



CITY OF SURPRISE
City Council Work Session Minutes
100 North Civic Center Plaza
Surprise, AZ 85374

Thursday, January 28, 2010 @ 05:00 PM

CALL TO ORDER.

A. Roll Call

Mayor Truitt called the **Regular City Council Work Session** to order at 05:00 p.m. Surprise City Hall Council Chamber 16000 North Civic Center Plaza Surprise, Arizona 85374 , on **Thursday, January 28, 2010**. Also in attendance with Mayor Truitt were Vice Mayor Alton, Council Member Wolcott, Council Member Williams, Council Member Villanueva, Council Member Woodard, and Council Member Hall.

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

Regular City Council Work Session Agenda:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

#1. Presentation and discussion on the Draft City of Surprise Tourism Board Strategic Plan - NO ACTION

Community Services Director, Mark Coronado and Communications Director, Ken Lynch gave a power point presentation regarding the draft Strategic Plan for the Tourism Advisory Board.

Topics included:

Entertainment -

- * Tennis Complex/Events
- * Surprise 365
- * Regional Entertainment Corridor
- * Year Round Attractions to Surprise
- * Conference Center/Convention Center

Key Results Area - Entertainment; Partnerships; Resorts; White Tanks

Partnerships - Create partnerships that will offer visitors a wide range of non-baseball activities.

- * Visitor's Center

* Increase repeat visitors to Surprise by improving customer service through creation of hospitality training partnerships.

Kendra Amburgy, Tourism Committee Member commented on the draft plan.

Jeanie Blackman commented the process, plan and vision.

Council Member Hall commented on meeting participation.

Council Member Woodard inquired about partnership involvement.

Council Member Wolcott complimented everyone for their collaborative efforts between all groups involved. She then commented on a large feasibility studies and having a vision and plan.

Mayor Truitt commented on promotion event and Speed World for promotions.

Council Member Hall commented on Speed World and its amenities.

Council Member Villanueva commented on White Tanks Resort.

Director of Community Development, Jeff Mihelich commented on progress of working with landowners.

Council Member Williams stated it would be a great opportunity for partnerships.

Council Member Alton inquired about Speed World and plans to incorporate them into the city.

Council Member Villanueva commented on cable TV and City of Avondale is going through a problem with noise from Phoenix Raceway.

Mayor Truitt commented on Beat the Heat Program.

Mr. Coronado stated that he will go back to the Tourism Board and the Arts & Cultural Board and bring back a document for Council's approval.

ADJOURNMENT:

Mayor Truitt adjourned the Regular City Council Work Session of January 28, 2010 at 5:45 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 Regular City Council Work Session of **Thursday, January 28, 2010.**

Sherry Ann Aguilar, City Clerk,