

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

November 16, 2010 / 6:30 PM

**SURPRISE RECREATION CAMPUS
15960 N. BULLARD
SURPRISE, ARIZONA 85374**

CALL TO ORDER: 6:38pm

A. Roll Call

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

Ex-Officio Members: None

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

B. Pledge of Allegiance -

C. Current Events Reports – Mr. Coronado overviewed the upcoming agenda item regarding council's strategic focus for the next six months, which will be applicable to planning over the next 4-8 years. This is a result of four council meetings. The board was encouraged to attend the upcoming council meeting to represent their recommended prioritization of the strategies. Sports tourism had been identified by council as a magnet to the city. Council will make a final determination on their plan on December 9 with the final results and potential funding mechanisms shared in January 2011.

D. Staff Reports – Mr. Turner asked about a possible caravan with the Texas Rangers to get more fans to come here for spring training. Mr. Coronado advised that the Rangers weren't quite prepared for the win and need to ramp up their post game, merchandise and plans to promote the American League win. We are in talks with them right now, but also need to be sensitive to the fact that we are a two team facility. We are fortunate that the spring training schedule for 2011 gives us Texas versus the San Francisco Giants on a Sunday, the Royals versus the Giants on a Friday and a Sunday, as well as opening day on a Sunday. The real test is for us to get into their season ticket base and to also discuss resort packaging. Historically, a championship win raises ticket sales by 20% but there are always anomalies. The mascot and some players will be here for Surprise Party and tickets will be on sale for Spring Training on December 4 this year – one month earlier. Mr. Provenzano commented on the well attended All Star Game. Mr. Coronado discussed the real value of the All Star game in that it is aired on the National Major League Baseball network several times. Tara Combs reported on Surprise Party coming December 1-4. A Santa Shop will be open this year in the Team Store. Friday will again bring a balloon glow, fireworks and sky divers. Saturday will bring a 50th Anniversary Celebration with a parade and breakfast that the board will be invited to.

CALL TO THE PUBLIC

Public present requested to reserve comments until after the presentation. No comments received.

CONSENT AGENDA

E. Approval of items on the Consent Agenda

No items were identified as consent agenda items.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – CITYWIDE – Consideration and action to approve the minutes of the October 13, 2010 regular meeting.

Motion to approve Lou Provenzano, second Mary Lou Youngblood.

Item 1 – CITYWIDE – Consideration and action to rank, in order of priority, the areas of focus in the City Council's Strategic Plan.

The board discussed the process for prioritizing council's initiatives. Some of which were in the bond package that was rejected by voters. A board representative was encouraged to attend the November 18 council meeting. Mr. Turner asked about the InsideOut contract that brings the CTCA Tennis Tournament to Surprise. Mr. Coronado advised perhaps not in the same format, but we are looking to discuss future events. The investment in tennis equates to about \$10,000 needed per seat. However, we would not have to rent nearly \$200,000 worth of infrastructure. Instead a fixed building would be present with facilities and the opportunity to support other events. We would then be required to pay about \$500,000 per year on the debt service to support the initial investment. However, we would have the ability to achieve a greater return on the CTCA and also host other similar scale tournaments. We broke even on CTCA this year by about \$3,000. The break-even fact or would be more significant if the stadium build out did not need to be rented. The need for this is supported by our CFO McCarty but the voters said no. The potential soccer stadium equates to 80 acres. At \$10,000 per acre, an equivalent maintenance cost annually would be \$800,000. We are looking to see what the CRS board feels is a priority. Mr. Brown asked about the seating capacity of tennis. 3,000 is an appropriate number supported by our past turnout and the USTA. Mr. Turner inquired if the USTA will provide dollars. Mr. Coronado advised that it was strong possibility for partnership and potential naming rights also exist at the facility. We are looking into several significant development agreements that may be considered by the council. Ms. Youngblood asked about the resort at the White Tanks that was listed as a council priority. Mr. Coronado advised it may be similar scale of a Six Flags. We have a 10% city, and 40% state base of business clients to support hotels. We need to be closer to 70%; thus we need more business for the resort to be a possibility. Mr. Turner commented that the lack of resort also hurts us. Mr. Coronado committed to coming back to the board in January to identify an existing valley resort as a preferred CRS destination location to partner on packages and also as a venue for larger scale events that have VIP's needing a first class place to stay. Mr. Hawkins asked if there are other Phoenix Metro Area soccer complexes similar to the one Surprise is exploring. Mr. Coronado advised Reach 11 which is about 27 miles away and one on McDowell with the opportunity for 12-16 fields. However, he doesn't see the competition at this time so it is a niche to fill. The Kansas City Wizards will be on a

conference call on Thursday and want to know what the deal may look like. They want to be a regional club soccer training facility. Mr. Turner asked about financial considerations provided by the teams. Mr. Coronado advised it was too premature to discuss and would be a point of negotiation. We will look toward a major game in April to entice them to come here and understand the sports synergy that exists. Phoenix was on track for the same but was impacted by the economy. Ms. Youngblood commented on the success of club soccer and how families travel the nation with their kids. Mr. Hawkins agreed and stated that even the local families will travel all over the valley. Mr. Coronado cautioned that it is definitely unique in the west valley and whoever supports the infrastructure first would be able to break into the sport. \$50,000 would ready the 8-acres for a field in April for an exhibition game. Mr. Brown moved on to the prioritization of council's plan and asked if combining facilities such as the White Tanks Eco Park and Welcome Center could be considered. Mr. Coronado agreed that the Eco Park would have a habitat area to compliment an Amphitheater. Parking and utility infrastructure doesn't exist. The Library District also has the same vision with a timeline of 8-10 years as identified in the Tourism Board Strategic Plan. Ms. Youngblood cautioned that the list sends the reminder that we can't build a lot of this stuff until we have something else to offer. Mr. Coronado advised that if given a five year window, he could cover a debt service for the facilities. He does not believe the general fund should have to subsidize. Police, Recreation and Fire should not have to sacrifice their budgets and services to support these ideas and he believes that ticket sales prove it. Mr. Provenzano shared his comments that we must get competitive bids now, more than any other time in history. Especially in Surprise where we are not land locked. If we can build it now with low interest dollars, then why not. Mr. Coronado shared his findings that land is significantly different now that it was 5 years ago within a 10 mile radius of the city. This board needs to be more involved and politically involved as well. When the success of Surprise is noted, our Recreation success with minimal investment should be recognized as well as this board's support of those initiatives. Mr. Provenzano inquired into the cost of fencing the 8-acres. The cost was prohibitive initially, but staff will request new bids. Mr. Hawkins asked about partnerships with the schools. Mr. Coronado advised that in this climate, that may have potential. There is a delineation between tennis and soccer – the tourism piece. Soccer will affect the local community as well by providing additional programming areas. We are looking at potential contracts with those that can do a cost/benefit analysis and will update the board on the process at a future meeting. We may need to look to creating a committee, much like the bond committee, comprised of several representatives across all boards/commissions in the city. The council may choose to explore some initiatives outside of an election in the best interest of the city and with citizen and board feedback. The board went about the process of prioritizing council's strategies.

The majority of the board ranked their top 3 only. One member did rank 1-5. The top 3 action items were the Tennis Stadium, Soccer Complex and Desert Eco Park at the White Tanks.

There was a lot of discussion amongst the board about grouping elements into single projects / action plans

- Visitor Center + Hospitality Training + Conference Center / Convention Center
- Eco Park + Amphitheater at the White Tanks

Mr. Turner called for a motion to accept the priorities provided by the board. Ms. Youngblood motioned to accept the CRS Board's prioritization of the top three initiatives and recommend the ranking to council. Seconded by R. Jensen. None opposed.

OTHER BUSINESS

None

ADJOURNMENT – Motion to adjourn at 8:03pm by Board Member Provenzano, second by Board Member Youngblood. Motion passed.

ATTEST:

Mark Coronado, Interim City Manager

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 November 16, 2010.

Dana Garr, Sr. 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.