

**Pima County Sports & Tourism Authority
Pima Community College—Community Campus
401 N. Bonita Ave., Tucson, Arizona
Wednesday, June 18, 2008
11:00a.m.**

SUMMARY OF MEETING

The following is a summary of what transpired at the June 18, 2008 meeting.

1. Roll Call

The meeting was called to order at 11:19 a.m. by Tom Tracy with a quorum.

Members Present

Tom Tracy
Jim Arnold
Rick Vaughan
Justin Lanne
David J. Cohen
Linda McNulty
Edgar Soto
David Sitton
Mike Feder
Rocky LaRose

Members Absent/Excused

Jack Camper
George Favela
Sheila Baize
Kendall Bert
Carlotta Flores

Others Present

Rick Grinnell (Metro Restaurants)
Fred Gray (COT Parks)
Ben Buehler-Garcia (Marketing)
Paul Parisi (Tucson Chamber)
Robert Medler (Tucson Chamber)
Don Stopa (Pima Community College)
Catherine Strickland (Pima County ED&T)
Tom Moulton (Pima County ED&T)

2. Welcome and Introductions

3. Approval of the minutes

Minutes were passed unanimously as written.

4. Legislative update discussion

Tom Tracy explained that it is hard to keep updated among all the elected officials and stakeholders in the community due to the daily changes that occur

regarding the bill. Ten days ago the bill was due to be dropped on June 18th to become a stand alone bill due to various lobbyists. The legislators are looking for bills like the Authority's that can fall into an economic stimulus package. The legislature decided that the bill will either be pursued as part of such a package or stand alone and go into a special session.

An economist working with the legislature was concerned that the bill would not raise the funds required to build or update the facilities in Pima County as it was written despite the fact that the Authority didn't want to up the tax rate based on the sensitivity of the voters. Nevertheless the economist put down a 1% tax rate on the fact sheet at the legislative meeting last week and that greatly upset the restaurants. The Authority followed up with the Restaurant Association to assure them that the rate was not intended to be 1%, but instead $\frac{3}{4}$ %. The restaurants are coming around and supporting the bill, but with the expectation of seeing the results of their financial commitment. Small restaurants are more suspecting as they are more vulnerable by an added tax. Rick Grinnell of Metro Restaurants spoke with the association to explain that it is a matter of cash flow that affects whether people can afford to attend restaurants. It was also discussed that food purveyors should be notified for support in this endeavor since their business also depends on the success of retaining spring training. The plan is to rally support in the next 30 days and to try to mitigate the media as much as possible. The recent article claiming that all Pima County residents would be paying a $\frac{3}{4}$ cent tax is inaccurate since half of the tax will be paid by non-Pima County residents. The legislators in Phoenix have recommended that the Authority not respond publically to these articles so that the bill is not disrupted. As soon as the bill passes, the plan is to bring it back to Tucson to run it here and get community groups together for updates.

5. Proposed new sales tax initiative and potential community impact discussion

Tom Tracy discussed the elements of the bill. It is a $\frac{3}{4}$ cent tax on restaurants (and bars), hotels, and car rental. The taxing of sporting events, attractions, and amusements were eliminated from the bill. The Board will be composed of five industry groups: hotels, restaurants, car rentals, tourism, and someone with knowledge and experience with Major League Baseball. Candidates from each industry will be submitted to the Board of Supervisors and they will make their selections (one per industry). This was purposely kept small recognizing that other government offices will want to select their own private sector appointments. David Sitton recommended that the tribal government have such a nomination. The legislators are worried that nominations could get out of hand and mess up the composition and size of the board. The Authority desires to have it be regional in make up so that all municipalities, tribes, etc. are involved. Tom compared the potential revenue stream to Rio Nuevo. Rio Nuevo takes in 12-14 million a year in incremental revenue. The Authority could raise 15 million a year which would result in 800-900 million over the next 30 years since it is non-incremental thus bill drafters are looking into bonding the funds. The bill is

called the House Bill 28-29 Sports Authority District and would create a second single purpose district established via selections of the Board of Supervisors. Paul Parisi of the Tucson Chamber mentioned that there are other TIF bills in the legislature that could fund the building of a new stadium if this one does not pass.

Tom Tracy encouraged all the members of the Authority to contact the Southern Arizona delegation to show support of the bill. It is important to use original language in the emails or letters so that the messages have meaning and will stand out to the legislators. Some important points to mention would be the economic impact of the jobs and out of town visitors and fact that Spring Training puts Tucson on the map as a destination. Contact information for the legislators is as follows:

Southern Arizona Legislators

District 25

Senator Marsha Arzberger (D) marzberger@azleg.gov (602) 926-4321 Fax (602) 417-3146
Representative Manuel Alvarez (D) malvarez@azleg.gov (602) 926-5895 Fax (602) 417-3025
Representative Jennifer Burns (R) jburns@azleg.gov (602) 926-5836 Fax (602) 417-3125

District 26

Senator Charlene Pesquiera (D) cpesquiera@azleg.gov (602) 926-4326 Fax (602) 417-3159
Repr. Lena Saradnik (D) lsaradnik@azleg.gov (602) 926-3398 Fax (602) 417-3126
Repr. Pete Hershberger (R) phershberger@azleg.gov (602) 926-5839 Fax (602) 417-3026

District 27

Senator Jorge Luis Garcia (D) jgarcia@azleg.gov (602) 926-4171 Fax (602) 417-3162
Repr. Olivia Cajero Bedford (D) ocajerobedford@azleg.gov (602) 926-5835 Fax (602) 417-3027
Repr. Phil Lopes (D) Minority Ldr plopes@azleg.gov (602) 926-3278 Fax (602) 417-3127

District 28

Senator Paula Aboud (D) paboud@azleg.gov (602) 926-5262 Fax (602) 417-3166
Repr. David Bradley (D) dbradley@azleg.gov (602) 926-3300 Fax (602) 417-3028
Repr. Steve Farley (D) sfarley@azleg.gov (602) 926-3022 Fax (602) 417-3128

District 29

Senator Victor Soltero (D) vsoltero@azleg.gov (602) 926-5342 Fax (602) 417-3169
Repr. Linda Lopez (D) Asst Min Ldr llopez@azleg.gov (602) 926-4089 Fax (602) 417-3029
Repr. Tom Prezelski (D) tprezelski@azleg.gov (602) 926-3424 Fax (602) 417-3129

District 30

Senator Tim Bee (R) Maj Ldr tbee@azleg.gov (602) 926-5683 Fax (602) 417-3147
Repr. Marian McClure (R) mmcclure@azleg.gov (602) 926-3312 Fax (602) 417-3130
Repr. Jonathan Paton (R) jpaton@azleg.gov (602) 926-3235 Fax (602) 417-3030

Senate

Arizona State Senate
Capitol Complex
1700 West Washington
Phoenix AZ 85007-2890
Info Desk:(602) 926-3559

House

Arizona House of Representatives
Capitol Complex
1700 West Washington
Phoenix AZ 85007-2890
Info Desk: (602) 926-4221

Find your district:

<http://www.ci.tucson.az.us/capitolremarks/CongressionalMap.pdf>

All Southern Arizona legislators may be contacted through:

Tucson Legislative Office
400 West Congress Street
Suite 201
Tucson AZ 85701
Info Desk: (520) 398-6000
Fax: (520) 398-6028
Toll Free: 1-800-352-8404

6. Budget and potential funding sources discussion

Tom Tracy discussed the importance of hiring some staff soon to help the Authority achieve their goals in a timely and efficient manner. Right now both the city and the county are not able to provide funding directly but they were not against the Authority asking again in the fall. David Cohen helped prepare a grant application for \$50,000 that was submitted June 17th to the Tohono O'odham Tribe for the 12% Gaming Distribution funds. The grant was written to address each of their criteria in terms of economic development and public safety. The Authority will hear about the outcome of the tribe's decision in a few months. It was determined through further discussion that the Authority should have funding requests ready for organizations like the Community Foundation, and Tucson Regional Economic Opportunities, Inc., so that when the bill passes the Authority can seek financial backing. There are out-of-pocket expenses that Tom Tracy and others have paid to travel in the effort to meet with various teams that need to be reimbursed. There was discussion with David Sitton and Jim Arnold about getting some media coverage in-kind.

7. Committee Discussions

Tom Tracy called on each committee chair for committee updates.

- Public Relations and Community Outreach – Chairman Mike Feder reported that the committee met and are getting ramped up. They are waiting for the bill to pass so they can host a press conference for it. They are trying to stay abreast of everything that is happening so that they are ready when it passes. They will meet once again before it passes.
- Facilities Committee – Chairman David Cohen reported on the joint committee meeting they had with Youth and Amateur Sports. Tom Moulton reviewed the list that TEP submitted with maintenance requests and various updates that went public last week. They are ready to do a walk-through to determine the costs that will be associated with these renovation requests.

- Youth and Amateur Sports – Chairman Dave Sitton explained the importance of supporting the cause for better youth facilities so that as a community we can attract more sporting events and competitions. They are looking at working with the city and county parks and recreation departments to identify parks that can be renovated or expanded to meet these needs. There was some discussion as to the area around Golf Links, Udall Park, and Lincoln Park being possible areas for expansion.

6. Sports Authority research materials collection discussion

Deferred to next meeting

7. Discuss Future Agenda Items

Future Agenda items at the July 16, 2008 meeting will include:

- Legislative update
- Committee updates
- Report from the Executive Director
- Budget and in-kind services discussion
- Sports Authority research materials collection discussion

Please note that the Authority may meet sooner pending the bill passing.

8. Call to the Public

Tom Moulton thanked Edgar Soto for his help in securing the lunch and meeting room at Pima Community College, Community Campus.

9. Adjournment

David Cohen made a motion to adjourn at 12:55 p.m. and Jim Arnold voiced a second. Motion passed unanimously.

Dated this 19th day of June, 2008

Pima County Sports and Tourism Authority

Respectfully submitted by Catherine Strickland