



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

Tuesday, June 7, 2016 @ 04:00 PM

Call to Order

Roll Call

Mayor Sharon Wolcott called the **Regular City Council Work Session** to order at 04:00 p.m. Surprise City Hall Council Chamber 16000 North Civic Center Plaza Surprise, Arizona 85374 , on **Tuesday, June 7, 2016**. Also in attendance with Mayor Sharon Wolcott were Vice Mayor Biundo, Council Member Williams, Council Member Villanueva, Council Member Hall, and Council Member Tande.

Staff Present: City Manager, Bob Wingenroth, City Attorney, Robert Wingo, and City Clerk, Sherry Ann Aguilar.

Pledge of Allegiance

Regular Agenda Item - Non-Public Hearing

1 - Presentation and discussion pertaining to annual Community and Recreation Services recreation program participation - NO ACTION

CRS Director, Mark Coronado and Assistant Director, Donna Miller gave an overview pertaining to annual Community and Recreation Services recreation program participation. A detailed powerpoint presentation highlighted the statistics.

Mayor Wolcott congratulated Mark and staff for their award winning services for our residents, this is one of the main reasons families move here.

Council Member Hall - Good overview of what CRS does, it is amazing counts. Question regarding third party events? Are we able to attract these?

Mr. Coronado - Exploring several different types of events, looking at holding existing events at different times of the year. Our residents like the free events, lots of participation. We haven't stopped looking for third party events but they want guarantees, police and fire for free, they are looking for the dollars. We still have a ways to go to attract the third party events at a high level.

Council Member Hall -How are club sports going?

Mr. Coronado - Really well, but with any type of program, they have a lot of expense on their own.

Hiring a coordinator for this program.

Council Member Hall - Is there a bulletin board at Surprise Parks Farm showing events for the City?

Mr. Coronado - we will talk to staff about this to make sure the board is updated.

Council Member Villanueva - A lot of residents are very pleased with the youth programs such as Tot Time, pool clubs, etc., your staff is unbelievable.

Council Member Williams - Thank you for the presentation, it outlines very well what you do on an annual basis.

Council Member Tande - We do a lot of programs, a big variety and I like this. Not everyone likes the same programs. Our facilities have limited space and this concerns me, especially with approval of new homes. We have a large youth population so we need to look at this, especially with the pools being packed. My district has a huge population of children 5 and under and these are the kids we need to plan for.

Vice Mayor Biundo - The overview clearly states that you are running at full capacity for your programs. This certainly needs to be addressed.

Mayor Wolcott - How do we fit in open swim when we are at capacity?

Ms. Miller - we have set hours for open swim, now have some evenings available, but the popular time is 12 - 4.

Mayor Wolcott - We have received requests from people that are hoping that Sun City Grand would open their pools for residents south of Bell Road. Clearly you have capacity issues and maximizing resources to the best of your ability.

2 - Presentation and discussion pertaining to progress on the City of Surprise three-year membership agreement with the Surprise Regional Chamber of Commerce - NO ACTION

Jeanine Jerkovic, Economic Development Director gave an update with a detailed powerpoint presentation regarding the City of Surprise three-year membership agreement with the Surprise Regional Chamber of Commerce.

Covered text messaging and email program; tourism center; Shop Surprise local campaign; State of the City Event Partnership; Ribbon Cutting Assistance; City Store Merchandise Promotions just to name a few.

Mayor Wolcott thanked Raoul Sada for the tremendous job that he is doing with the Chamber.

Council Member Hall - What are the store retail sales in the City Store, are the items consigned?

Mr. Sada - The variety of merchandise has gone from 10 items to 30 items, the selection is much more attractive.

Council Member Hall - Do you keep track of visitor counts, is there anything we can do to help bring people in?

Mr. Sada - 4,000 to 5,000 per year is an estimate.

Vice Mayor Biundo - Would like for you to come back for a report after the City Store gets its feet on the ground.

Council Member Tande - So glad we have this resource to tie us together, will stop by and take a look.

Mayor Wolcott - The deal of the day, great idea.

3 - Presentation and discussion pertaining to an update regarding the City's Legislative Agenda highlighting the Economic Development Reimbursement Authority (EDRA) Initiative - NO ACTION

Deputy City Manager, Nicole Lance and City Manager, Bob Wingenroth gave an overview pertaining to an update regarding the City's Legislative Agenda highlighting the Economic Development Reimbursement Authority (EDRA) Initiative.

Council Member Hall - Thank you for the update. I understand you and Bob were not here when the contract was signed. What did High Ground do for this initiative, who did they arrange meetings with and with who?

Ms. Lance - Series of internal meetings with staff. Future passage of legislation, development/implementation of educational campaign on the need for and benefit of new economic development tools. Strong base of political support for successful passage of future legislation.

Council Member Hall - are we looking ahead at who will be a sponsor?

Ms. Lance - yes, always.

Ms. Lance - It is different than TIF, but it looks a lot like TIF, so this will take some time.

Council Member Hall - Couldn't GPEC help us?

Mayor Wolcott - Chris Camacho, CEO of GPEC said a few months ago, we were talking about the impact of legislation, without a TIF tool in place, the State of Arizona is going to lose a major employer. 85% of our economy is based on the businesses that are already here, and growing our existing businesses.

Council Member Hall - I don't think it is advisable to use an election consultant as a consultant for the City. From an ethic standpoint, it doesn't look good.

Council Member Tande - TIF in Arizona is radioactive. I am so happy that the City has taken a leadership role in this, it is so important and will help us out in so many ways down the road. This is a long term education process. This is a great idea and will move us forward.

Executive Session

Adjournment

Vice Mayor Biundo made the motion to adjourn the Regular City Council Work Session of June 7, 2016 at 5:25 PM. Council Member Hall seconded the motion. Five yes votes, 2 absent (Winters and

Villanueva). Motion carried.

Sharon R. Wolcott, 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 **Tuesday, June 7, 2016.**

Sherry Ann Aguilar, City Clerk,