

**CITY OF SURPRISE
TOURISM ADVISORY BOARD**

Meeting Minutes

September 13, 2016 / 11:30 PM

**COMMUNITY AND RECREATION SERVICES - CONFERENCE ROOM
15960 N. BULLARD AVENUE
SURPRISE, ARIZONA 85374**

CALL TO ORDER:

A. Roll Call - 11:40 am

Tourism Advisory Board: Robert Pasley, Deangelo Hall, Kristin Peck, Mario Rana, Chris Hall, Della Brandenberger, Raoul Sada

Community & Recreation Services Staff: Mark A. Coronado, Tara Combs, Donna Miller, Christine Frederickson, Cecilia A. Covarrubio

B. Pledge of Allegiance

C. Current Events Reports

Mark A. Coronado, Community and Recreation Services Division introduced Mario Rana-Restaurant Representative, Chris Hall - Restaurant Representative, Della Brandenberger - Hotel Representative, and Raoul Sada - Chamber of Commerce - newly appointed Commission members to the Tourism Advisory Board. Mr. Raoul Sada, Chamber of Commerce discussed the "Shop Surprise" initiative through media outlets.

D. Staff Reports

Tara Combs, Sports Tourism and Special Events Division Manager discussed upcoming events including Surprise Fiesta Grande, Saturday October 15 in the Original Town Site and the Surprise Party December 2 & 3. Mark A. Coronado, discussed concerns regarding the use of elephants as an attraction for the Surprise Party - initiated by animal activists and PETA activists. College Baseball tournaments will return to Surprise Spring of 2017, creating approximately 900 room nights amongst participating teams. The CTCA - Inside Sports Tennis Tournament will not return 2017, currently discussing a new business model as an effort to enhance the impact of the tournament. Cecilia Covarrubio, Recreation Supervisor discussed the lineup of events scheduled to take place fall, winter and 2017 spring. Members will be provided with calendar of events outlining items discussed. Mark. A. Coronado provided awareness to the impact of Tennis in the City and the potential threats to out of state facilities that include the 100 court facility in Florida - a USTA training site. Overall, the partnership with USTA has been successful and value to the City of Surprise. Robert A. Pasley, Board Chairman requested to place an agenda item designated to discuss what needs to be done to enhance the impact of the Tennis and Racquet Complex in addition to making stadium bleachers permanent at the facility and revenue comparison.

CALL TO THE PUBLIC:

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 August 09, 2016 Tourism Advisory Commission meeting.

Motion to approve the minutes of the August 9, 2016 Tourism Advisory Commission meeting – Deangelo Hall, 2nd Mario Rana. Seven yes votes. Motion carried.

Item 2 – CITYWIDE – Presentation and Discussion regarding the Western Heritage Trail Society.

Mr. Julio A. Reyes-Alvaraso and Mr. Robert Thomas Mastro introduced the Western Heritage Trail initiative - designed to develop, promote, attract and showcase the historic 89A and its presence in the City of Surprise. Material items were provided to Tourism Advisory Commission members outlining the concept of the Western Heritage Trail and the potential economic impact to the City of Surprise and partnering areas within the trail. Items included an example of the interactive element concepts, membership possibilities, subscription options, and financial summary/budget. Mr. Reyes-Alvaraso and Mr. Mastro requested the financial contributions of \$15,000.00, by the City of Surprise would be provided in order to further the progress of the project. Mark A. Coronado stated that the agenda item was presented as a discussion and that the Board may recommend to include as a future agenda item.

The Tourism Advisory Commission requested that Mr. Reyes-Alvaraso and Mr. Mastro upon discussing with other potential participating municipalities provide letters of recommendation, detailed budget and line items to present at a future meeting as an action item to recommend tourism funds to supplement efforts for the project.

Item 3 – CITYWIDE – Update regarding sports tourism including the NCAA Collegiate Baseball Tournament Spring 2017.

Mark A. Coronado, Community and Recreation Services Director provided information during Staff Current events outlining dates and participating schools. Currently being discussed are finalization of schedule and list of participating schools - with Spring Training starting earlier, field usage may be limited depending on approval from the Texas Rangers and Kansas City Royals.

Item 4 – CITYWIDE – Consideration and possible action to place items on a future agenda.

- Tennis and Racquet Complex; analysis and comparison of facility usage (recreational and tournament) per Mr. Robert Pasley

Motion to place items on future agenda - Deangelo Hall, 2nd Kristen Peck. Seven yes votes. Motion carried.

OTHER BUSINESS

ADJOURNMENT – Motion by Deangelo Hall, 2nd Kristen Peck. Seven Yes Votes. Motion carried. Meeting adjourned at 1:45p.

ATTEST:

Mark Coronado, Director
Community & Recreation Services

CERTIFICATION:

I, Cecilia A. Covarrubio, Administrative Specialist 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 Tourism Advisory Commission meeting held on September 13, 2016.

Cecilia A. Covarrubio, Administrative Specialist