

**Pima County Sports & Tourism Authority
Bank of America Building, 33 N. Stone Avenue
7th Floor Conference Room
Tucson, Arizona
Wednesday, April 28, 2010
11:30 a.m.**

MINUTES

1. Roll Call

The meeting was called to order at 11:37 a.m. by Tom Tracy with a quorum.

Members Present

Tom Tracy
Keith Alexander
Suzy Mason
David Cohen
John Grabo
Regan Jasper
Justin Lanne
Linda McNulty
David Sitton
Edgar Soto
Rick Vaughan

Members Absent/Excused

Jim Arnold
Jack Camper
Eddie Leon
Rick Grinnell

Others Present

Mike Feder
Dan Schneider
Hank Atha (Pima County)
Tom Moulton (Pima County ED&T)
Chris Bartos (Pima County)
Fred Gray (COT Parks)
B.I.G. – Jack Donovan
Frank Segers
Jim Tiggas (TIG Sports)
Donovan Durband (City of Tucson – Ward 6 Council Office)
Ben Buehler Garcia
Sarah Trotto (Arizona Daily Star)

2. Welcome and Introductions

Tom Tracy welcomed the board members and guests.

Dan Schneider said some kind words about Keli McGregor, President of the Colorado Rockies, who recently passed away. He was a great friend to Tucson. A moment of silence was observed.

3. Approval of the Minutes

Edgar moved the minutes be approved as sent, Rick second – passed.

4. Treasurer's Report

David stated the bank balance was \$3,327.86 as of the end of March. The county reimbursements for February through April will be submitted to Tom Moulton next week. David submitted a revised budget for the next fiscal year. Rick requested the PCSTA board receive a copy of the revised budget. He also reported that the Tohono O'odham Nation sent out their 12% donation request letter. The deadline for submission is June 16th. Feder will prepare and submit the report. We received \$50,000 in 2008 but were declined in 2009.

Tom Moulton reported the rollover of our remaining funds (new IGA) was approved by the Board of Supervisors. It will be formally accepted at the May 11th BOS meeting. Tom said there should be approximately \$100,000 available. The PCSTA still has to generate \$50,000 by 6/30/11. Tom Tracy said an aggressive fundraising campaign will begin after a positive announcement of PCSTA success occurs.

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

5. Japanese Initiative Committee

Tom called on Jack Donovan of Baseball's International Group. He reported they are in regular conversations with a number of Japanese teams. There have been two very positive articles in Japan (they were passed around). Jack projected we would have between 1 – 4 Pacific Rim teams for spring training in 2011. Talks have taken place with teams in Mexico and Korea. MLB would like to have their spring training schedule done by the end of July. B.I.G.'s goal is to finalize it in early July. Leon Lee, Jack's partner, has had great talks with the largest travel company in Japan to coordinate visitor travel. He also mentioned that the weather created big problems for the Japanese teams this past spring. The Rakuten club only played nine spring training games.

The International Development League was also discussed. It will take place in September and October. Countries are looking for a place to have their younger professional players to play. Some of the countries that have expressed interest are Japan, Korea, Taiwan, China, S. Africa, Australia, Mexico, and Italy. Vero Beach has tried to create a similar league but the Japanese teams said they wanted to be in Arizona.

6. Chairman's Report

Tom stated that the PCSTA is in the process of negotiating an agreement with B.I.G. It will be year to year with automatic renewals based on occurrences for the following year. He said we are also working with Pima County on a separate agreement. The process will be that the PCSTA will work a lease out with the County, and then the PCSTA will finalize an agreement with BIG, who will then negotiate a separate operational deal with the Japanese teams.

Tom also mentioned that he and Dan have had two meetings in May scheduled with prospective spring training MLB teams. Bolchalk Frey is preparing a document similar to the one produced for the Baltimore Orioles.

7. Youth & Amateur Sports Committee

Mike discussed the upcoming and recently completed events. Pima Community College and Salpointe HS had baseball tournament at the Kino Sports Complex in mid March. Forty teams participated with 2/3 of them coming from out of town. There were 115 games played. Edgar reported the tournament went very well and said all of the teams will be returning in 2011. The Kino Sports Complex staff is in the process of finalizing a future scheduling model. Mike mentioned he is working with local baseball and softball tournaments in sending out press releases.

Jim Tiggas had 70 college softball and 13 golf teams for tournament play in March. He is moving forward with college baseball tournament in March 2011 at the Kino Sports Complex. He projects an economic impact of \$8 million with all three sports. Hank Atha requested the county get the number of teams that will participate in the baseball tournament as soon as possible so the Kino Sports Complex staff can start putting together a grid of all of the users. It was recommended the next PCSTA board meeting be held at the Kino Sports Complex so board members can tour the facilities. Mike said he would finalize the details.

8. Public Relations Committee

John gave a report concerning the progress of the PCSTA website development. The mission would be to create a much more elaborate site than the current www.pcsta.org site. The goal will be to generate money, create education, assist visitors, and describe all PCSTA initiatives. An RFP will be sent to regional website development companies (see below). Tom Moulton said we have purchased www.pcsta.net from GoDaddy.com. John said it will require board action to approve the final selection. The PR Committee will be the review committee.

It was moved by Linda and second by Rick that the PR Committee report to the board electronically with their recommendation on the website firm to construct the new PCSTA website. This will be contingent on the PCSTA counsel approving that an electronic vote is acceptable. The motion passed.

9. Legislative Committee

Tracy said he is still working on changing the election dates to a non November election as well as consolidating the three items into one. As of now there is no bill to attach this to but he will continue to work on it. He is currently hoping for a November 2011 election date based on the political and economic climate.

10. New Business

A revised PCSTA Mission Statement will be presented to the board at the next meeting for approval. It was also mentioned that we begin developing Japanese protocols. We should reach out the United States consulate on areas that in-bound visitors would expect and possibly need help with. The Japanese Committee will reconvene to put begin this work.

Next meeting will be June 23 at 11:30 at the Kino Sports Complex. A tour will be offered at 10:30 prior to the meeting. Mike and Tom M. will come up with lunch.

11. Call to the Public

12. Adjournment

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

Pima County Sports and Tourism Authority

Respectfully submitted by Mike Feder

REQUEST FOR PROPOSAL

Project: Pima County Sports & Tourism Authority Website Design
Publish Date: May 10, 2010
Proposal Due Date: May 21, 2010
Submit/Present to: Pima County Sports & Tourism Authority
33 N. Stone Ave., Suite 830 Tucson, AZ 85701
Client Representative: Mike Feder, Executive Director
Telephone Number: 520-954-8803
Email: feder16@comcast.net

Purpose and Intent

Pima County Sports & Tourism Authority (PCSTA) is accepting proposals for the design of our new website.

Background

The Pima County Sports and Tourism Authority was established on April 1, 2008 by the Pima County Board of Supervisors as authorized by A.R.S. 11-701 with specific policy initiatives from the Board. Among these charges are:

- A) expanding the opportunities for professional sports development in Pima County by attracting additional Major League Baseball and/or International teams for spring training, as well as appropriate Minor League Baseball teams, and
- B) developing significantly increased amateur sports athletic opportunities directed to youth, including the development of appropriate competition sites for competitive amateur sports, including, but not limited to, soccer, baseball, softball, basketball, and volleyball.

We currently use www.PCSTA.org as our website but that is done in conjunction with Pima County. It was designed as an introductory and informative tool.

Project Description

The design of the website will include the following items:

- The home page should clearly differentiate the major sections so that any user can find what he is looking for in three clicks or fewer. It will also define who we are.
- Incorporate new branding and design elements
- The sections will include PCSTA mission statement, history and organizational structure, bill information; media section for press releases, current newspaper articles, and television reports; Youth & Amateur Initiatives with schedules section listing sporting activities and tournaments taking place in Pima County; Japanese baseball initiative; community PCSTA membership information; volunteer page
- User feedback form on website
- Social media (Facebook, Twitter) setup and links
- Website statistics and traffic reports
- Testimonials section profiling PCSTA success stories
- Website statistics and traffic reports

Scope of Work

The design of the website will support PCSTA's mission and programs by creating awareness, being a source of information, and an economic development tool for the organization, its partners, and the community. The following defines the scope of work:

- A. **Develop and implement a new navigational structure** that identifies the different sections and subsections of the website.
- B. **Develop and implement website administration and content management** so that the PCSTA staff can update web content on a daily basis in-house. This is a necessary feature for making timely postings and updates, and running web statistics and traffic reports.

Expected Deliverables and Timelines

The Proposal Due Date is Friday, May 21, 2010. Please submit to Mike Feder at feder16@comcast.net or call 954-8803 for a pick up. The PR Committee will then make a selection shortly after the due date. It is our goal to implement a complete design by June 15, 2010.

Proposal Evaluation Criteria

The proposal submitted must contain, at a minimum, the following:

- A. **Recommended site navigation and strategy**—a detailed site map for the redesign along with a method of approach for the scope of work
- B. **Previous applicable experience**—list specific qualifications or projects that demonstrate the firm's abilities, including project title, client name, date completed, and a description of the work performed.
- C. **Resources available to complete the project** — describe the tools, and resources (including personnel) that your firm has available for such a project.
- D. **Projected timeline**—estimated time that it will take your firm to complete and implement the design. If your projected timeline is longer than our June 15 goal, please justify.
- E. **Price proposal**—provide a detailed price proposal. The PCSTA would entertain a cash and in-kind proposal.