

Pima County Sports & Tourism Authority

**Old Pueblo Grill
60 W. Alvernon Way, Tucson, Arizona
Wednesday, May 21, 2008
11:30a.m.**

SUMMARY OF MEETING

Note: The following is a summary of what transpired at the May 21, 2008 meeting.

1. Roll Call

The meeting was called to order at 11:45 a.m. by Tom Tracy with a quorum.

Members Present

Tom Tracy
Jim Arnold
Sheila Baize
Kendall Bert
David J. Cohen
Linda McNulty
Edgar Soto
David Sitton
Carlotta Flores
Mike Feder

Members Absent/Excused

Jack Camper
George Favela
Rocky LaRose
Justin Lanne
Rick Vaughan

Others Present

Dan Schneider (Executive Director PCSTA)
Rick Grinnell (Metro Restaurants)
Fred Gray (COT Parks)
Ben Buehler-Garcia (Marketing)
Mike Hawkins, Enterprise Rent-a-Car
Rory Juneman (University of Arizona)
Roger Yohem (SAHBA)
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 reported that the poll results are in and raw data is being analyzed. The results will be discussed with all the parties that have been as involved on Wednesday and plugged into the current draft agreement to develop a final draft incorporating the data. This version of the draft will be sent out to the PCSTA board for comments during Memorial Day weekend. A follow-up meeting will take place on Tuesday to finalize and have the bill ready to drop at the discretion of the lobbyist team.

Legislatures have been communicated to about the bill and have had opportunities to give input. There is a full awareness of the bill and its purpose and no negative objections have surfaced.

All poll results will be made available to the board so we will be able to address any concerns prior to the vote.

Discussion followed on the downsides of the bill. Two issues were discussed in detail involving the nature of the bill, which includes adding a tax and conducting a special election in March or May rather than having it in November of 2008.

There is a move to have no more special elections by the legislature, however since this an industry specific tax and gives Pima County some of the same advantages of Arizona Sports and Tourism Authority the legislatures are willing to give it a go.

Tom discussed some reasons why the bill has taken so long to get to a legislation vote mentioning poll results and ensuring the language reflected financing outcome details. Both legislative areas have been involved in the development of the bill.

There has been some discussion in Phoenix about holding off on introducing the bill until a replacement team has been found for the White Sox. A sunset clause may suffice in case a third team may not be found and the other teams do not renew their current agreements.

5. Committee Discussions

Tom Tracy reported that Mike Feder is now the PR Committee Chair and David Cohen will become the Facilities Committee Chair. For today's report the previous chairs summarized their last meeting (see attached committee minutes).

After the reports it was decided the Facilities committee would only concentrate on the Spring Training Facility issues and the Youth Committee scope of work would include facilities as it relates to youth and amateur sports.

- Public Relations and Community Outreach – Chairman Kendall Bert. Committee met on May 13 (see attached minutes). Tom asked for committee to develop a list of deliverables so group can discuss and develop priorities. A speaker's bureau was discussed and the membership asked the committee to develop speaking points, so all speakers can be consistent in the information communicated.

Dan Schneider reported that the respective Marketing departments of the Dbacks and Rockies would like to meet with PCSTA. Topics involve spring training and where can they assist us in our efforts. Teams indicated they would like one point of contact for all communications representing the community. Additional efforts to help the teams would be to help coordinate with the teams on how to promote baseball.

Tom Tracy mentioned that most likely when the election draws nearer that PCSTA would be restricted on how it can promote. Recommendations were made to consult with RTA and Arizona Sports Authority on the do and don'ts of running the election.

Once the bill hits the floor Tom asked the PR committee to be ready with our own press release to be released once the bill passes.

It was decided that the main press contacts for the Authority will be Mike Feder and/or Tom Tracy. Elected officials need to be brought into the loop prior to the legislation passing. Tom will work with the officials and PR committee to communicate properly prior to the legislation becomes public.

- Facilities Committee – Chairman Mike Feder
Committee met on May 14 (see attached minutes).

Klynt Breckinridge, Architect and Glenn Howell, PCC Coach, are new members.

A joint meeting between youth and facilities committee will meet on June 4.

- Youth and Amateur Sports – Chairman Dave Sitton
Committee met on May 19 (see attached minutes).

We do not have national quality facilities to attract the tournament we need to be competitive.

6. Report from the Executive Director

Discussion on what position does the PCSTA want to take on the White Sox. Since it is a legal issue with the County, Dan asked for direction from the Board. Tom Moulton spoke about the White Sox counter proposal to operate a youth sports tournament facility instead of conducting spring training operation to fulfill the 4 more seasons left on their contract with the County.

White Sox are proposing to the County, the development of this new youth baseball facility beginning in March of 2009. This is under the assumption that the new White Sox spring training facility in Glendale is completed. An economic study has been commissioned by the County, and White Sox with financial participation from the Arizona Department of Commerce, to study the economic impact of such a facility. The study is underway and being done by a Phoenix based economic plan consulting group. The results are due in June. Jack Camper the interim coordinator of the Sports Committee asked to see the draft report on behalf of the Sports Authority and offer an analysis and recommendation to the County Administrator prior to any decision being made on the release of the White Sox from their contract. Further the PCSTA believes strongly that the Dbacks and Rockies need to be involved in any decision allowing one-half of TEP to be taken out of the mix to re-locate a third MLB team.

PCSTA would like White Sox to fulfill the term of their agreement, thereby remaining to play Spring Training games through 2012.

Dan remains in contact with both the Dbacks and Rockies, mostly to keep them informed on the legislative issues.

7. Budget Discussion

Deferred to next meeting

8. Discuss Future Agenda Items

Future Agenda items will include:

- Budget
- Jim Arnold asked to have a discussion of other sales tax initiatives pending or being proposed by City of Tucson and the Time Coalition
- PCSTA should be resource on baseball and youth sports; Sheila asked if organization can be the one-stop research on these topics and more
- Move up meeting time to 11am

Board members are encouraged to call Tom Tracy if they want additional items on the agenda.

9. Call to the Public

No comments.

10. Adjournment

Kendall Bert made a motion to adjourn at 1:25 p.m. and Linda McNulty voiced a second. Motion passed unanimously

Dated this 21st day of May, 2008

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Respectfully submitted by Tom Moulton