



CITY OF SURPRISE

City Council Work Session Minutes

12425 West Bell Road, D-100
Surprise, AZ 85374

Thursday, June 4, 2009 @ 02:45 PM

CALL TO ORDER.

A. Roll Call

Mayor Truitt called the **Special City Council Work Session** to order at 02:45 p.m. Surprise City Hall Council Chamber 12425 West Bell Road, D-100 Surprise, Arizona 85374 , on **Thursday, June 4, 2009**. Also in attendance with Mayor Truitt were Vice Mayor Johnson, Council Member Longabaugh, Council Member Alton, Council Member Williams, and Council Member Villanueva.

Staff Present: City Manager, Randy Oliver, Assistant City Manager, Doug Sandstrom, City Attorney, Michael Bailey, and City Clerk, Sherry Aguilar.

B. Pledge of Allegiance - None

C. Invocation - None

D. Approval of items on the Consent Agenda - all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda - None

E. Current Events and Reports by Mayor and City Council - Pursuant to A.R.S. §38-431.02(k) the chief administrator, presiding officer or a member of a public body may present a brief summary of current events without listing the agenda the specific matters to be summarized, provided that 1) The summary is listed on the agenda; and 2) The public body does not propose, discuss, deliberate or take legal action at that meeting on any matter in the summary unless the specific matter is properly noticed for legal action - None

Special City Council Work Session Agenda:

CALL TO THE PUBLIC: None

INSTRUCTIONS: In order to address the City Council, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the City Clerk before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address City Council on any item not on the agenda. At the conclusion of the open call, City Council may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA: None

EXECUTIVE SESSION:

#4. Discussion/consultation with the City Attorney and City Manager to receive an update, to consider its position, and to provide instruction/direction to the City Attorney and City Manager regarding Surprise's position in connection with outstanding litigation, or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03 (A)(4)) and Discussion/consultation with the City Attorney and City Manager regarding records exempt by law from public inspection (A.R.S. §38-431.03 (A)(2)).

#5. Consideration and action on executive session items - None

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

#1. Presentation and discussion of strategic marketing study by Moses Anshell - NO ACTION

Communications Director, Ken Lynch gave an overview of the strategic marketing concept for the City of Surprise.

Moses Anshell reviewed the contents of the report with Mayor & Council.

Discussion took place regarding the role of the Visitor Center.

Council Member Alton commented on: requesting that the Chamber be moved to the City Center, the Chamber's current location and that they have done a good job with tourists considering the location they have.

Ken Lynch commented that it would be helpful for staff if Council would give their feedback throughout the presentation.

Mayor Truitt agreed and encouraged Council participation.

Vice Mayor Johnson commented on: discussing tourism further and lacking entertainment.

Mayor Truitt commented on quality of life and identity.

There was a 10 minute recess, the meeting was called back to order at 4:07 p.m.

City Manager Oliver stated that in order for the hotels and resorts to be successful, they will need 60 - 65% occupancy year round.

Council Member Alton stated that there is a tremendous need for promoting volunteering.

Mayor Truitt agreed and commended the Sundancers and Citizens Courtesy Patrol.

The consultant asked for feedback from Council on the presentation.

Council Member Alton felt that he is spot on, candid and honest.

Mayor Truitt feels that it is a life long learning for every stage of life. We don't have to live in the past of perceived failure of the school district and this could be one of our platforms.

Vice Mayor Johnson feels that the report right on the mark and exploits our strengths and work on our weaknesses.

Council Member Williams stated that there are a lot of things that we do that we could build towards one platform and that the educational component is missing.

Council Member Villanueva stated that he agrees that the report is great, but disappointed in remarks regarding the school district.

Ken Lynch summarized Council comments and asked for consensus that this is an authentic report of the City.

Mayor Truitt stated that the history project should be incorporated and suggested having a work session in 30 days to discuss and create our own platforms and build from there.

#2. Neighborhood Traffic Management Program - NTMP Presentation - NO ACTION

This item was not presented to Mayor and Council, it will be discussed at a future Work Session.

#3. This presentation is informational only concerning the application of a JAG grant and how the funds will be used - NO ACTION

City Manager, Randy Oliver stated that this item did not need to be discussed as Maricopa County is handling it.

ADJOURNMENT:

Mayor Truitt adjourned the Special City Council Work Session at 6:20 p.m.

L.E. Truitt, Mayor

ATTEST:

Sherry Ann Aguilar, City Clerk,

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 Work Session of **Thursday, June 4, 2009.**

Sherry Ann Aguilar, City Clerk,