



**CITY OF SURPRISE**  
**City Council Retreat**  
**16000 N. Civic Center Plaza**  
**Surprise, AZ 85374**  
Monday, February 10, 2025 @ 4:30 PM  
Community Room

A. Call To Order

Mayor Sartor called the City Council Retreat of February 10th, 2025 to order at 4:30 p.m., located at Surprise City Hall, 16000 N. Civic Center Plaza, Surprise, AZ. 85374.

B. Roll Call

In attendance with Mayor Sartor were Vice Mayor Jack Hastings (Late), Council members Earle Greenberg (Late), Chris Judd, Patrick Duffy, Johnny Melton and Nick Haney.

C. Pledge of Allegiance

Mayor Sartor led in the Pledge of Allegiance.

D. Proclamation and Community Acknowledgements

E. City Manager Report

1. City Manager sub-text

F. City Clerk Report

G. Regular City Council Work Session Agenda

1. CONSENT AGENDA:

2. REGULAR AGENDA ITEM - PUBLIC HEARING:

3. REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

1. Discussion pertaining to the City Council Strategic Plan

City Manager, Bob Wingenroth, came to present this item. He went over the focus areas of the topics brought up previously, Economic Development, Water, and Transparency. He also talked about a Mission Statement, and Core Values. He also gave some fun facts about the City.

City Manager, Bob Wingenroth, launched the discussion into Economic Development. Councilmember Duffy prioritized keeping Commercial. Councilmember Judd talked about keeping the current Economic Development staff. Mayor Sartor talked about creating business diversity. Councilmember Haney said to empower the Economic Development team to continue the good work. Councilmember Melton asked about the effectiveness of measuring the heritage district in the Original Town Site? Councilmember Judd asked about developing industrial areas and head of household jobs. Councilmember Haney talked about leveraging the commercial parcels in the Northwest part of the City. Mayor Sartor talked about a potential major corporate headquarters in the west valley and bringing more highly skilled workers to the City (Work Force Development). Councilmember Duffy asked about increasing entertainment within the City? Mayor Sartor asked if entertainment fell more within community experience? Mayor Sartor talked about places for parks and the private sector. City Manager Wingenroth led in a discussion about empowering and trusting staff to develop the City. (Councilmember Greenberg came in at 4:49 PM). Councilmember Greenberg asked for elaborations of entertainment business. Mayor Sartor also talked about empowering the Economic Development team with technology. Councilmember

Greenberg talked about getting more manufacturing in the City. Economic Development Director, Jeanine Jerkovic, said there are more big sites in north surprise, but they need more infrastructure which would be more challenging immediately but possible down the road. They talked about different sizes of manufacturing sites. (Vice-Mayor Hastings arrived at 4:53 PM). Vice-Mayor Hastings talked about taking calculated risks. He then asked if the contingency fund was cut for Economic Development? Jeanine said it was removed, but talked about potential uses for Economic Development projects. Vice-Mayor Hastings said he would be in favor of an Economic Development contingency fund. Assistant Director, Mike Hoover, talked about how planning can really avoid the use of such a fund. Vice-Mayor Hastings said it should be a high priority.

City Manager Wingenroth, led the direction of the discussion to Water. Councilmember Judd said he wants to see investigation of new water sources. Vice-Mayor Hastings talked about water conservation. Councilmember Judd talked about maintaining designations and leading the West Valley. Mayor Sartor talked about becoming more of a regional player. Councilmember Judd talked about making other utilities company as designated providers. Councilmember Greenberg talked about increasing prices to provide exceptional service and reducing consumption. Councilmember Haney talked about protecting and maintaining existing water resources. Councilmember Greenberg asked about new sources of water? Water Director, Michael Boule, talked about potential opportunities to achieve that goal. Councilmember Greenberg asked about the number of miles to the Sea of Cortez. Michael Boule said it was about 350 miles. He also said these were great priorities that council brought forth. Councilmember Judd talked about having protections in place, to avoid agencies that would waste water. They then talked about turf reductions and capabilities of the City to refuse developments. City Manager Wingenroth asked about any water concerns from the Fire Dept? Chief Espie said the only concern he has is some water flow from El Mirage in the Original Town Site.

City Manger Wingenroth then directed the conversation to Government Transparency. Mayor Sartor asked what it truly meant? City Manager Wingenroth summarized as an example something the City is already doing but what would Council want the public to feel about the City's Openess and ability to receive information in general. Councilmember Duffy said they need to make it easier for people to know what the City is doing. City Manager Wigenroth asked about signage for developments? Community Development Director, Lloyd Abrams, talked about the upcoming digital map that will be used for the whole city. Councilmember Melton talked about his district's newsletter, and how to effectively relay to the community. Vice-Mayor Hastings talked about simplifying and summarizing complex things for the community to digest. Mayor Sartor asked about how the City operates and connecting things digitally online. Councilmember Haney talked about the challenges of being a multi-generational City; he also talked about increasing community involvement. Councilmember Greenberg talked about the difference between people wanting to be involved versus not caring. Mayor Sartor talked about taking a holistic look at different technologies being used and putting things online, and potentially making a marketing campaign. Vice-Mayor Hastings talked about making data driven decisions. He said he likes the "follow your money" site, but that the design could be updated. Councilmember Haney talked asked if the City was missing folks or was it a distrust of the government? Marketing and Communications Director, Virginia Mungovan, said there is often a lot of people who simply don't engage if there isn't a problem. She talked about quarterly sending out material within the City, and the efforts to connect with citizens. Vice-Mayor Hastings said it was not easy to sign up for email lists within the City. Virginia said there are some limitations from CivicPlus that impact the ease of signing up for certain things. Council then talked about CivicPlus and potentially improving the site, and online security. Councilmember Haney said he would like to continue to invest in bringing government to people.

City Manger, Bob Wingenroth, talked about the rough draft of the Strategic Plan and potential Mission Statement. Council said it was a good statement but lengthy, they talked about key points and the message they wanted to deliver. They talked about the differences between a mission statement versus a Vision statement. City Manager Wingenroth talked about having values in the prior version but not necessary for new version. Councilmember Judd said he liked

the part that talked about Quality of Life. Councilmember Greenberg talked about certain key phrases listed, he discussed Public Safety with Council. Councilmember Judd talked about the verbiage for Investments. Mayor Sartor said he would like both a Mission and Vision Statement. Mayor Sartor suggested Councilmember Greenberg work with staff to draft up a statement.

Mayor Sartor asked what the next step would be? City Manager Wingenroth said it would be turning all the points given into a strategy presented at a Council Meeting. He said they would get input then move it to approval. Mayor Sartor asked if they could do another retreat? Bob said it would take awhile before there would be something to review.

City Manager Wingenroth asked Chief Pena to give an update on a recent event within the City.

H. Other Business and Future Agenda Items

I. City Council Reports

J. Executive Session

1. Executive Session Items

2. Executive Disclaimer - Part 1

3. Executive Disclaimer - Part 2

4. Executive Disclaimer - Part 3

K. Adjournment

Motion: To Adjourn

Initiated By: Nick Haney

Seconded By: Jack Hastings

Yes: Jack Hastings, Patrick Duffy, Chris Judd, Nick Haney, Kevin Sartor, Johnny Melton, Earle Greenberg

No: None

Abstain: None

Vote Result: Passed

Meeting Adjourned at 5:42



Kevin Sartor, Mayor

**ATTEST:**



Kristi Passarelli, City Clerk

**CERTIFICATION:**

I, Kristi Passarelli, 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 Meeting of **Monday, February 10, 2025.**



Kristi Passarelli, City Clerk