

Pima County Sports & Tourism Authority
Bank of America
33 N. Stone Ave., Tucson, Arizona
Wednesday, March 4, 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
Justin Lanne
Mike Feder
Jim Arnold
David Cohen
Rick Grinnell
Kendall Bert

Other Present

Dan Schneider
Jim Tiggas
Frank Segers
Vince Trinidad
Ben Buehler-Garcia
Catherine Strickland
Tom Moulton
Michael Toney
Chris Bartos
Joshua S. Griggs
Curtis Gunn
Fred Gray
Scott Shipman
Beverly Blohme
Richard DeBernardis

Members Absent/Excused

George Favela
Jack Camper
Sheila Baize
Edgar Soto
Linda McNulty
Rocky LaRose

2. Approval of the Minutes

Kendall Bert motion was made to approve the minutes from the two previous meetings and Rick Vaughan gave a second. The motion passed without opposition.

3. Tucson Toros Presentation

Since Jay Zucker of the Tucson Toros could not make the meeting, this item was deferred to a future meeting.

4. Discussion of potential development of Velodrome

Richard DeBernardis, the President and CEO of El Tour/Perimeter Bicycling gave a short presentation on the concept of a Velodrome for Tucson. They want to beat Phoenix to the project to help secure and maintain Tucson as a bicycle destination. They have been in front of the bond funding committee to get \$5 million from Pima County in the next bonding cycle and the goal is to get the City of Tucson to donate 10 acres from the Udall Park Master Plan for the site of the Arizona Bicycle Center. The subcommittee has already given them approval for the land and they are seeking \$1 million in federal money to get the project started.

Richard expressed an interest in getting a letter of support from the PCSTA to the Board of Supervisors. Curtis Gunn spoke to the importance of the project promoting a healthy lifestyle and quality of life. Sheila Foraker explained the Youth and Safety program and Kids on Track promotion plan which is intended to be sub-contracted to create a revenue stream. Jame Carney emphasized the importance of the velodrome being in a warm climate. Currently there are twenty in existence but they are all in cold locations. The velodrome in Tucson is the one component left to make it a bicycle-mecca. The Bicycle Advisory Committee supports this project. The direct annual economic impact of the industry resulting from bicycling is measured at \$12,643,750.35.

Tom Tracy gave his endorsement of the project pointing out that it supports all of the Youth and Amateur sports initiatives of the PCSTA as well. Dave Sitton expressed his support and offered to author a letter that could be approved electronically and sent to the Board of Supervisors.

5. Spring Training marketing and appreciation discussion

Dave Sitton and Ben Buehler-Garcia will meet with the DM-50 to set a date and send invitations from the list like last year for the appreciation event to allow players to see the base and learn about something interesting in the community. Tom Tracy is aiming for the week of March 23rd—either Monday the 23rd or Wednesday the 25th at 5:00pm with a 3:30pm PCSTA meeting at Mama Louisa's first.

This year's game is going to be April 2nd at TEP between the Diamondbacks and Rockies at 12:05pm. Mike Feder distributed the flyer

to the group and encouraged each member to distribute it among his contacts.

The transit center signs are up and KOLD is running a PSA spot to advertise the game and encourage support. Ben has also added a couple of radio stations to the mix.

Tom Tracy encouraged everyone on the PCSTA to attend the premier of the Beisbol documentary at the Fox Tucson Theatre on the 21st of March featuring the Latin baseball players.

6. Japanese Initiative

Tom Tracy briefly stated to the group that Mike Pagliarulo is meeting with Japanese officials at the end of the month.

7. Legislative Report

Tom Tracy shared that the bill, HSB-2397 was due to be heard on March 9th. He is hoping to bring together the southern Arizona delegation to have them meet one-on-one and get their support. Tom also wants the meeting in Phoenix where the bill is heard to be very well attended to send the message that southern Arizona cares as it won't get through ways and means unless they are aware of the support from the business community. Right now the Senate is buried in the budget and is not hearing any bills until that is set. Tom is hoping that one of the Senators will really champion the bill. It was proposed that the legislative committee meet soon to work on the local contacts in the Senate.

8. Spring Training RFP Discussion

The recent Diamondbacks RFP was distributed among the board members and there was discussion as to whether the PCSTA should respond to the RFP or not (due by the end of the month). The cities of Phoenix, Mesa, and Casa Grande all received the RFP. There was discussion by David Cohen and Dave Sitton encouraging the PCSTA to respond to the RFP since it is possible that the Diamondbacks are just looking to see what's out there and might be open to staying if the PCSTA can put together a competitive proposal. PCSTA would have to work with facilities at both Pima County and the City of Tucson to make improvements and determine timelines. Tom Tracy is hoping to meet with Chuck Huckelberry and Mike Hein to come up with something to submit. Since the replies are usually full of contingencies, TEP could be a backup plan even if the Diamondbacks opt to go with another city.

Kendall Bert made a motion to say that the PCSTA would agree to submit a proposal by the deadline and use executive director funds to hire an author for the RFP, which will be negotiated by the Chair. Justin Lanne seconded the motion and it carried without opposition.

9. Next agenda

Meetings will be held the first Wednesday of each month at 11:30am in the Bank of America 7th Floor Conference Room, however the next meeting will be March 23rd or 25th on the east-side of town as a precursor to the DM-player event. Here are the items for the agenda as discussed at this meeting:

- Spring Training marketing/public relations discussion
- Discuss the Japanese initiative
- Tucson Toros presentation

10. Call to the Public

- Ben Buehler-Garcia shared that he thinks the PCSTA has a real opportunity to go for something different when submitting the proposal, especially with the Japanese initiative.
- Michael shared that he hopes the House and Senate pass the bill so that it can be voted on by the public.
- Jim Tiggas distributed the schedule of the Tucson invitation games and asked that the PCSTA included him in the proposal they draft.

11. Adjournment

The meeting adjourned at 1:20 PM