



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

Tuesday, August 1, 2017 @ 04:00 PM

Call to Order

Roll Call

Mayor 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, August 1, 2017**. Also in attendance with Mayor Wolcott were Vice Mayor Tande, Council Member Winters, Council Member Hayden, Council Member Williams, Council Member Hall, and Council Member Remley.

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

Pledge of Allegiance

Call to the Public

Regular Agenda Item - Non-Public Hearing

1 - Discussion of a potential organizational change to create a new Enterprise Department to focus on private sector sports, public/private partnerships, and tourism in the City of Surprise - NO ACTION

City Manager Wingenroth gave a powerpoint presentation on this item.

Council Member Hall - Overall I think this is a great idea for the City, when I look at the management analyst position, would they evaluate different events coming in to the City? Is this what you are thinking about?

Mr. Wingenroth - Yes exactly, this department will need to be analytically savvy. I think we all know that during spring training we have retail activity during this time period, but we need to get a handle on revenue coming in.

Council Member Hall - Library operations, is it our intent to take over the library? Ms. Miller has brought a group together to study Library operations. The Library is heavily utilized as well as the Aquatic Center. Residents think the Library belongs to the City, we really need to look hard at this.

Council Member Remley - I too have questions concerning the library, when will the results of the

study be available to us?

CRS Director, Donna Miller - in the next couple of weeks, then bring to the Council late September.

Council Member Remley - Do we have staff dedicated to Tourism right now? This is a big deal, the stadium is promoting our City.

Mr. Wingenroth - The staff proposed will all take part in this as part of their focus. There was a lengthy discussion on what to call this, Sports Tourism or Sports & Tourism Department.

Council Member Remley - When I stop in one of the Big Box stores, I can usually find Cardinals, Diamondbacks, etc., but cannot find anything that says Surprise on it in our local stores.

Vice Mayor Tande - General fund subsidizes, one of the things I am looking for is treating the stadium like a business and create an Enterprise Fund. I want the parks and recreation to focus on working with our businesses for tourism to maximize our assets. We need to have specialists that are really good at different functions.

Council Member Winters - Great idea Bob, make Surprise a destination City. On the Director position, are you planning to do a Nationwide Search?

Yes created a brochure.

Council Member Hall - Isn't the Tourism commission in the throes of creating a Strategic Plan?

Ms. Miller - Yes, September 12th is there second meeting. Then will present this to the Council in a few months.

Mr. Wingenroth - Tourism is an opportunity for us and will go after really hard.

Council Member Hayden - 83rd Avenue and Bell, may be able to duplicate some of this idea.

Mayor Wolcott - I agree, this is an opportunity for our community. I really like the idea of an Enterprise Fund, especially for transparency. We know what our residents expect, I really appreciate this idea.

Mr. Wingenroth - Will come back to Council at the next meeting.

2 - Discussion and presentation pertaining to the Surprise Regional Chamber of Commerce and the development of a new citywide "Shop Local" program - NO ACTION

ED Director, Jeanine Jerkovic gave a power point presentation regarding this item. Touched on highlights of Chamber accomplishments, then turned over to incoming Chairman, Patrick McDermott from APS for an update. Topics included:

New Mission statement & MVP

Public Education/City Store/Local Promotions/Visitor Center/Relocation Kits and Luke Bags

Patrick McDermott turned over the presentation to Mr. Sada Chamber Director to discuss:

A recap of 2016: Award-Winning "Shop Bell & Grand". Keep it Local, Business, Jobs, Community.

Continue with digital text/email marketing and boots-on-the-ground

SHOP LOCAL (Version 2.0)

Enhanced website

More tools to enhance business engagement

Improve coupon and tracking capabilities

Mr. Sada - Our goal is to not be dependent on City Funds for Shop Surprise, let the Private Sector take control of the program and not rely on the City.

Mayor Wolcott - Technology is the wave of the future, we want an answer now and quickly. I like this concept and like the direction we are going in.

Vice Mayor Tande - This is going to be important for local small businesses and can take advantage of this marketing package. If the corporate partners are ready to go, don't wait.

Christopher Amos, Marketing Consultant with Dex Media - Host a series of Webinars so that all Surprise businesses can take advantage of this. We have a lot of resources taking place. This is really a regional thing, we have opt ins from Phoenix, Peoria and Glendale, we need to take advantage of this. We are also doing 6 commercials and promote throughout the region and bring business back here to Surprise.

Council Member Remley - I am impressed, how awesome. Once in a while we mention payback on investments, we really had payback on this through the construction period.

Council Member Williams - The reach goes well beyond our local businesses, this will reach big businesses that will want to build in Surprise. This is the way we are going to reach more businesses. I appreciate the work on this.

Council Member Hall - The budget amendment is \$41,000.? I like this project, don't get me wrong, but I would like some analysis, I would like to look at this on a year by year.

Ms. Jerkovic - This is what we propose, need to talk to Finance about this.

Chris - Absolutely understand what you are looking for, we will be able to track and produce really good data for you.

Council Member Remley - We may decide we want to do more, may want to add to this. Maybe doing this on a year by year basis, we may want to evaluate how much more we want to do.

3 - Discussion and presentation regarding Bell Road and Grand Avenue Monument Signage - NO ACTION

Community Development Director, Eric Fitzer gave a powerpoint presentation on this item.

Topics included:

Free Standing Monument Sign Requirements

Current Code Requirements

Potential Sign Locations

Sign Program Requests

Draft Sign Code Regulations being proposed to Council soon.

Potential Processes - Staff have received requests from owners in and around the Bell Grand Overpass Area.

Gene Laramée - Representing businesses at Bell/Grand Marketplace. The holiday season is approaching again, and want to make sure we are prepared. I agree with 40 foot signage on the opposite side of Bell Road, makes a difference. We are strictly looking for line of sight.

Rick Rettelle, Senior Producer with Blue Media working with several entities. Put together a submittal with the City after meetings with stakeholders, extensive technical surveys done to come up with appropriate data on behalf of the stakeholders, visible for west bound traffic over the overpass.

Vice Mayor Tande - Ask for slide showing potential sign locations. Do you have other locations within the property where this would also work? I appreciate the efforts you have put in for the mock up of temporary signs.

Vice Mayor Tande - The overpass gives us a great view, was impressed of how green our City is, was very impressed. I do think it's important that you get the signage that shows this, but keeps our guidelines. I want to be a good partner and get you what you need, but this is a stumbling block for me, maybe to get your signage somewhere else on this sight.

Council Member Williams - I think this is a different situation for this area. How do you reach people, this is another component to this conversation? This is a unique situation due to the bridge, so I get it, but we are looking at constructing a downtown so what is being requested is not any more than how we can make this area sustainable and drive traffic to it.

Council Member Remley - I didn't realize how far off the road these signs were going to have to be, so really they are not on the road so terms of view, if they are going to be farther off the road, they need to be more significant. I am struggling with this.

Council Member Hall - We kind of think in a static mode, so I looked at the census data, 13-20% of the people move every year for whatever reason. You are always replenishing your market, it is not static. Signage attracts the customer, build the brands, and increase sales. Shopping centers of this size a study shows that 20% of sales are impulse driven. This is for new customers coming into Surprise, the locals no these businesses are there. I would have to ask you Eric, what would you recommend?

Mayor Wolcott - Commented that this is putting Eric in a bad situation to make a recommendation, he is here to present the info to Council for discussion and consideration. We are here to find a tasteful solution that satisfies everyone. I can see the businesses from the top of the bridge, but could see it better if the trees were trimmed. I think this is a great conversation, but we have to tread carefully on this, because of what we do here, will set the tone for future sign requests.

Mayor Wolcott - Staff is looking for our feedback to enhance our gateway into Surprise.

Vice Mayor Tande - Bell Road going West, down by our transit center, going north on Grand, would a sign identifying stores off of Grand, south of transit center to direct them onto Bell Road. Would this

offsite help?

Mr. Fitzer - We have had some discussions with ADOT on this topic, the response has been mostly negative. Moon Valley Nursery case is an example of making adjustments for signs since the business was set back from Grand Avenue.

Vice Mayor Tande - My preference is to preserve our signature view and come up with some plans.

Council Member Hall - We are not talking about 80 foot signs, and second if someone comes forward with a sign request outside of the code, they would need to come before the Board of Adjustment. I think whatever we can do to assist our businesses, this is what I prefer. I agree with the 60 foot view, it is doable.

Council Member Winters - Foxfire, are they going to get a monument sign for this area? Different discussion. I agree that the businesses need the signage to bring people in.

Council Member Remley - Recently at the corner of Dysart and Bell Road, new directional signs, is this something we could do for the Foxfire area?

Mr. Fitzer- those types of signs were originally.

4 - Discussion and presentation regarding Temporary Signs.

Community Development Director, Eric Fitzer gave a power point presentation on this item. He gave history of A Frame signs in the City of Surprise.

Currently going through a revamp of the entire City Code for Temporary Signs.

Temporary Signs Draft Code

Sign classifications and types

Bring forward to Council in November/December for possible adoption.

Vice Mayor Tande - Currently A-Frames are not allowed, currently looking the other way. Until we adopt something is different, this is okay?

Mr. Fitzer - Correct, bring something back in a temporary A-Frame sign policy.

Council Member Hall - I like this idea, Beta Test.

Council Member Remley - Right now if the existing code was in place, it would affect open houses. Beta Test.

Council Member Williams - Beta Test.

Mayor Wolcott - You have demonstrated that we need to clean up the language, I want to make sure we are really careful. I agree with Beta Test. Temporary means temporary, not a permanent fixture.

Executive Session

Adjournment

Council Member Williams made the motion to adjourn the Regular City Council Work Session of August 1, 2017 at 6:09 PM. Council Member Hall seconded the motion. Seven yes votes, 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, August 1, 2017.**

Sherry Ann Aguilar, City Clerk,