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**Pima County Sports & Tourism Authority
Bank of America
33 N. Stone Ave., Tucson, Arizona
Wednesday, February 4, 2009
11:30 AM
Minutes**

1. Roll Call

Tom Tracy called the meeting to order at 11:42 a.m with a quorum

Members Present

Tom Tracy
Rick Vaughan
Dave Sitton
Mike Feder
Linda McNulty
David Cohen
Jim Arnold
Edgar Soto
Rick Grinnell

Other Present

Dan Schneider
Jim Tiggas
Matt Tiggas
Fred Gray
Vince Trinidad
Ben Buehler-Garcia
Joel Waldman
Catherine Strickland
Tom Moulton
Tom Tengler
Betty Nunez
Jared Gray
Hank Atha
Robert Medler
Chris Bartos

Members Absent/Excused

George Favela
Jack Camper
Sheila Baize
Rocky LaRose
Kendall Bert
Justin Lanne

2. Spring Training Marketing Discussion

Tom Tracy 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. Ben Buehler-Garcia is working with Michael Bolchalk's firm to get the media ready to promote this game. Traditionally the transit shelters have signs and there is radio to promote the game. Dave Sitton agreed to

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investigate getting tickets donated to the airmen at Davis-Monthan Airforce base to help fill the stadium.

Jim Arnold expressed his support on behalf of KOLD, Channel 13 and said that he would also follow up with the Tucson Ad Federation to see what their position would be on helping promote the game.

Tom Moulton announced that the Authority purchased www.pcsta.org and will start to build a basic website to post the agendas, minutes, and other handouts on it before handing it over to Ben for further customization.

3. Legislative Report

Tom Tracy updated the group sharing that the bill can be reviewed online at www.azleg.gov under the House link. It is HSB-2397 and is mostly the same as last year with the only significant difference being the recast revenue stream based on how each industry is affected by tourism from Spring Training. So far all the industries seem to support it.

Another change to the bill is the sunset clause which is still in the bill but it now says that the revenue stream will reduce to 50% and will go to youth and amateur sports if there are no Spring Training teams in Pima County within seven years of the passage of the tax. Vic Williams will be sponsoring the bill along with some of last year's sponsors.

4. Committee Discussion

Tom Moulton briefly reviewed the RFP that was sent out to give Pima County ideas for how to best use and run Kino Sports Complex. Pima County has created a committee, made up of the Sports and Tourism Authority and youth and amateur sports people to review the proposals that come in. There was some discussion as to whether this committee should be combined with the existing youth and amateur sports committee that is part of the Authority presently. Linda McNulty made a motion to combine them, and Dave Sitton gave a second. It passed unanimously.

Dave Sitton will submit two alternates on the list for the committee: Glenn Howell and Suzy Mason in case some of the five community names decline to serve.

Dan Schneider passed out another copy of the committee structure for the Authority and expressed his concern with having board members step up and be involved in them. Tom Tracy shared that he needs finance and legislative people specifically along with public outreach and marketing. There will be direct calls and emails to the board members soon to encourage involvement.

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5. Treasurer's Report

David Cohen distributed the Balance Sheet for the Authority showing a balance of \$12,923.88 in the bank. This is the remaining amount from the Tohono O'odham grant. Most of the expenditures to date have been from the consultant in Japan.

A motion was made by Jim Arnold to approve the report and a second was given by Mike Feder. It was approved unanimously.

6. Next agenda

The Authority decided to call an extra meeting prior to Spring Training, to be held on February 18th at 11:30AM. Some of the items discussed for the next agenda are:

- Review the committee structure
- Spring Training marketing issues
- Discuss the Japanese initiative
- Discuss legislative issues

It is still the case that the 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.

7. Call to the Public

Ben Buehler-Garcia encouraged the Authority to keep the pressure on Mr. Huckelberry and the county regarding the baseline proposal and the rumors that Casa Grande is looking into building a stadium as well.

8. Adjournment

The meeting adjourned at 1:00 PM