



Pima County Fair Horseracing Commission Meeting
 December 19, 2018
 Rillito Clubhouse

<u>MEMBERS PRESENT</u>	<u>OTHERS PRESENT</u>
Chair Ramirez District 5 (late arrival)	Diane Frisch
John Ochoa District 4	Jaye Wells
Tim Kelly District 3	Cindy Megariz
Ronnie Reyna District 2	Victor Salazar
James Collins District 1	Joann di Filippo
	Frank De Fazio
	Ed Ackerly

1. Call to Order : **Chairman Reyna** called the meeting to order at 5:46pm
2. Pledge of Allegiance Recited by all.
3. Minutes review and approval, moved to approval **by Commissioner Ochoa, Seconded by Commissioner Tim Kelly.**
4. Financial Report: **Commissioner Kelly:** Reported \$400.00 balance. Accepted as reported.
5. **Jaye Wells:** The October meeting of the ADOR voted to emergency powers to allow Rillito to have OTBs. Commission reversed the ruling. What that means is that Rillito will lose \$160,000 in commissions. We will continue to work on legislative solutions. We have asked the County to restrict OTB's, which do not support Rillito. We will need to make up the money with sponsorships and table sales. Good news, we have worked with marketing to collaborate with the U of A to use their logo and have students work. U of A has also just recently had the veterinarian school approved; it is only a couple of years before they put the actual curriculum in place, etc... that now has a green light. First thing in the list is to star Rillito's wellness program and some of these intern will be in, to monitor the horses while we are training, if they see something that needs the vet's attention, he will be in to take a look at it. Help the nutrition clinic, give away samples. We don't know where this is going but we are establishing protocol for the broader picture. We are really excited about that. Another thing we are starting to do is recycling instead of just plain trash buckets, to reduce the amount of trash that goes to the dump. So this is how we can get the internship program and they can have school credit. I hope you all got to see the article in the Blood Horse magazine about Rillito and Racetrack management. The one thing we need everybody's help with is, only 40% of last year's races were sponsored, the sponsorship was \$300.00 USD. We need everybody's help to get at least one sponsorship, it won't add up to a whole lot of money but, but it is bring in interest and bringing people. Also adding arts festival an arts festival. They will not only be able to paint at the tracks but also the markets, at the loop, all over and on the first weeks of March we will make an art gallery there will be an art show and for the last weekend they will be for sale. We've done other fundraisers that way and it was quite successful. Lots of people involved and engaged. We ask that if you want to be helpful, we take sponsors from all over the place if

someone wants to sponsor a race, a sign, TV slide, announcements over the air. We have sponsorship packages available and ask that you coordinate your asks.

6. **Ed Ackerly**: We have opportunities for everybody any kind of business, individuals you can buy and add to the program if you want to. We can coordinate all sorts of different things. We are trying to not have everybody come to the same organizations. U of A interns in marketing are helping. Need commemorative racing prices.
7. **Jaye Wells**: Discussion of Dog track agreements and OTB parlors. We've retain the services of Kevin DeMenna Public Relations. Will help us with legislation.
8. **Joann di Filippo**: Discussion of lobbying in January and need for Horsemen to be active.
9. **Jaye Wells**: County is helping We've been doing entire great with what Diane has been doing and meetings with Mr. Huckelberry. The County did landscaping and are working on barns.
10. **Joann di Filippo**: set up meetings with Supervisors to explain issues for PCFHRC, bills will move fast, horsemen need to use azpeopleslobbyist.com.
11. **Chairman Reyna**: New Business: we need to go back to the BOS and to the ADOR to change County Fair Horse Racing dates from February 23 to March 2nd. Board approval? Commissioners voted to approve, no objections. Thanks to Jaye and Frank for donating a table to bring out Supervisors and guests.
12. **Joann di Filippo**: Promotion of 23 miles of Mexican food and race sponsorships. Because it is a highly structured promotional, as a result of that there are two races that we are fitting in. The Canelo Shootout, we are going to have el Pico de Gallo. The next one is called The Hot Tamale which has a \$500 entry fee also. Pony Express is going to be March 9th that is a western heritage day. Additional discussion of race promotions.
13. **Call to the Public: no response.**

Adjournment -Meeting adjourned 6:32 PM

Next meeting January 16th