

**Pima County Sports & Tourism Authority**

**Old Pueblo Grill  
60 W. Alvernon Way, Tucson, Arizona  
Wednesday, May 7, 2008  
11:30a.m.**

**SUMMARY OF MEETING**

Note: The following is a summary of what transpired at the May 7, 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  
Mike Feder  
Rocky LaRose  
Kendall Bert  
Rick Vaughan  
Sheila Baize  
David J. Cohen  
Linda McNulty  
Justin Lanne

**Members Absent/Excused**

Jim Arnold  
Jack Camper  
Edgar Soto  
David Sitton  
Carlotta Flores  
Edgar Soto  
George Favela

**Others Present**

Dolores Gamboa  
Dan Schneider  
Stephen Romero  
Glenn P. Howell  
Rick Grinnell  
Fred Gray  
Ben Buehler-Garcia

2. Welcome and Introductions

3. Approval of the minutes

Linda NcNulty made motion and Rocky LaRose voiced a second to approve the minutes as written. Motion passed unanimously.

4. Legislative Update Discussion

Tom Tracy stated that Economist Allen McGuire was hired for the lobbying group. Hypothetical scenarios were discussed regarding what funding might be necessary in order to accomplish our goals. The numbers come out

basically the same regardless of the scenarios because the needs are almost identical. We have four teams with similar facility needs and the cost to renovate Hi Corbett is close to the cost of taking a single team facility and expanding it to a two-team facility. The income stream that was originally proposed is adequate to handle the bonding to do this and this was verified by Piper Jaffrey. The polling group that is surveying the Tucson community can finish their polling questionnaires and begin polling immediately. We anticipate the bill will be written by the end of next week. As long as the essential elements of the bill remain the same, the format is irrelevant. Martin Willet, Assistant County Administrator and Attorney will establish the format and both Allen McGuire and Day Thomas will author the legislation. Allen McGuire will also do the economic impact analysis. We anticipate a 12-15 month revenue stream (about \$13 million) before which will be available to do construction. We could potentially commit \$2.5-\$3 million to kick-off youth and amateur sports and \$9-\$10 million can be used at that point to immediately start to affect facilities in the community. We have also confirmed that the type of revenue stream that we are proposing is enough to take care of the Bond coverage. The poll is being paid for by an anonymous corporate benefactor. We anticipate the revenue stream to generate about \$10 million annually at 1/10<sup>th</sup> of one cent across the board. Raising taxes on the local residents may not be the most acceptable way to go. Part year residents and tourists would share the cost. The poll will determine if there will be a 1% tax seasonal as opposed to a ½% tax year-round. Rick Vaughan requested a copy of the poll questions for everyone. Input into the questions was also requested. We anticipate having the bill passed hopefully by May 22 or first week of June.

##### 5. Discuss and Develop Committees

As a follow-up to the four committees that were formed at the prior meeting and after extended discussion, Chairs and committee members volunteered as follows:

- Public Relations and Community Outreach – Chairman Kendall Bert  
Others serving on this committee: Linda McNulty, Rick Grinnell, Ben Buehler-Garcia
- Youth and Amateur Sports – Chairman Dave Sitton  
Others serving on this committee: Rick Vaughn, Justin Lanne, Rocky LaRose, Sheila Baize, Glenn P. Howell
- Facilities Committee – Chairman Mike Feder  
Others serving on this committee: Tom Tracy, David Cohen, Fred Gray, Glenn P. Howell
- Finance – It was decided that this committee will be inactive until such time that it needs to become active. The appointment of a Chair was tabled until a later time.

Each Committee was tasked to establish a program of the work that needs to be accomplished. Committees should establish a specific day and time each month for their meetings. Meetings have to be published in advance to meet the requirements of the Open Meetings Law which includes a quorum. Committees should meet prior to the Sports and Tourism Authority meeting for the purpose of reporting at that time. Chairs must work with Catherine Strickland for posting the meetings/agendas. The Sports and Tourism Authority meeting will have standing agenda items for each Committee.

- The Facilities Committee will evaluate all of the facility needs in the community.
- The first mission of the Youth and Amateur Sports Committee is to clearly define and prioritize what it will encompass. The income stream should also be evaluated as part of this committee's responsibility.
- Dan Schneider stated that the Colorado Rockies are very supportive of developing youth and amateur sports other than baseball. They would like input into this area as well and understand and believe it is important that this election be perceived not just for major league baseball.
- Public Relations Committee – Discussion revolved around several possibilities:
  1. Executive Director hiring a public relations agency to handle the public relations needs of youth and amateur sports.
  2. Mike Feder stated there are a two or three of PR firms in the community that will do pro-bono work. These are local people with work roots in this community that probably should be part of the process. We need to utilize people that want to help since there is not a lot of money.
  3. There are different levels of public relations and promotion and the PR committee will have to work out those different tasks and the role that the committee will have.

## 6. Report from the Executive Director

Dan Schneider stated that both the Rockies and the Diamond Backs fully support the mission of the Sports and Tourism Authority. They are talking to anyone west of Pittsburgh and confidentiality is a priority in order to continue discussions. We will have an audience with teams at some point and presentations should include the big picture and an understanding of what this organization is about. The Astros' lease ends in 2016 and Tom Tracy added that the current Arizona Sports and Tourism Authority precludes the recruitment of a team in Arizona from one City to another unless the team is currently occupying a two-team stadium facility.

Dan Schneider stated the Commissioner's Office is willing to help us with adequate scheduling as well as help retain a two-team situation as it relates to the scheduling. The Rockies want to help with the campaign and develop information regarding amateur and youth sports. He added that it is very important for the committees to be formed and structured to give us substance when we talk about major league baseball.

## 7. Discussion Potential Funding Sources/Budget Discussion

David Cohen distributed a proposed budget which was done with targets in mind to start spending money in May and collecting money in June of 2009. This summary is a preliminary starting point with the bottom line of \$370,000 that includes staff (Assistant Director, Administrative Assistants), payroll taxes, insurance (possibly covered under Pima County's insurance policy), office rent (hopefully office space will be donated), travel and lodging, public relations, marketing, lobbying, public affairs, and legal and accounting expenses. The budget is not all-inclusive and preliminary in nature. The budget is presented as a cross-over from this Authority to the permanent one.

June 2009 will most likely be when revenue begins to come in as a result of the vote. The permanent Sports and Tourism Authority will more likely be seated when the voters of Pima County have passed on the funding for a permanent Authority. There would have to be a minor amendment to the enabling codification of this authority to say that the Authority is temporary until such time as it is endorsed by the voters as opposed to the endorsement by the Legislature. For the purpose of continuity, it is anticipated that this Authority will need to continue to do its work until probably April 2009.

Contributions, in-kind or otherwise, should also be reflected in the budget. It is everyone's job to procure these funds from the various agencies. Members need to figure out who they are comfortable talking to and take responsibility for a certain number of the line items which will be divided up. Tom Tracy will talk to Pima County and the City of Tucson. It is anticipated that Jack and Rick will talk to their organizations as well as the Office of Tourism. Hopefully someone has contacts with the Indian Tribe so that they can initiate that conversation. A list needs to be put together between now and the next meeting so that everyone knows who's going after what funding source.

As far as filling the Assistant Director position, Dan Schneider stated he'd like to hire a paid capable professional to handle what needs to get done. It may be difficult for someone to accept this job not knowing how long the job will last. Kendall Bert encouraged the Board to go through a private firm as opposed to hiring our own employee. Doing a contract employee would be much easier. Fred Gray suggested we ask Tom Moulton to check with the County since the Authority may have to go through a public process for

recruiting whether it is a contract employee or otherwise since this body is a municipal corporation.

David Cohen suggested that possibly within six weeks and once the bill has passed, he can get together with Tom and Dan to finalize the budget and bring it to a final vote by the Authority. He requested comments and input from the members prior to the next meeting which is scheduled for May 21. Members should continue to identify potential candidates to fill the Assistant Director position. There is currently no job description for this position.

The Budget will be defined by May 21 and then we will start meeting the third Wednesday of each month which will take us to June 18 when we will discuss and adopt the budget. The next meeting after that will be July 16. Justin Lanne requested that the committees meet before the May 21 meeting date to begin to form some structure. All Committee Chairs were reminded to publish the meetings and agendas with a 24 hours notice.

#### 8. Discuss Future Agenda Items

Future Agenda items will include

- Discussion on the Budget
- Report from the Executive Director should be a standing agenda item. "Discussion of Potential Teams and Activities" should be discussed under this item on the next agenda
- Committee Reports/Discussion (who's on which committee and finalize). This should be a standing agenda item.
- Legislative Update
- Discussion on Approach with the White Sox and Youth Sports

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

#### 9. Call to the Public

Ben Buehler-Garcia suggested that the Authority needs to make sure that they bid all of their work.

Rick Grinnell

- stated that the hardest PR job is to sell this whole idea and that's going to be tough. He recommended a permanent committee stay appointed so that you can have the community support from the start which also encourages them to feel that they have a vested interest and would be more inclined to give money to someone that participated in the process from the start.

- Regarding youth and activity – The goal of the Youth and Amateur Sports/activity needs to be clearly defined rather than just referring to 25%. Also, when you are talking about 25%, it needs to be clearly defined as to how are you going to spend this. The Authority needs to be very careful when talking about this. The public really wants to know and they also really want to do something about youth sports and keeping Spring Training in Tucson.
- Regarding hiring an Assistant Director, there are many U of A graduates that might be looking for a part-time job or looking for some kind of internship program. We have a great resource of youth and young people that are looking for opportunities in sports marketing activities and this would be a great way for us to reach out to U of A students and engage them as part of the process and invite them to learn with us.

Glenn Howell – Regarding youth sports – He suggested we add another committee actually including high school and junior high school students – we need to find out what they want and how they need to be assisted. We are talking from soccer and youth football to anything – it is not just baseball – what do they want and what are they missing. We need to have them be a part of this committee. Glenn is interested in facilities which are very important for our kids and our economy. If companies are going to come to Tucson, they want their kids and employees to have facilities where they can join sports, apply for scholarships, and go to universities. We don't have that here in Tucson. It is very important for us to be viable as an economy.

#### 10. Adjournment

Kendall Bert made a motion to adjourn at 1:30 p.m. and Linda McNulty voiced a second. Motion passed unanimously

Dated this 7<sup>th</sup> day of May, 2008

Pima County Sports and Tourism Authority

Respectfully submitted by Dolores Gamboa, Recording Secretary.