

**Pima County Sports & Tourism Authority
Board Meeting and Planning Retreat
Saturday, June 4, 2011
Embassy Suites, 3110 E. Skyline Dr.
Tucson, Arizona 85718
9:00AM**

DRAFT MINUTES

1. Roll Call

The meeting was called to order at 9:07 a.m. by Tom Tracy with a quorum.

Members Present

Tom Tracy, Chairman
Jim Arnold, Exec. Dir.
David Cohen
John Grabo
Regan Jasper
Rick Vaughan
Justin Lanne
Eddie Leon
Suzy Mason
Edgar Soto

Members Absent/Excused

Dave Sitton
Rick Grinnell
Linda McNulty
Keith Alexander

Others Present

Vince Trinidad - MTCVB
Tom Moulton - Pima County
Hank Atha - Pima County
Joe Ecerg - PCSTA Board nominee

2. Welcome and Introductions

Tom Tracy led the pledge of allegiance, welcomed the board members and guests and thanked all for attending.

3. Approval of the Minutes

David Cohen moved and John Grabo seconded to approve the minutes from the last meeting, March 2, 2011. The board approved by voice vote.

4. Treasurer's Report

David Cohen presented the financial report through May 31, 2011 (see attached report). It was moved to accept by John Grabo and seconded by Regan Jasper and approved by voice vote. There was general discussion about several issues related to the financial status of the organization including funds due from BIG company (agenda item #9), the budget that is due to the County during the June 21 Pima County Board of Supervisors meeting (part of agenda item #5), current status of ticket surcharge fees from the Tucson

Padres (agenda item #9), and marketing funds remaining from the Metropolitan Tucson Conventions and Visitors Bureau (MTCVB) (agenda item #7).

5. Future Organization Sustainability

The need for the board to raise money is becoming crucial. Chairman Tracy suggested that he would prefer we not request additional funding from the County. Tom stated it was never the intent to need more public funding after the initial funding of \$300,000 and that we must work toward getting more private and participatory funding from Tucson and other county communities (agenda item #6). The question was raised by Cohen to determine if the need for additional funding does become necessary, will the county have funds available for our work? Mr. Mouton and Mr. Atha from the county could not answer the question specifically, but said if there is a need for additional county money it would have to be requested using a full needs analysis and then it would not necessarily be something the county would want to do without showing some additional support from the community.

The Bond election will most likely be by November 2013 and we must develop sustainability between now and then in order to secure the long-term future of the work the board is mandated to do.

A budget will be developed by Chairman Tracy and Treasurer Cohen with a brief, bullet point summary of our FY 2011-2012 program of work due to the county by June 14, 2011. The full program of work will be prepared to be presented to the Board of Supervisors July 19, 2011 meeting.

There was also discussion of any need to request a change in the mission of the Board as defined statutorily. Chairman Tracy briefed the board on the current situation with Japanese Professional Baseball and of confidential discussions with other Major League Baseball teams possibly re-locating to Tucson and Pima County in future years. It was agreed that there is no need to request any legislative changes in the scope of work for the Board since the board is continuing to work on acquiring professional baseball for future spring training, is supervising the Use Agreement with the Tucson Padres Baseball organization, and is actively working with other groups to benefit youth and amateur sports.

The board assigned Executive Director Arnold to research a facilities inventory for youth and amateur sports in the County. We will use this to assess future needs and to develop on a long term strategy to expand activities to meet needs of local organizations and to develop strong tournament events which will yield positive economic impact from out-of-town teams and followers to these tournaments.

Chairman Tracy suggested that this Board navigate away from the original design of separate, smaller committees to handle the areas of Public Relations, Youth and Amateur Sports, Financial and Legislative and Major League Baseball into two divisions: Professional and Youth and Amateur Sports.

6. Japanese and International Baseball Initiatives

The Japanese Spring Training initiative was placed on hold after the earthquake and tsunami hit Japan. The Japanese Professional Baseball organization is still interested in

pursuing opportunities in the U.S. and the PCSTA is continuing its work along with assistance from Major League Baseball International and the U.S. State Department. The board also received an additional inquiry from a group claiming to represent several teams from Korea. Chairman Tracy has corresponded with this group answering questions they had about availability and cost. The is close monitoring of this situation.

MTCVB and the AAA Padres had contact from representatives from Mexican Winter League Baseball officials about the possibility of games in Tucson in October. The PCSTA will assist and be involved with all organizations as talks and planning moves forward.

7. MLS Soccer Spring Training

The Board was updated on the current status of MLS Spring Training and expressed its commitment to help those involved, specifically Tucson Councilman Paul Cunningham and the Tucson Parks and Recreation Department, with whatever they reasonably request that the board can do.

8. Subcommittee Reports

There were no subcommittee reports.

9. Future work and next meeting

It was decided that the names of Joe Erceg, Moret Advertising (MEDIA) and Mike Varney, Tucson Chamber of Commerce President and CEO, be circulated via email for board vote and approval as new members to the board replacing Jim Arnold in media and Jack Camper under the Tucson Chamber of Commerce.

E.D. Arnold is to formulate a draft of a *Program of Work* to be reviewed by Chairman Tracy by June 24, 2011. Treasurer Cohen and Chairman Tracy will develop a draft budget which is due to Tom Moulton prior to the June 21 Supervisors meeting. Both projects to be presented at the next board meeting.

The next PCSTA Board meeting is now scheduled for June 29, 2011 at 11:30am at 33 North Stone in the 7th or 8th Floor (tbd) conference room.

10. Call to the Public

There were no comments from the public.

11. Adjournment

It was moved by Eddie Leon and seconded by Suzy Mason that the meeting be adjourned. It was approved by voice vote and the meeting adjourned at approximately 12:14pm.

Pima County Sports and Tourism Authority

Respectfully submitted by Jim Arnold
June 7, 2011