

**Pima County Sports & Tourism Authority
Bank of America
33 N. Stone Ave., Tucson, Arizona
Monday, March 30, 2009
11:30 AM
Minutes**

1. Roll Call

Tom Tracy called the meeting to order at 11:40 a.m with a quorum

Members Present

Tom Tracy
Rick Vaughan
Mike Feder
Jim Arnold
David Cohen
Rick Grinnell
Edgar Soto
Linda McNulty
Rocky LaRose

Other Present

Dan Schneider
Ben Buehler-Garcia
Jay Zucker
Sean Smock
Catherine Strickland
Tom Moulton
Dan Spindle
John Sefton
Renee Lavine
Nikki Helms
Jzar Pfalzer

Members Absent/Excused

George Favela
Jack Camper
Sheila Baize
Kendall Bert
Justin Lanne
Dave Sitton

2. Approval of the Minutes

Dave Cohen made a motion to approve the minutes from the previous meeting on March 4th and Jim Arnold gave a second. The motion passed without opposition.

3. Discuss Diamondbacks Request for Proposal (RFP)

Tom Tracy spent some time reviewing the PCSTA's response to the Diamondbacks RFP. The three main elements of the proposal are as follows:

- A three team training facility in Marana off of Tangerine on the Northeast corner of Tangerine and I-10. This facility would house three teams.
- Convert Hi-Corbett clubhouse to training rooms and use the stadium for MLB game play and youth and amateur sports. This will require a scoreboard, shade structures, irrigation and increased parking to create a first-class stadium for minor league and Cactus League play. Goal is to enhance attendance for 15 games a season.
- Tucson Electric Park would house two teams; an MLB team in the current Diamondback's side and a Japanese team in the south complex. The south complex could also be used for tournament play for youth and amateur sports.

The plan calls for \$125 million for construction of the new stadium. \$25 million will be needed for Hi-Corbett improvements and \$3 million to convert the South Complex at Tucson Electric Park. The plan will rely on the Sports and Tourism Authority funding bill being passed and in total there will be five teams for Spring Training in Tucson.

The timeline for the plan would be to have Spring Training play in the new stadium in 2012. Construction would need to start in late 2010 so the money would have to be in place by then. The bill has been supported formally by the City of Tucson, Chamber of Commerce, Jim Click and the Tucson Toros among others.

The proposal was submitted to the Diamondbacks and will be given to the Rockies later today. The PCSTA is hoping for an exclusionary negotiation period with the two existing teams so that they can take their assurance of remaining in Tucson to attract more teams.

Tom Tracy reiterated that the proposal had to propose a new facility since that is what the RFP asked for.

4. Tucson Toros Presentation

Jay Zucker of the Tucson Toros presented on the progress of the Tucson Toros in the community. They position themselves in the community as family entertainment since not all of their customers are baseball fans. The

Toros are part of GBL which has a presence in the US, Canada, and Mexico. They sell players to the highest bidding ML team.

Mr. Zucker's mission for the Toros is to touch at least 100 Tucson non-profits every season. He's already committed 30 for this season. The Toros employ 25 full-time executives year-round and 150 seasonal employees. The Diamondbacks and Rockies are excited about the Toros because it increased their competition for minor league play.

The future plan of the Toros is to create minor league spring training similar to that in Yuma, AZ. The Toros would host spring training in April, especially for those players who were cut from their spring training. This would go through to Labor Day in September. Mr. Zucker also sees the Toros pursuing the Mexican teams for more competition.

One of the challenges for the Toros is branding and awareness. Mr. Zucker asked the PCSTA for their verbal support and to mention them as a professional baseball organization and Tucson team that is a part of the community in reference to the future plans of baseball in Tucson.

Currently the Toros have three coaches and a 22-person roster. The PCSTA agreed to put a link for www.tucsontoros.com on their website.

5. Spring Training Marketing Discussion

This year's Spring Training appreciation game is going to be April 2nd at TEP between the Diamondbacks and Rockies at 12:05pm. Mike Feder thanked everyone who bought tickets to support the effort and shared that 690 tickets have been sold so far, 405 of which will be donated to the airmen. He also said the media has been a tremendous help in promoting the game this year.

6. Legislative Report

Tom Tracy shared that the bill, HSB-2397 will be emailed to the group (it's online now). It has been completed and is much better than last year. It finished Ways and Means with a 7-to-1 vote and passed the Commerce Committee and is ready to go to the House Committee. The issue is that the money is needed by next year per the proposal so it has to be voted on in the next four regular cycles. Tom is hoping it will be signed in June and go to vote during the November or March election.

Tom shared that he is aware of two opportunities to meet with groups that oppose the bill. David Cohen volunteered to write a letter to the Metro-Pima Alliance and Jim Arnold volunteered to respond to the Marana Chamber.

Tom also explained that the PCSTA will use the same group as last year to lobby the bill.

7. Treasurer's Report

David Cohen distributed the Treasurer's report and explained that most expenses have been reimbursed except for Dan Schneider. March expenses were mostly the copywriter for the RFP, the Bolcholk and Frey Spring Training ads, and HOK rendering for the RFP.

Invoices will be submitted monthly for reimbursement through the County via the Funding Agreement.

8. Next agenda

Meetings are generally held the first Wednesday of each month at 11:30am in the Bank of America 7th Floor Conference Room, however the next meeting will be April 29th. Here are the items for the agenda as discussed at this meeting:

- Legislative report
- Discuss the Japanese initiative

9. Call to the Public

No members of the public spoke at this time

10. Adjournment

The meeting adjourned at 1:00 PM

Attachments enclosed.

7:10 PM
03/03/09
Cash Basis

Pima County Sports & Tourism Authority
Balance Sheet
As of February 28, 2009

	<u>Feb 28, 09</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash - Wells Fargo Bank	11,487.47
Total Checking/Savings	<u>11,487.47</u>
Total Current Assets	<u>11,487.47</u>
TOTAL ASSETS	<u><u>11,487.47</u></u>
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	31,870.25
Net Income	<u>-20,382.78</u>
Total Equity	<u>11,487.47</u>
TOTAL LIABILITIES & EQUITY	<u><u>11,487.47</u></u>

7:13 PM
03/03/09
Cash Basis

Pima County Sports & Tourism Authority
Profit & Loss
January through February 2009

	<u>Jan - Feb 09</u>
Ordinary Income/Expense	
Expense	
Bank service charge	20.00
Contract Services	17,000.00
Travel and Meetings	3,362.78
Total Expense	<u>20,382.78</u>
Net Ordinary Income	<u>-20,382.78</u>
Net Income	<u><u>-20,382.78</u></u>

Basic Business Checking®

Account number: 2296783133 ■ February 1, 2009 - February 28, 2009 ■ Page 1 of 2



PIMA COUNTY SPORTS AND TOURISM
AUTHORITY
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TUCSON AZ 85718-7176

Questions?

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Overdraft Protection	<input type="checkbox"/>



Activity summary

Beginning balance on 2/1	\$12,923.88
Deposits/Credits	0.00
Withdrawals/Debits	- 1,436.41
Ending balance on 2/28	\$11,487.47
Average ledger balance this period	\$12,359.57

Account number: 2296783133

**PIMA COUNTY SPORTS AND TOURISM
AUTHORITY**

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Transaction history

Date	Check Number Description	Deposits/ Credits	Withdrawals/ Debits	Ending daily balance
2/18	Bill Pay David Cohen on-Line Not Applicable on 02-18		527.11	
2/18	Bill Pay Michael Feder on-Line Not Applicable on 02-18		475.84	
2/18	Bill Pay David Cohen on-Line Not Applicable on 02-18		433.46	11,487.47
Ending balance on 2/28				11,487.47
Totals		\$0.00	\$1,436.41	

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