

**Pima County Sports & Tourism Authority  
Board Meeting  
Wednesday, November 2, 2011  
33 North Stone Avenue, Conference Room 7<sup>th</sup> Floor  
Tucson, Arizona 85701  
11:30AM**

**MINUTES**

1. Roll Call

The meeting was called to order at 11:38AM by Tom Tracy with a quorum.

Members Present

Tom Tracy  
Mike Varney  
David Cohen  
John Grabo  
Mike Varney  
Edgar Soto  
David Sitton  
Eddie Leon  
Justin Lanne

Members Absent/Excused

Linda McNulty  
Regan Jasper  
Keith Alexander  
Rick Grinnell  
Rick Vaughan  
Suzy Mason

Others Present

Tom Moulton - Pima County  
Walt Rogers- Citizen  
Chris Bartos, Pima County Stadium District  
Sheldon Gutman, Citizen  
Hank Atha, Pima County  
Jim Tiggas, TIG Sports  
Randy Jacob, Citizen

2. Welcome and Introductions

Tom Tracy welcomed the board members and guests and thanked all for attending.

3. Approval of the Minutes

Minutes were approved as issued by motion from Cohen and Soto second. Unanimous approval given.

4. Treasurer's Report

Not much transpired since last meeting. Board was given copies of all documents necessary for review. The October 31, 2011 checking balance showed \$25,149.71 and a July 2011-October 2011 year to date profit and loss statement indicated a loss of \$18,993.01. It was moved for approval by Leon and seconded by Lanne and approved by the board without comment.

The Treasurer reviewed the season-ending figures of the ticket surcharge received from the Tucson Padres for its use of Kino Stadium for minor league baseball. He reported that \$53,390.50 was received from the Padres in its inaugural season. By agreement, Pima

County is to get the first \$60,000 from the Padres lease so all of the 2011 surcharge was remitted by PCSTA to the County.

#### 5. IGA Renewal Status

Tracy talked with county about renewal of IGA through June 20, 2014. This would be a full extension through the election process for the initiative and referendum. We are looking to change some of the funding from other sources including Kino Stadium District, the County, City of Tucson, Town of Marana. It was stated that Mr. Huckelberry was pleased with our performance and supports considering additional funding for PCSTA. \$100,000 was discussed for the term but Tracy thought that may not be enough for the full term. Moulton recommended sitting down with Tracy and discussing how much money Tracy thinks is needed to operate during the term. There needs to be an agreement and a decision made about cash and in-kind donations. Sitton asked about having an organized effort to present to all jurisdictions to solicit funding from stakeholders in the county.

Tracy talked of having funding for hard continuing costs such as an Executive Director and required Insurance.

Tracy suggested that we combine agenda item 6 (Kino Complex Update) with the current discussion. He indicated there should be two or more spring training games. PCSTA may be able to present games and keep proceeds for its operation.

Tracy asked board for thoughts. Cohen and Sitton specifically voiced support for our actions with Kino and promoting MLB games.

Tracy will exercise extension of one year that is outlined in the current IGA, while negotiations continue to finalize the formal new IGA.

For Kino item #6 on agenda. Jack Donovan reported to Tracy that he is fully expecting two Korean teams coming to Tucson for training from mid-January through at least mid-March. These teams are Hanwha Eagles and NC Dinos. There are currently no plans for ticketed events. Estimates are the teams will use approximately 5,000 hotel nights, plus meals, rental cars, retail spending and such.

The Hanwha team is the Korean equivalent to U.S. MLB. The second team NC Dinos are an expansion team and have a different training agenda. The teams are about AA or AAA level comparable to US. There are developing plans for the NC team to play college teams through TIG Sports and Pima College planned events.

Tracy discussed the status of FC/Tucson and MLS Spring Training in February. It looks as if four teams will participate this first year. Tracy complimented Kino Stadium District for their highly cooperative efforts regarding the fields and working through a complicated and busy facilities scheduling process.

Leon asked about fees for Korean teams. These fees should total roughly \$50,000. The FC/Tucson arrangement is similar to White Sox arrangement in that FC Tucson/MLS will pay field transition expenses and there will be a revenue split from eight (8) ticketed events between the promoters and the County.

After MLS there is a series of competitive college baseball games with Pima CC and TIG totaling 55 total teams. The impact for room nights alone will generate significant income for the county.

Tracy suggested MTCVB should formulate a plan for a welcoming committee and hosting the Korean teams and college visitors.

Tracy is very pleased with what will take place this spring. It will be very productive and will create tremendous economic impact.

Sitton talked of college Rugby with several teams (West Point, Cal, Sacramento State) versus Arizona at Kino on the converted fields. The final dates and terms are to be negotiated with Kino.

Very preliminary talks with two MLB teams looking for spring training are continuing. Grabo mentioned Hanwha (one of the Korean teams) is a massive Korean conglomerate and needs special outreach toward their executives from our area economic development partnerships. Hanwha has a big US presence. We need to plan to work with them about other business opportunities in Tucson.

#### 7. Executive Assistant / Director position.

The differences between an Executive Director and Executive Assistant were discussed and what would most benefit the Board. Target date is for the board to make a hiring decision at the next regular board meeting January 4, 2012. We have several potential candidates that will be vetted, then resumes circulated to the board. Search committee (Mason, Moulton, Arnold) will compile and complete a "short list" for candidates. Varney commented about interviewing and the importance of finding the right person. Two or three candidates would be presented.

Moulton is to put out a job description to board for an ED and, after board comment, use it as basis for the interview committee. We must abide by all pertinent regulations and requirements for this hiring process.

Motion to form search and Interview committee was made by Cohen and seconded by Sitton. There was no further discussion. The motion was unanimously approved.

Volunteers for the committee are Cohen, Varney, Arnold and Mason with Mouton coordinating administrative assistance.

#### 8. Fund Raising Discussion

Item was tabled until January meeting. Sitton did suggest we look into professional fund raising companies and see what they might offer us as a fee. Sitton will find names and terms expected for this possibility. It will be an agenda item for the January meeting. Tracy will discuss, if any, procurement process on selecting a potential person or company to assist the PCSTA in fund raising.

#### 9. Youth Sports Facilities

Tracy said that we need to sit with the County Bonding committee and look at big picture items needed, such as: soccer fields, a velodrome and cycling circuits, a small grass sports

stadium and others that come to light. Sitton discussed a need to talk with the Tucson Conquistadors for future amateur projects as a partial funding source. Tracy asked for Board's comfort level with moving toward bigger picture view for the board. It was decided the Youth and Amateur Committee are to meet before Jan 4 meeting and present ideas about facilities, funding and potential projects.

10. 2012 meeting schedules

Board meetings for 2012 were preliminarily set for: Jan 4, Feb 1, Mar 7, May 2, July TBD(retreat), Sep 5, Oct 3 and Nov 7.

11. Additional Comments

Sitton reminded the board of resources for interns and research projects etc. through the University of Arizona with Eller School of Managements sports management program.

11. Call to Public

Pima County citizen Walt Rogers updated discussions about future plans for soccer stadium and fields at Rillito Park. The Rillito Park plan does not currently yield enough fields to meet the suggested criteria of a 19 field tournament soccer facility.

Pima County citizen Sheldon Gutman commented on his continuing desire to bring back MLB spring training to Tucson/Kino and its importance to Tucson and the region.

12Adjournment

Sitton moved to adjourn meeting, several members voiced a second. Motion passed and the meeting adjourned at approximately 1:05pm.

Pima County Sports and Tourism Authority

Respectfully submitted by Jim Arnold, Board Member, Acting Secretary