



CITY OF SURPRISE

City Council Meeting (Council

S

16000 North Civic Center Plaza
Surprise, AZ 85374

Tuesday, August 17, 2010 @ 03:00 PM

CALL TO ORDER.

A. Roll Call

Mayor Truitt called the **Special City Council Meeting (Council Retreat)** to order at 03:00 p.m. Surprise City Hall Council Chamber 16000 North Civic Center Plaza Surprise, Arizona 85374 , on **Tuesday, August 17, 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: Interim City Manager, Mark Coronado, City Attorney, Michael Bailey, and City Clerk, Sherry Aguilar.

B. Pledge of Allegiance

Special City Council Meeting Agenda:

CALL TO THE PUBLIC:

No public comments were made.

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

#1.

a. Introductions

Mayor Truitt gave an overview of the process for today's strategic plan retreat. Highlights today will cover development of transportation, sustainability, economic development.

Interim City Manager, Coronado commented that staff has done a lot of work to prepare for today's session and asked that the Mayor and Council have an opportunity to introduce their thoughts and ideas to you.

Mayor Truitt thanked staff for their efforts, but wanted to allow Council to give reports on their specific issues and then would like to hear comments from staff after their presentations.

Community and Economic Development Director, Jeff Mihelich reported that he has taken some of the reports given to him by Council and put together a presentation that will highlight the discussed issues.

b. Roles and Expectations

c. Strategic Plan Development for Transportation, Sustainability, Economic Development, Tourism / Recreation and Higher Education to include: - Vision Statements - Focus Area - Implementation Items

Council Member Wolcott started off the presentation process with a Vision Statement on Transportation (Powerpoint). The Sub-Committee consisted of Mayor Truitt, Sharon Wolcott and Roy Villanueva. The highlights were transportation focus area, Hassayampa, I-10, White Tanks and Freeway.

Council Member Wolcott further reported on: focus Areas, connection, prioritize, efficient service, potential quarters, partnering with our neighbors and commuter rail.

Transportation Action Plan:

Insure full partnership development with neighbors and other stakeholders - formulate working coalitions

Utilize City Commission's to engage and encourage dialogue

Update transportation impact ordinance

Community outreach initiatives - 1% local sales tax

CIP Allocation - percentage of general fund

Long range transportation corridor symposium

East/West corridors funding strategy

TIGER II planning grant for grand avenue - transit oriented development plan

Require new development to install multi-purpose paths

Mayor Truitt stated that the sub-committee talked about several areas such as community development; pavement management; scalloped roads, etc., which will include a transportation component.

Council Member Hall inquired about internal bus routes (blue and red routes).

Council Member Woodard stated that his concern is more related within the city for local transportation routes.

Council Member Wolcott commented on enhancing economic development.

Mayor Truitt commented on circulator routes.

Tourism/Recreation:

Council Member Hall, Chair of Sub-Committee along with Vice-Mayor Alton and Council Member Woodard. Discussion regarding Vision Statement and Focus Areas.

Vice Mayor Alton commented on: vibrant 24/7, entertainment district, condos/lofts, connectivity routes, games and events.

Council Member Hall would like to be in proximity to the recreation center.

Council Member Woodard would like to see signature events for Surprise.

Mayor Truitt would like to expand on these events for overnight stays.

Council Member Wolcott commented on South Lake Texas.

Council Member Hall commented on festival strategy.

Vice Mayor Alton commented on Stockton California.

Council Member Williams commented on money and expanding on what we are currently doing.

RESORT/WHITE TANKS:

Conference Center

Possible Casino (Indian Participation)

3 - 5 year time horizon

Tennis Stadium Application

Developer come in that could develop a "Green" Resort

Vice Mayor Alton commented on low profile resort and convention center.

Mayor Truitt would like to get the best strategies then have staff come back with some suggestions.

Council Member Hall commented on an amphitheatre at White Tanks near resort in the vicinity.

CONFERENCE CENTER

Council Member Hall commented on conference space.

Council Member Woodard commented on a combined entertainment center.

Other Focus Areas

Website - better website for tourism

Arizona Office of Tourism Road Show

State Centennial Feb. 14th, 2012, City of Surprise 50th

Social Media

Discussed funding strategies:

Bed Tax Increase

Grants

Bond

Private/Public Partnerships

Council Member Hall commented on visitors leaving the ball game to go elsewhere. He further commented on festivals, conference center and entertainment district.

Council Member Williams commented on going back to current resources and soccer season.

Council Member Sharon commented on soccer tournament revenue.

Interim City Manager Coronado stated we should maximize our opportunities to maximize our investments.

Mayor Truitt called for a break @ 5:18 p.m.

ECONOMIC DEVELOPMENT:

Vice-Mayor Alton - Headed the sub-committee for Economic Development.

Major Long Term Goals:

Healthcare and Medical Research

Renewable Resources

Investigate opportunities to bring a medical college to Surprise

Contact Eastern Colleges that may be seeking a Western Campus relating to medical education

Surprise/Sun Cities largest cluster of retired residents

Supports Medical Specialist/Research Focus

Prepare RFP for appropriate industries

RENEWABLE RESOURCES:

Continue marketing to solar manufacturing industry

Obtain referrals from Rioglass Solar

Attend industry gatherings to build contacts/establish relationships

Establish opportunities for wind energy - worthy of investigation

Market Surprise as growth area for renewable resources

MANUFACTURING/DISTRIBUTING:

Market BNSF rail access for a business park

Explore FTZ advantages; market to industries that would benefit

Implement and market foreign trade zone.

EDUCATION (General/Medical):

Study Communiversity space usage for possibility of 4-year institution locating there.

Involve Carefree Partners to assist in developing a plan to promote/develop this campus.

MAJOR GOALS/SHORT TERM TASKS:

WestMec - continue partnership on "Fab Lab" in Surprise. Laser lathe concept. Would be the first one in Arizona.

Communiversity - obtain requested report regarding enrollment.

AZ TechCelerator - obtain update on occupancy, cost effectiveness, future plans.

MAJOR GOALS/SHORT TERM TASKS:

Jobs - Partner with the Chamber of Commerce to promote jobs within Surprise
Destination resort close to the White Tanks
Asset Inventory Study - Include all City owned land
Include its current use, estimated value
Solana Project - Work on job placement/transportation to Solana Project in Gila Bend
Surprise Employment Page
Work with employer to conduct job interviews for Surprise residents in construction

RECREATIONAL OPPORTUNITIES:

Utilize Surprise Stadium to its maximum potential
Look into partnership with Speedworld to create a venue unique in the Valley
Investigate opportunities to attract theme parks
Work with Carefree Partners to develop and/or enlarge Surprise Lake Park
Use existing parks to a greater extent; specialized plans to promote family use/community living
Involve Council in development opportunities

FAMILY QUALITY OF LIFE:

Discussion regarding creating/promoting retail businesses that service resident needs to a greater extent. Promote Surprise as family oriented city - beat obesity.

d. Discuss Agenda for August 31st follow up meeting

EXECUTIVE SESSION: NONE

ADJOURNMENT:

Mayor Truitt adjourned the Special City Council Meeting of August 17, 2010 at 7:07 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 Meeting (Council Retreat) of **Tuesday, August 17, 2010.**

Sherry Ann Aguilar, City Clerk,