



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, September 2, 2025 @ 4:30 PM
COUNCIL CHAMBERS

A. Call To Order

Mayor Sartor called the City Council Work Session of September 2nd, 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, Council members Chris Judd, Earle Greenberg, Patrick Duffy, Johnny Melton and Nick Haney.

C. Pledge of Allegiance

Mayor Sartor led in the Pledge of Allegiance.

D. Regular City Council Work Session Agenda

1. CONSENT AGENDA:

2. REGULAR AGENDA ITEM - PUBLIC HEARING:

3. REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

1. Presentation and discussion pertaining to the City's business licensing process and fees.

Assistant Director of Community Development Tiffany Copp and Mindy Davis came to present this item. Tiffany talked about the Purpose of Licensing, Standard Business License Time Frames, Reviewing Departments, Public Safety, Business License Process, Business Support, and Business License Fees.

Councilmember Greenberg, asked what the actual cost to the city was for each department to go through them? Andrea said it was between 10-30% of subsidizing the cost to the fee.

Vice-Mayor Hastings, asked about Spark Surprise? Economic Development Director, Jeanine Jerkovic, talked about the purpose of Spark Surprise as a business incubator. She elaborated about the history of the project and its current status; she also talked about the proposed services they hoped to offer. Vice-Mayor Hastings talked about the history of this topic, and asked about the challenges involved with defining business sizes? Assistant City Manager, Andrea Davis, talked about quantifying small businesses and the challenges involved with it, and how it could be subjective. Vice-Mayor Hastings talked about potentially reducing the fees. He asked about potentially eliminating the fee entirely? Andrea said that there is staff time put into processing business licenses, and that there are safety and compliance issues. She talked about the revenue impact and subsequent fiscal impact. Vice-Mayor Hastings asked about location safety? Andrea said that depending on the business they'll coordinate with fire to inspect the location. Vice-Mayor Hastings asked if there was ever anything found in those initial inspections? Acting Deputy City Manager, Brenden Espie, said that they have found items in the past. Vice-Mayor Hastings asked about the potential for people to take advantage of potentially eliminating the fee? Andrea said that it was something to consider.

Councilmember Haney, talked about why he wanted this item and the impact of veterans within the City. He talked about having the current discussion and the benefits of addressing the topic. He talked about the incoming Spark Surprise and the potential future benefits. He talked about the value and purpose in having licenses filed with the City, especially with regards to sober living

homes.

Councilmember Judd, talked about the number of expenses that it takes to start a new small business. He said he would prefer to see a rebate potentially. He said that he didn't want to see free license but to help further nurture growing businesses. He talked about the fiscal impact of reducing the fees.

Councilmember Greenberg, talked about the reasons why small businesses fail. He talked about potentially doing a graduated scale for the size of the businesses.

Councilmember Duffy asked how many start-ups were made last year? Andrea said there were roughly 5500 renewing businesses. Councilmember Duffy talked about the revenue from new businesses, and how he liked lowering the cost of the renewal fee.

Vice-Mayor Hastings, talked about the City competing with other cities. He thanked staff for their work on this item.

Mayor Sartor, talked about adopting a definition of a small business. He talked about having staff dig deeper for further options, and who a rebate would go to.

2. Presentation and discussion regarding the Economic Development Department Strategic Plan

Acting Deputy City Manager, Brenden Espie, introduced this series of discussions and how this would be the first of many updates to the Strategic Plan.

Economic Development Director, Jeanine Jerkovic, came to present this item. She talked about the Mission Statement of the Economic Development Department, Overview, Strategic Properties Alignment, Department Strategic Goals, Key Projects & Initiatives, and Challenges & Opportunities.

Councilmember Melton, talked about staff's efforts to enrich the economy in Surprise.

Councilmember Greenberg, talked about the ED department getting an award for their April 1st video.

Vice-Mayor Hastings, thanked staff for their work at City Center.

Mayor Sartor, talked about the efforts of staff to develop the City.

E. Executive Session

1. Executive Session Items
2. Executive Disclaimer - Part 1
3. Executive Disclaimer - Part 2
4. Executive Disclaimer - Part 3

F. Adjournment

Motion: To Adjourn
Initiated By: Earle Greenberg
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 5:25 PM



Kevin D. 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 **Tuesday, September 2, 2025**.



Kristi Passarelli, City Clerk