

Pima County Sports & Tourism Authority
Bank of America
33 N. Stone Ave., Tucson, Arizona
Wednesday, February 18, 2009
11:30 AM
Minutes

1. Roll Call

Tom Tracy called the meeting to order at 11:40 a.m with a quorum

Members Present

Tom Tracy
Rick Vaughan
Rocky LaRose
Mike Feder
Linda McNulty
Jim Arnold
Edgar Soto
Rick Grinnell
Kendall Bert

Other Present

Dan Schneider
Jim Tiggas
Matt Tiggas
Fred Gray
Vince Trinidad
Linda Garrett
Catherine Strickland
Tom Moulton
Michael
Robert Medler

Members Absent/Excused

George Favela
Jack Camper
Sheila Baize
Justin Lanne
Dave Sitton
David Cohen

2. Spring Training Marketing Discussion

Mike Feder gave some background on the reasoning behind last year's Spring Training appreciation game to send off the local teams with community support before the season begins. This year's game is going to be April 2nd at TEP between the Diamondbacks and Rockies at 12:05pm. The transit center signs are up and KOLD is running a PSA spot to advertise the game and encourage support. The airmen from DM have been given tickets like last year and there are plans to hold a pre-game ceremony.

There was also some discussion as to how the Spring Training season tickets sales are doing. This might be due to the marketing budget being

cut by 50% due to the White Sox leaving. Tom Moulton shared that the Diamondbacks are about 18% down, and Fred Gray explained that the Rockies are down but not by much.

3. Velodrome Discussion

Kendall Bert explained that since Richard DeBernardis was not able to attend the meeting, the presentation will be postponed to the next meeting.

4. Committee Discussion

Tom Tracy explained the need for board members and others who are interested to sign up for the one or more of the four committees: Professional baseball, Youth and Amateur Sports, Finance, and Legislative. A sign-up sheet was passed around the meeting for this purpose.

5. Japanese Initiative

This item was postponed to the next meeting since Tom Tracy and Dan Schneider are waiting for more information on potential teams. Tom did meet with the president of the Pan Asian Community Alliance, Marie Hanna, and provided copies of the letter that he wrote in response to her letter of support.

6. Legislative Report

Tom Tracy shared that the bill, HSB-2397 was introduced by Vic Williams. Tom invited the board and anyone interested to attend the second stakeholders meeting in Phoenix on the 19th of February at 10:00AM.

Some highlights of the bill:

- Business privilege tax on affected industry and scaled based on impact: Hotels 4 ½ tenths of a percent, Car rentals 3 ½ tenths of a percent, Restaurants and bars 2 ½ tenths of a percent, and Retail 1 ½ tenths of a percent.
- Bill requires a minimum of 10% be allocated to youth and amateur sports, but the PCSTA plans on 25%.
- After seven years, if no teams, partial sunset to 50% collection which will go to youth and amateur sports. Only reestablishes if teams sign on; then back up to 100%.
- Bill would come alive during first tax collection cycle.
- PCSTA manages the funding.

7. Next agenda

Meetings will be held the first Wednesday of each month at 11:30am in the Bank of America 7th Floor Conference Room. The next one is March 4th. Here are the items for the agenda as discussed at this meeting:

- Spring Training marketing issues
- Discuss the Japanese initiative
- Discuss potential velodrome in Tucson

8. Call to the Public

- Fred Gray shared that they are putting the finishing touches on Hi-Corbett field in preparation for Spring Training.
- Michael shared that he has drafted some letters to help the PCSTA get the transition privilege tax to help with stadium construction.
- Jim Tiggas shared that the Tucson invitation game is the 28th and encouraged people to check out www.tucsonbaseball.com for a complete schedule.

9. Adjournment

The meeting adjourned at 12:40 PM