



MARANA TOWN COUNCIL
STUDY SESSION
NOTICE AND AGENDA

11555 W. Civic Center Drive, Marana, Arizona 85653
Second Floor Conference Center, October 29, 2024, at or after 6:00 PM

Ed Honea, Mayor
Jon Post, Vice Mayor
Patti Comerford, Council Member
Jackie Craig, Council Member
Herb Kai, Council Member
John Officer, Council Member
Roxanne Ziegler, Council Member

Pursuant to A.R.S. §38-431.02, notice is hereby given to the members of the Marana Town Council and to the general public that the Town Council will hold a meeting open to the public on October 29, 2024, at or after 6:00 PM located in the Second Floor Conference Center of the Marana Municipal Complex, 11555 W. Civic Center Drive, Marana, Arizona.

ACTION MAY BE TAKEN BY THE COUNCIL ON ANY ITEM LISTED ON THIS AGENDA. Revisions to the agenda can occur up to 24 hours prior to the meeting. Revised agenda items appear in *italics*.

The Council Chambers are wheelchair and handicapped accessible. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the Town Clerk at (520) 382-1999. Requests should be made as early as possible to arrange the accommodation.

This Notice and Agenda posted no later than 24 hours prior to the meeting at the Marana Municipal Complex, 11555 W. Civic Center Drive, the Marana Operations Center, 5100 W. Ina Road, and at www.maranaaz.gov under Agendas and Minutes.

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE/INVOCATION/MOMENT OF SILENCE

APPROVAL OF AGENDA

DISCUSSION/DIRECTION/POSSIBLE ACTION

- D1 Relating to Tourism; presentation providing an update on the Town of Marana Tourism Master Plan; discussion and possible direction on current plan progress (Stefanie Boe)

EXECUTIVE SESSIONS

Pursuant to A.R.S. § 38-431.03, the Town Council may vote to go into executive session, which will not be open to the public, to discuss certain matters.

- E1 Executive Session pursuant to A.R.S. §38-431.03 (A), Council may ask for discussion or consideration, or consultation with designated Town representatives, or consultation for legal advice with the Town Attorney, concerning any matter listed on this agenda for any of the reasons listed in A.R.S. §38-431.03 (A).

FUTURE AGENDA ITEMS

Notwithstanding the Mayor's discretion regarding the items to be placed on the agenda, if three or more Council members request that an item be placed on the agenda, it must be placed on the agenda for the second regular Town Council meeting after the date of the request, pursuant to Marana Town Code Section 2-4-2(B).

ADJOURNMENT



Council-Study Session

D1

Meeting Date: 10/29/2024

To: Mayor and Council

From: Stefanie Boe, Tourism and Marketing Manager

Date: October 29, 2024

Strategic Plan Focus Area:

Thriving Commerce, Cherished Heritage

Subject: Relating to Tourism; presentation providing an update on the Town of Marana Tourism Master Plan; discussion and possible direction on current plan progress (Stefanie Boe)

Discussion:

In January 2024, Economic Development and Tourism Staff began the Tourism Master Planning process. The Tourism Master Plan's purpose is to identify and grow Marana's strengths as a tourism destination. The process so far has included the creation of a Tourism Master Planning Team, including Town department staff and key external stakeholders, a community-wide survey, an assessment of the destination, several community meetings and presentations along with exploratory field trips to learn from other communities and about key tourism sectors already visiting Marana.

During tonight's meeting, Whereabout (Tourism Master Plan Consultant) and Tourism Staff will present an update on the Tourism Master Planning efforts, and will invite discussion from Mayor and Council for input and direction on the plan.

Staff Recommendation:

Mayor and Council are invited to provide input and direction regarding the Tourism Master Plan.

Suggested Motion:

No motion is required; staff seeks Council's feedback and direction.

Attachments

No file(s) attached.
