

**CITY OF SURPRISE  
COMMUNITY & RECREATION SERVICES ADVISORY BOARD**

**Meeting Minutes**

June 9, 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

**Ex-Officio Tourism Board Members:** None present

**City Staff:** Mark Coronado, Melissa Miller, Tara Combs, Dana Garr

B. Pledge of Allegiance

C. Current Events Reports – Mr. Coronado shared that Summer Recreation registration is underway. Aquatics is 90% full. The pool has reached capacity the last two weekends by noon. Participation percentages show that the resident population is well served. Youth Basketball is at 95% capacity. Babe Ruth is currently in progress on the fields behind the recreation department offices. Swim teams have 125 kids with 500-600 parents, grandparents and family members expected at each week's event. Basketball registration is down 19% and volleyball is flat. We believe the economy is reflected in this trend. Close of the season is still two weeks out. 1a thru 4a baseball economic impact was \$60,000. 1a and 3a all-star football is ongoing this week. For information, this event was not funded in next year's budget. We will try to renegotiate terms next year to discuss shared housing and food expenses. There could be council action to discuss event funding for the 4<sup>th</sup> of July due to the elimination of the two stages that were present last year. Tara Combs reported on the status of planning for this year's rookie game between the Rangers and the Cubs that will likely start at 5:30pm and be followed by the fireworks display. There will be a \$2 charge for the kids zone. Tickets are required for the event to assist with planning for the number of people expected. This has not been popular, however, complaints will be worse if we can't accommodate everyone and have to turn people away at the last minute due to capacity issues. Summer camp registration is at 100%.

D. Staff Reports - none

**E. Item 1 – CITYWIDE – CRS Advisory Board Chairman Report**

Mr. Turner - No Report

**F. Item 2 – CITYWIDE – CRS Advisory Board Member Report**

Ms. Youngblood asked if the high schools use our aquatics facility and if Dysart would partner for a school. Mr. Coronado and Mr. Hawkins shared that district funds are depleted at this time. Willow Canyon, Valley Vista, and Dysart use the aquatics center from September thru October. Mr. Coronado shared that the YMCA has been approached regarding an aquatics partnership and more will be reported with this evening's agenda item that updates the status of discussions with the YMCA. Lou Provenzano reported on council's passage of funding a LED sign at Bullard and Bell. This should be a tremendous aide to Parks & Rec. Conceptual designs were due to City Manager on June 10. Options may exist for potential integration into the existing scoreboard sign at the stadium. Youngblood – any potential for sponsorship of the LED sign? Coronado – The City Manager made it clear that he did not want it to become a

“Vegas Marquee” and that it will display information only. Ron Jensen commented on how the Memorial Day Parade has brought the community together and had nice attendance. The hometown atmosphere keeps getting better every year. Mr. Coronado advised staff required entrants to have a patriotic theme. There were over 100 participants. Ms. Youngblood asked why more high schools weren’t represented with a float? Mr. Coronado replied that it’s the weekend after school ends, which is always a challenge. The district was a good partner. There was an art show and \$500 for the Willow Canyon Band that was provided thanks to Sanderson. It’s hard with graduation. Mr. Jensen commented that is always a challenge around the 4<sup>th</sup> and Memorial Day.

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

Already covered in current events report. No new items.

**CRS ADVISORY BOARD AGENDA ITEMS – NON PUBLIC HEARING**

**H. Item 5 – CITYWIDE – Consideration and action to approve the minutes from the February 17, 2009 meeting.**

Motion to approve, Hawkins. Second, Youngblood. 0 Opposed. Motion carried.

**I. Item 5 – CITYWIDE – Consideration and action to approve the minutes from the April 29, 2009 meeting.**

Motion to approve, Youngblood. Second, Provenzano. 0 Opposed. Motion carried.

**J. Item 6 – CITYWIDE – Discuss modifications of the FY2010 Community & Recreation Services Department Budget as a result of the City Council Budget Retreat on May 1 and 2.**

\$118,000 was put back for Parks Maintenance workers. Asset replacement was funded at \$272,000. Staff will need to prioritize the asset projects. Council sent a strong message to the community that residents and the look of the campus were high priorities. The City is still awaiting word on how State shared revenues may impact us. If they do, the City Manager has a plan, but has not yet provided direction as to what steps will be taken.

**I. Item 7 – CITYWIDE – Discussion on recommended bond projects for Parks and Recreation.**

The recommendation of the Citizen Bond Committee was overviewed by Bond Committee member, and CRS Board member Lou Provenzano. The committee didn’t feel that the public input process accurately reflected Surprise’s growing demographic of young families. The meetings and times were not conducive for many to attend, resulting in that group not being well represented. The 17 member committee chose to prioritize the projects requested by city staff and move only a select portion of them toward recommendation to council. Mr. Coronado extended appreciation for Mr. Provenzano’s and Mr. Bill Pupo’s efforts to advocate for Parks and Recreation projects that ultimately were brought back “...in the 9<sup>th</sup> inning...” to the bond committees discussions and final recommendation. Ms. Youngblood asked if we had to specify items for the recreation campus line item and was told that we did not. Additionally, she asked how the expansion of the tennis facility was moved forward despite having maintenance and operations costs. Mr. Provenzano advised it was because it was originally identified as an economic impact category project, however, the committee felt it was more closely related to the parks department.

**K. Item 8 – CITYWIDE – Report on discussions with the YMCA regarding potential sites in Surprise and intended Memorandum of Understanding (MOU) regarding a feasibility study.**

Mr. Coronado updated the board on the one page document sent to the YMCA by the City Attorney agreeing to enter into an MOU with YMCA to conduct a feasibility study at a cost to the City of \$15,000, with an equal amount paid by the YMCA. The study will have an 18month life cycle due to the economy. However, the YMCA needed this agreement in place early to begin their planning. Area of study focus will be at Asante, off of Jomax.

**L. Item 9 – CITYWIDE – Update on the Intergovernmental Agreement with Dysart Schools**

Staff attended the district's governing board meeting to share their displeasure with misinformation regarding the City's position, which is that the current Intergovernmental Agreement is about priority use, land donations, dedicated school facilities, and development fees paid and waived by the City. The core argument is not about Pop Warner, etc, but about continued recognition of the City's investment. Three members of the board seemed supportive of this position. The board directed administrative staff to work toward defining priority use and decided that the IGA will stand in philosophy which is good for residents. A report is due back to the district in 30 days.

**M. Item 10 – CITYWIDE – Discussion and possible action regarding the changes to the City of Surprise ordinance governing boards and commissions.**

The board was updated on the recently adopted changes to municipal code that establishes policy regarding absenteeism, the requirement to develop strategic and annual plans and frequency of meetings.

**N. Item 11 – CITYWIDE – Discussion and possible action to place items on future CRS Board agendas.**

Potential dates for the next meeting will be July 14 or August 11, 2009 at 6:30pm. Lou Provenzano shared comments that he feels privileged to serve on this committee and believes that the work it does helps put CRS on the map. There is always good news and accomplishments and staff is a testament to this department.

**CALL TO THE PUBLIC**

No requests for the floor were received.

**OTHER BUSINESS**

- a. Invites for the July 4<sup>th</sup> event will be sent to the board.
- b. Ron Jensen asked if the church at 141<sup>st</sup> and Greenway could be considered for a shared facility. Mr. Coronado advised that staff has been approached regarding joint programming, however there is no agreement in place with the City. Ms. Youngblood asked what would happen if the property wasn't taken care of to which Mr. Coronado replied Code Enforcement would handle.
- c. Wayne Turner asked if CTCA ticket sales were impacted by the announcement of Andre Agassi. Mr. Coronado shared that we are at 25% and 1/3 of the capacity sold already which is significantly higher than where we were this time last year. It seems people are anticipating Agassi making the finals and are purchasing the full series. Ten of every 12 sold last year were

in Surprise. This year most are from out of town – Maine, CT, FL, UT, TX, HI, the Caymans, etc. This is Agassi's first competitive match since the US Open. Also receiving a lot of inquires is if Stephi Graff will attend. Our goal is \$375,000 in ticket revenue. Sponsors are also being encouraged to purchase tickets for their VIPs as part of the sponsorship packages we are offering. A good ticket will be hard to get if not purchased until September. Channel 12 and the French Open aired commercials, John Austin making appearances and will be on evening talk shows, also Ch 5, 12, ESPN, the US Open and the Tennis Channel will air spots. Northwest Valley Papers will be our print partners this year and print all ads. Three of the players this year are French Open Champions. Ms. Youngblood asked if we are giving Economic Development these economic impact numbers for draw of businesses and hotels. Mr. Coronado shared that as the liaison for the Tourism Committee (hotels and restaurants well represented) and with the new marketing study as testament to staff that Surprise is a family oriented city, the potential to create an identity exists geared towards entertainment and the White Tanks. 90% of respondents to the marketing study said they would not come if it weren't for Spring Training. We need more hotels without the word "Inn" in their name and not so many chain restaurants. Vision with risk needs to be part of the process. Ms. Youngblood commented that a hotel with a water park would keep people here and draw new while serving a resident need. Ron Jensen commented that 120 degree temperatures are hard to overcome. Melissa Miller advised 150 spots thru Fox and the Tennis Channel and broadcasts of post event matches will be conducted. Mark Brown inquired into Surprise trying for a Davis Cup. Mr. Coronado advised that we need a funding mechanism identified due to the Davis Cup only providing ten months notice to chosen sites. Mark Brown commented that it will attract the Hyatt, Residence Inns, and Indian Wells crowds – is that a reasonable argument? Mr. Coronado replied we are particular and need to be sensitive to the economic impact. Looking to make this a western tennis hub and need the infrastructure because we will only be "new" for so long.

**ADJOURNMENT – Meeting adjourned at 7:48pm. The next meeting will be June 9, 2009 at 6:30pm.**

Motion to adjourn by Mary Lou Youngblood. Second Ron Jensen.

**ATTEST:**

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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 June 9, 2009.

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Dana Garr, Analyst

**POSTED:**

**TIME:**

\_\_\_\_\_  
Linda Stevens, Deputy City Clerk

**SPECIAL NOTE:** Individuals needing reasonable accommodations, such as large print materials and oral/ ASL interpreters, should contact the Disability Advocate at **623.222.3821** (Voice) or **623.222.3802** (TTY/VP) at least three (3) business days prior to the event so arrangements can be made.