication of recreational facility

If in agreement then it is a function of operation.

Transportation:

Conduct work session on ADOT Project (Deer Valley) – Low water crossing vs. bridge

Continue to monitor Loop 303 construction timing, phasing and improvements (Aesthetic treatments)

Peoria Crossing

- Road Improvements – Grand Avenue; Waddell Road; Greenway Road; Cactus Road; Reconstruction of Sun City Grand Roads.

Road Improvements – Identify funding; financing options; repayment schedule options

Options: Development fees

GO Bond

There is a dedicated funding source

Prioritization – What else do we need to do in terms of transportation? Partnering; add bus routes; finalize park n' ride lot; Distribute more bus schedules at HOA, etc.

Strategy over next year – Ask Planning & Zoning to integrate pull offs and stations for potential future bus services in conjunction with developers. Plan of internal circulation and revenue sources. Market Dial-A-Ride more. The City is working on a regional dial-a-ride program (exploring options and costs). The service currently only provides internal to City, with regular system if you go outside does the passenger pay the incremental costs (Policy issue).

Economic Development:

City Center Development – Stadium Village

Tennis Center Facility – 2500/5000 seats; retractable sunshade; construct restroom facility

Food Service Development – Casual Dining at baseball facility

White Tanks Mountain Park – Work with County regarding hiking access; work with Heard Museum

Innovation Center – Within 60 days Council will see information.

Continue to lobby State Legislation about alternative energy technology.

Branding Project – Consultant has been hired and their first meeting will take place next Thursday. The goal is to have the plan complete and to Council by May 15th. All Council should expect a call from the consultant

Tourism Committee – Will be appointing members and Council will develop a Tourism Strategic Plan.

Health Science – Continue to explore health science projects building upon existing assets.

Re-Use of City Hall Complex – Currently in negotiations with several companies.

Gateway to Surprise off of Bell Road – Develop and strategize

The Youth Leadership Group came in to observe the Special Council Retreat at 11:45 a.m. Peggy Fiandaca gave a brief overview of what the meeting is about.

Deed Restriction on City Center – City Manager Oliver mentioned that there is a possibility that the deed restriction could be changed as long as the F-35 mission of Luke Air Force Base is not affected.

City Clerk, Sherry Ann Aguilar gave a brief report regarding the status of the Surprise History Project.

Special City Council Meeting (Retreat) Minutes – Saturday, February 21, 2009 – Page 6

Mayor and Council discussed creating a museum at City Hall with memorabilia from the past. General consensus was to have the City Manager work closely with the City Clerk on finding space for this project.

Any other issues that should be in Strategic Plan:

Mayor Truitt - Tourism should be included in overall strategy.

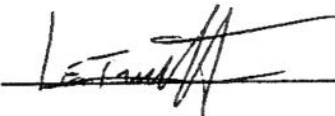
City Center – What is the overall attitude about this center? Develop a strategy for purchasing some land and take matters into our own hands.

Strategy – Purchase land or have the landowner develop.

EXECUTIVE SESSION: None held.

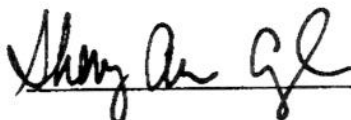
ADJOURNMENT:

Mayor Truitt adjourned the Special City Council Meeting of Saturday, February 21, 2009, at 2:40 p.m.



Mayor Lyn Truitt

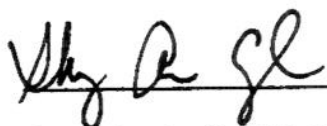
ATTEST:



Sherry Ann Aguilar, City Clerk, MMC

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 21, 2009.



Sherry Ann Aguilar, City Clerk, MMC