

CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting
16000 North Civic Center Plaza
Surprise, AZ 85374

Monday, November 20, 2023 – 3:30 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:35 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Monday, November 20, 2023.

ROLL CALL

Councilmember Patrick Duffy, Chair, Councilmember Nick Haney, Committee Member, Councilmember Jack Hastings, Committee Member.

PLEDGE OF ALLEGIANCE

CURRENT EVENTS AND REPORTS

None.

STAFF REPORTS

None.

STAFF PRESENT

Kendra Pettis, Sports & Tourism Director, Jackie Moucheron, Staff Liaison, Genevieve Martin Del Campo, Staff Liaison.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

1. Action item: Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on July 26, 2023:

Councilmember Hastings moved to approve the July 26, 2023, Tourism Fund Subcommittee Meeting minutes and Councilmember Haney seconded the motion. Motion carries 3-0.

2. Action item: Consideration and action pertaining to a recommendation to City Council for supporting the Vista Center for the Arts 2023-2024 programming through a Tourism Fund reimbursement not to exceed \$45,000:

Kendra Pettis gave an overview of the recommendation for supporting the Vista Center for the Arts 2023-2024 programming.

Councilmember Jack Hastings asked what amount of reimbursement was given last year. Kendra Pettis responded that the Subcommittee had agreed upon a reimbursement of \$25,000, but at the Council Meeting, it was decided that a \$45,000 reimbursement would be appropriate. She further stated that the additional reimbursement amount of \$20,000 was meant to increase the marketing side of things at the Vista Center for the Arts.

Councilmember Jack Hastings proposed increasing the overall reimbursement not to exceed \$50,000 with up to \$30,000 for marketing and entertainment reimbursement and up to \$20,000 based on room night and attendance performance measures. Councilmember Nick Haney and Councilmember Patrick Duffy agreed.

Councilmember Hastings moved to approve the recommendation of utilizing up to \$50,000 in annual reimbursements from the Tourism Fund to support the Vista Center for the Arts 2023-2024 programming in Surprise and Councilmember Haney seconded the motion. Motion carries 3-0.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

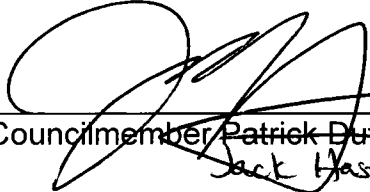
EXECUTIVE SESSION

None.

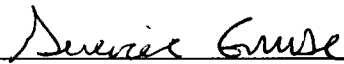
ADJOURNMENT

Councilmember Duffy moved to adjourn. Councilmember Haney seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:54 p.m.

ATTEST:



~~Councilmember Patrick Duffy, Chair~~
Jack Hastings, Acting Chair



Jackie Moucheron, Staff Liaison

Genevieve Martin Del Campo