

**Pima County Sports & Tourism Authority  
Board Meeting and Retreat  
Westin La Paloma  
Sunday, December 13, 2009  
9:15 am**

**MINUTES**

1. Roll Call - The meeting was called to order at 9:20 a.m. by Tom Tracy with a quorum.

**Members Present**

Tom Tracy  
Jim Arnold  
Jack Camper  
David Cohen  
Rick Grinnell  
Justin Lanne  
Linda McNulty  
Regan Jasper  
Edgar Soto  
Eddie Leon  
Rick Vaughan

**Members Absent/Excused**

Kendall Bert  
Mike Hawkins  
Rocky LaRose  
David Sitton

**Others Present**

Mike Feder  
Dan Schneider  
Hank Atha (Pima County)  
Tom Moulton (Pima County ED&T)  
Chris Bartos (Kino Sports Complex)  
David Whatton (Kino Sports Complex)  
Vince Trinidad (MTCVB)  
Jim Tiggas (TIG Sports)  
Jack Donovan

2. Welcome and Introductions

Tom Tracy welcomed the board members and guests.

3. Approval of the Minutes

Jim moved the minutes be approved as sent, Linda second – passed.

4. Treasurer's Report – David Cohen

David stated there was just over \$30,000 in the bank as of December 1st. He reviewed the financials. He will submit the Donovan & Associates receipts, and the receipts from the past few months to Tom Moulton (Pima County). Donovan & Associates expenses came in around \$15,000, much less than the budget. David will do an analysis of our anticipated expenses between now and June 30<sup>th</sup>.

It was moved by McNulty and second by Lanne to approve the financial report - passed unanimously.

5. President's Report – Tom Tracy

Tom reported that Mike Hawkins moved to Cleveland in a promotion for Enterprise and has submitted his resignation. Mike has submitted three Enterprise top executives names for consideration. Tom also said since Kendall Bert has not lived up to his meetings obligation he will be removed from the PCSTA board. He asked if any board members had any suggestions on a replacement in the economic development area, to submit them to Feder. We can then finalize it at the January board meeting.

#### 6. Spring Training Update – Dan Schneider

Dan said the Cactus League will be joined by the Cincinnati Reds, bringing the total to 15 teams. They broke ground on the new Diamondbacks / Rockies facility in Scottsdale. He said it was business as usual in Tucson for spring training in 2010. The MTCVB is working in the Phoenix and Denver markets for spring travel. Pima County will once again make a local media buy promoting spring training. Feder and Tracy met with the Rockies and Diamondbacks at the Baseball Winter Meetings in Indianapolis. The tone of the meeting was to create a positive spin on the 2010 spring training and meet with Japanese teams. The D'backs will be creating a “playbook” of their Tucson activities for both 2010 and the future.

Chris Bartos, the Director of the Pima County Stadium District, reported that the county will make a full commitment on the maintenance of the fields and the facility. He also discussed the proposal the White Sox made concerning the “Charity Game”. They offered the county \$50,000 in lieu of playing the game. The Diamondbacks and Rockies will be helping out with the payment. The proceeds go to the Southern Arizona Sports Foundation. \$120,000 was given to local charities with their proceeds in 2009.

David Cohen moved, second by Regan Jasper that the PCSTA recommend that the county accept the \$50,000 White Sox offer – passed.

#### 7. Japanese Initiative Report – Dan Schneider

Tracy reported that after our trip to the Winter Meetings it was apparent that Leon Lee of Donovan & Associates was the right representative. He helped set up meetings with Rakuten, Nippon-Ham, and Orix teams. The PCSTA will send formal letters to each of those clubs inviting them to hold their spring training in Tucson at the Kino Sports Complex in 2011. Lotte is another club that is still in the mix. Tom, Mike and Leon also met with Joe Garagiola, Jr of the MLB Commissioners Office.

Tracy said the January board meeting will be focused on reviewing an action plan for the Japanese initiative. Rick Vaughan also said we need to create a structure to get all aspects very well organized. Dan encouraged us to create a formal agreement with Donovan & Associates. We can then be the facilitators with the county. Tom will set up a meeting with Chuck Huckelberry to discuss the agreement. Dan and Rick said we need to form a policy committee.

#### 8. Youth and Amateur Sports – Rick Vaughan

Rick started the discussion by emphasizing the PCSTA board needs to determine how we are going to utilize our assets (sports facilities) to best drive economic development. David Whatton reviewed how the Kino Sports Complex was being used by amateur users. He said in 2009, the three lit fields are always used. Two more fields will be lit on the south quad in the next three months. A list of events is available on the Kino Sports Complex website. He explained that the county sets the fee schedule for the stadium district, with approval from the Board of Supervisors.

Vince Trinidad said it takes 18 – 24 months to finalize a new big sports tournament. He explained that the MTCVB currently works with TCC on filling dates. They are allowed to book the dates 18 months and out thus focusing on economic development. The MTCVB is

looking for the same formula with the Kino Sports Complex. Vince is in continual contact with national governing bodies of numerous sports organizations.

It was recommended that the PCSTA assist the county in evaluating a booking policy, and assist in communications. Hank Atha said that the county generates approximately \$500,000 from its spring training operations.

#### 9. Political – Tom Tracy

Hank described the Pima County bond scenarios. Tom led a discussion on polling and election timing. It was decided that a poll is not best served at this time. Tom also said in 2010 there could be ballot initiatives on arts, city public safety, state sales tax, and the county bond package. He explained that our bill has three different areas that have to be voted on. They all would need to pass for the referendum to move forward.

#### 10. Fundraising – David Cohen

David said we need \$50,000 from the private sector by June 30, 2010. He said we can request an extension since we will have extra money remaining. Tom will bring that up in the meeting with Chuck. David felt the timing would be better to raise money after a positive Japanese announcement. He said “we need a win”.

It was decided the best ways to generate the money would be to 1) identify companies that benefit from our success, 2) Jim Tiggas pledged \$1,000, 3) board members build a team to go to area municipalities (Sahuarita, Oro Valley, Marana, and South Tucson), 4) review the list of attendees that attended Rodney Glassman’s breakfast, 5) David has lists of groups that have met concerning saving spring training, 6) Regan will help with concession companies – face to face meetings are best.

#### Action Areas

Tom Moulton will find out about extension

Look into Jim Tiggas printing – he assisted help on his 2011 tournament brochures

Tom Tracy – meet with Chuck Huckelberry about election date, contract

Get PCSTA board the list of targeted companies – divide up lists

Develop policies and procedures (strategic plan for Japanese initiative)

Schedule board meeting – Jan. 13<sup>th</sup> (new board members, Donovan & Assoc. contract)

#### 11. New Business

It was moved by Eddie Leon, second by David Cohen, that Rick Grinnell replace Mike Feder as secretary – passed.

#### 12. Call to the Public

#### 13. Adjournment

Rick Grinnell made a motion to adjourn at 3:01 p.m. and Jim Arnold voiced a second. Motion passed unanimously.

Pima County Sports and Tourism Authority

Respectfully submitted by Mike Feder

PCSTA INITIATIVES and  
ORGANIZATIONAL STRUCTURE  
JANUARY 2010

1. Japanese Initiative

- Finalize agreement with Baseball's International Group (Jack Donovan)
- Work with Pima County on agreements and facility enhancements
- Develop an international team hosting strategy in conjunction with the MTCVB (2010 visitation and announcement, 2011 team arrival) and the Arizona Office of Tourism
- Work with PR Committee on all activities
- Develop a concept and implement a strategy to develop a fan base of Pacific Rim national and international visitors
- Work with the City of Tucson on possible overflow fields

Committee: Japanese Initiative (Vaughan, Tracy, Feder, Schneider, Grinnell, McNulty, car industry board rep, and Moulton)

2. Youth and Amateur Sports Initiative

- Advise Pima County regarding maximizing Kino Sports Complex
- Develop relationships with the Tucson area youth and amateur sports community
- Identify facility needs for potential future projects to be funded when the referendum passes
- Outline a specific recommended booking policy to all facilities in order to enhance the maximum economic potential. This will balance the need to generate revenue with community needs.

Committee: Youth and Amateur Sports (Feder, Sitton, LaRose, Lanne, Vaughan, Soto, Moulton, Trinidad)

3. Public Relations Initiative

- Develop PCSTA website
- Public speakers - Tom Tracy, Dan Schneider, Mike Feder, and David Cohen
- Establish talking points
- Develop publicity programs to promote passage of County referendum
- Assist executive director with releases

Committee: Public Relations (Feder, Arnold, Vaughan, Grinnell, McNulty, Moulton)

4. Financial/Legislative Initiative

- Maintain all financial records for the PCSTA

- develop fundraising strategies
- report on all issues related to the legislation
- work with Pima County on the election date
- develop election strategy
- work with other municipalities, business community, Chamber and user groups on election strategy and fundraising

Committee: Finance/Legislative (Tracy, Cohen, Camper, Jasper, Feder)

## 5. MLB Initiative

- Work with the Commissioner's Office on the Cactus League and approvals for the Japanese Initiative
- Work closely with the Japanese Initiative Committee to obtain MLB cooperation and integration
- Maintain and enhance relationships with the current MLB teams in Pima County
- Create a strategy for future recruitment of MLB teams to Pima County
- develop presentation materials

Committee: MLB Committee (Schneider, Feder, Leon, Sitton, Tracy)

This overview lists PCSTA Board & Staff in parentheses on the committees. There are other community members involved that are not listed.