

**Pima County Sports & Tourism Authority
Bank of America
33 N. Stone Avenue, Tucson, Arizona
6th Floor Conference Room
Wednesday, January 13, 2010
11:30 a.m.**

MINUTES

1. Roll Call

The meeting was called to order at 11:35 a.m. by Tom Tracy with a quorum.

Members Present

Tom Tracy
Jim Arnold
Linda McNulty
David Cohen
Justin Lanne
Regan Jasper
Edgar Soto
Rick Grinnell

Members Absent/Excused

Kendall Bert
Eddie Leon
Jack Camper
Rick Vaughan
Mike Hawkins
Rocky LaRose
David Sitton

Others Present

Mike Feder
Dan Schneider
Hank Atha (Pima County)
Tom Moulton (Pima County ED&T)
Fred Gray (COT Parks)
Vince Trinidad (MTCVB)
Frank Segers
Jim Tiggas (TIG Sports)
Donovan Durband (City of Tucson – Ward 6 Council Office)
Tara Ketcham (Enterprise Car Rental)
Keith Alexander (Enterprise Car Rental)
Robert Medler
Sarah Trotto (Arizona Daily Star)

2. Welcome and Introductions

Tom Tracy welcomed the board members and guests.

3. Approval of the Minutes

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

4. Treasurer's Report

David stated there was just over \$22,800 in the bank as of December 31st. He said we are below budget. The county reimbursements have been submitted to Tom Moulton. Tom Tracy said we still need to raise our \$50,000 matching funds before the end of this fiscal year – in kind and actual dollars. Tom stated that Chuck Huckelberry said to work with Tom Moulton on a rollover of our remaining funds at the end of our fiscal year (6/30).

Tom M reported that it should occur with the proper paperwork. Tom said we can split matching funds over two years but we would have to ask for an extension by 2/1/10. David was asked to submit a revised budget for 2010/2011 covering the anticipated extension.

It was moved by Jim and second by Linda to approve the financial report - passed unanimously.

THE PCSTA BOARD OF DIRECTORS ADJOURNED TO GO INTO EXECUTIVE SESSION.

5. Attorney Appointment

Linda gave an overview on our attorney search process. She said we will be utilizing an attorney for contracts and transactional business. David moved we approve the appointment of Rusing & Lopez to represent the PCSTA, second by Rick – passed.

6. Chairman's Report

Tom said there was a meeting with Chuck Huckelberry concerning the timing of our election in conjunction with the bond package. He said there was a good chance the county bond package won't be presented for a public vote in 2010. He laid out the election date options. David asked if we were considering polling. Tom said it is still under consideration but would have to be funded privately.

Tom also mentioned that the PCSTA will sign a contract with Pima County for the use of Tucson Electric Park and the Kino Sports Complex for the Japanese initiative. He said Chuck mentioned he thought the White Sox contract terms were acceptable. The PCSTA would then contract with Baseball's International Group on the use of the facilities. Tom Moulton said there is an IGA with the past Sports Authority and the County. He will forward it to Mike. Linda moved that Tom Tracy be given authority to facilitate the use of the Kino Sports Complex in a contract with Pima County contingent upon an agreement with Japanese teams, second by David – passed. Tom will include a marketing outline in the new agreement. Mike was asked to send the bios of the primary partners of the Baseball's International Group. David asked that we get a summary of their activities as well as a term sheet.

7. PCSTA Initiatives and Structures

The PCSTA Initiative is included at the end of these minutes – attachment 1. The suggested committees (Youth & Amateur Sports, Financial/Fundraising, Japanese Initiative, and Public Relations) soon be official committees and be conducted by the public open meeting laws. Each committee will have a chairman, and will begin scheduling meetings. Mike will take the lead on working with these committees. David moved that the Japanese Initiative Committee be formally organized and participate in contract issues and team hosting, second by Rick - passed.

8. New Business

A re-structuring of the PCSTA Board of Directors occurred with the resignations of Rocky LaRose and Mike Hawkins, and the removal of Kendall Bert for lack of attendance. They will be replaced by Suzy Mason (University of Arizona Athletic Department), Keith Alexander (Enterprise Car Rental), and John Grabo (Economic - University of Arizona

Office of University Research Parks). Rick Grinnell moved we recommend these changes to the Pima County Board of Supervisors, second by Jim – passed.

Next meeting will be January 10th at 11:30 in the Bank of America building.

9. Call to the Public

10. Adjournment

Linda McNulty made a motion to adjourn at 1:10 p.m. and Jim Arnold voiced a second. Motion passed unanimously.

See PCSTA Initiatives report on following pages.

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, Alexander, 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, Mason, 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, Grabo, 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.