

**CITY OF SURPRISE
TOURISM ADVISORY BOARD
Meeting Minutes
APRIL 29, 2009 / 6:30 PM
SURPRISE RECREATION CAMPUS
15960 N. BULLARD
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:36pm

A. Roll Call

CRS Board Members: Wayne Turner - Chair, Ron Jensen – Vice Chair, Mary Lou Youngblood, Lou Provenzano, Mark Brown, Melissa Sturtevant, Mike Hawkins (absent)

Ex-Officio Tourism Board Members: None present

City Staff: Mark Coronado, Melissa Miller, Donna Miller, Paul Frie, Dana Garr

B. Pledge of Allegiance

C. Current Events Reports – Sports Manager Paul Frie provided update on ball programs. Currently there are 168 teams at 9 locations across the city. Two leagues per week will be held at the new Surprise Farms location which will allow for separation of competitive programs from recreation programs. Forty adaptive students participated in a Prom, and volleyball registration underway. Thirteen state and regional tournaments are anticipated. Aquatics and Special Interest Class Manager Donna Miller advised 85% of part time staff returned to support aquatics. Classes will be added due to Spring classes filling. Almost 2000 kids are anticipated this year. Various special interest class registrations are underway for approximately 200 different programs. Due to budget cuts we opted to provide the Recreation Times in electronic format only, saving approximately \$15,000 in printing costs. This may be reason for slow registration response. Special Events Manager Tara Combs shared that the Spring Eggstravaganza was cancelled buy the leftover candy and eggs were donated to a local food bank. Kung Fu Panda brought attendance levels of 2000 for Movie Night, which provided free entry with a canned food donation. July 4th will bring a league game in the stadium in lieu of a concert.

D. Staff Reports - none

E. Item 1 – CITYWIDE – CRS Advisory Board Member Report

Mr. Provenzano asked if there were other changes to the July 4th event. Mr. Coronado advised that dramatic changes have resulted in a reduction of the stage and music and vocal citizen input is anticipated. There will be fun on the concourse and \$75,000 is still budged for the event; \$30,000 of which is fireworks. Ms. Youngblood commented that this event is not showcased in the Recreation Times, either. Mr. Coronado shared that the publication was cut for remaining FY09, but it is on the table to be printed for the next fiscal year. Ms. Combs commented on the advertising efforts that are underway for the July 4th event.

Mr. Provenzano shared efforts of the 17 member General Obligation Bond panel, of which he is a participating member. Surprise will be one of the few cities in the valley without a bond in July. Seventy percent (70%) of citizens were against the bond. Members then provided that the dollars assessed were limited to only ninety nine (\$0.99) cents for every \$1,000 of property value and once framed into a per day breakdown, the idea of a bond was more readily received. Parks hard to get maintenance and operations (M&O) funding support, however, 85% provided for transportation. Committee is moving toward recommended a bond. Council will need to approve before eventually going to vote in November. Ms Youngblood asked what the Economic Development categories included. Mr. Provenzano shared that park

improvements without M&O and light rail. Mr. Jensen commented on the lack of participation in the bond proceedings. Mr. Turner asked if there was anything the CRS Board could do to put Parks on the radar. Mr. Provenzano shared that we must convince that additional maintenance costs would not be incurred for those items presented for the bond. Mr. Turner promoted the “Live, Work, Play” philosophy and branding by the City. Ms. Youngblood requested for the record that the Tennis Facility be touted for hits huge economic impact to the city and that people will stay if we have amenities here.

F. Item 2 – CITYWIDE – Chairman Report

Mr. Turner – no report.

G. Item 3 – CITYWIDE – Community & Recreation Services Director Report

Mr. Coronado shared that Parks and Recreation is 14% of the entire budget for the City of Surprise. The City Manager and Assistant City Managers are supported. This is critical time to gain their support. These bonds won't mature in 3-5 years so vision is essential to this bond package. Dollars won't be assessed until they are spent on the projects. The board is encouraged to voice their concerns and prioritize any projects for the community. Shortsightedness will hurt our growth. Mr. Turner should attend the next G.O. Bond meeting.

Economic Impact of the senior tournament was provided to be \$250,000. Advertising for the Fed Cup would have cost over \$400,000 to provide the exposure and impressions received, but was provided by USTA, sponsorships, and in-kind contributions. However, we are losing our ability to attract other large events such as the Davis Cup and World Tennis without the infrastructure. It costs almost \$200,000 per event to build a temporary stadium. Mr. Provenzano agreed to request Bond Board Chairman Elkins to put it on the agenda to discuss tennis facility elements. Mr. Coronado shared the commitment USTA is willing to make in Surprise to build this a potential hub for their tennis activity.

The Board welcomed its newest member, Melissa Sturtevant. Ms. Sturtevant shared her sixteen years' experience with parks; most recently as a Parks Supervisor in Avondale prior to budget cuts. Her background includes a bachelor's degree in Parks and a Masters in Organizational Management. A Phoenix resident for eleven years, she has serviced on the National Parks committee.

CRS ADVISORY BOARD AGENDA ITEMS – NON PUBLIC HEARING

H. Item 4 – CITYWIDE – Discussion regarding modification of the CRS 10 Year CIP Plan.

Report only. A special meeting may need to be called.

I. Item 5 – CITYWIDE – Presentation on FY2010 supplemental requests and proposed base reductions as presented.

Ms. Youngblood asked if there was talk about bringing anything back that had been reduced. Mr. Coronado shared that the City Manager advised in better times, things may be reprioritized.

J. Item 6 – CITYWIDE – Consideration and action to increase the open swim admission fee for resident youth.

Staff discussed a recreation PASS that would encompass Tennis, the Pools, Spring

Training, and the Recreation Center. Mr. Provenzano asked if there was any way to divert users to Hollyhock pool to increase its usage and alleviate crowding at the Aquatics Center.

Motion to increase the resident rate for open swim made by Mary Lou Youngblood. Seconded Lou Provenzano. Motion passed unanimously.

CALL TO THE PUBLIC

No requests for the floor were received.

OTHER BUSINESS

- a. Next meeting will be June 9, 2009 at 6:30pm.
- b. Future agenda item to include improving Senior Center participation.

ADJOURNMENT – Meeting adjourned at 8:25pm. The next meeting will be June 9, 2009 at 6:30pm.

ATTEST:

Mark Coronado, Director

CERTIFICATION:

I, Dana Garr, Analyst for the City of Surprise Community and Recreation Services Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the CRS Board meeting held on April 29, 2009.

Dana Garr, Analyst

POSTED:

TIME:

Linda Stevens, Deputy City Clerk

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