

**Arizona Sports & Tourism Authority**

**Minutes of 82<sup>nd</sup> Meeting of the Arizona Sports & Tourism Authority  
Board of Directors**

**October 23, 2007**

**9:30 a.m.**

**Arizona Sports & Tourism Authority, Board Room  
University of Phoenix Stadium  
1 Cardinals Drive  
Glendale, AZ 85305**

**Attendance**

**Members**

Debbie Johnson, Chairman  
Herman Orcutt, Vice Chairman – Telephonically  
Roc Arnett - Telephonically  
John Benton  
Larry Landry - Telephonically  
Verma Pastor  
Jerry Walker  
Rod Williams  
Bradley Wright

**Staff**

Ted A. Ferris, President/CEO  
Charles Foley, CFO & Treasurer  
Kimberly Monroe, Executive Asst./Office Mgr.  
Jennifer Copeland, Communications Coord.

1. Call to Order. A public meeting of the of the Arizona Sports & Tourism Authority (the "Authority") Board of Directors (the "Board") was held in the Authority's Board Room at the University of Phoenix Stadium, 1 Cardinals Drive, Glendale, AZ 85305 on Tuesday, October 23, 2007 at 9:00 a.m. A quorum being present and the meeting having been duly noticed and called, Chairman Debbie Johnson called the eighty-second meeting of the Board to order.

2. Consideration of August 15, 2007 Board Meeting Minutes. The Chairman asked for a motion to approve the minutes of the Board held August 15, 2007 (Exhibit A). Upon motion duly made by Mr. John Benton and seconded by Mr. Jerry Walker the minutes were unanimously approved.

3. Arizona Cardinals Update. Chairman Johnson requested that the Members address agenda item 4) A Stadium Matters – Arizona Cardinals Update first. There being no objection Chairman Johnson asked Mr. John Drum, Arizona Cardinals Representative, to update the members. Mr. Drum provided an update on the possible change of venue for the San Diego Chargers game due to the fires burning in Southern California. Mr. Drum stated that if the venue

were to be changed to the University of Phoenix Stadium the best possible date for the game would be Sunday which, however, would conflict with an event scheduled for that day at the Stadium. Mr. Drum stated he would continue to keep the members updated on the situation.

4. Consideration of Recommendation for Biennial Grant Funding. Mr. Jerry Walker, Chairman of the Youth & Amateur Sports Committee, stated that the Committee had previously met to discuss the recommendations and was forwarding the recommendations to the full Board with Committee approval. Mr. Walker asked Mr. Chuck Foley, Authority CFO and Treasurer, to review the grant process and history with the members. Mr. Foley provided a presentation (Exhibit B) to the members outlining the grant process as well as the recommendations for the Biennial Grant Funding. Mr. Ted Ferris, Authority President/CEO, then presented an economic analysis of the current and past youth sports projects (Exhibit C). Chairman Johnson stated that she had attended the Youth & Amateur Sports Committee meeting and that the Committee Members had done a thorough job reviewing all the projects prior to their unanimous recommendation to forward them to the full Board of Directors. Chairman Johnson mentioned a letter previously addressed to the Authority from Representative Ben Miranda regarding the Biennial Grant process to which she had asked Mr. Ferris to respond. Chairman Johnson felt that Mr. Ferris' response was appropriate to the Authority's past and present position on YAS funding. Chairman Johnson asked if there was any further discussion regarding the Recommendation for Biennial Grant Funding. Hearing none she asked for a motion to approve the recommendations for Biennial Grant Funding. Upon motion duly made by Mr. Benton and seconded by Mr. Rod Williams the recommendations were unanimously approved.

5. Consideration of Authority Grant to MCYSPA to complete Web-based GIS for Public Use. Mr. Foley reviewed the GIS project history with the members which was followed by a review of the new GIS web site by Ms. Shawana Bradlich, MCYSPA Executive Director. Ms. Bradlich walked the members through the current website and briefly reviewed the timeline for launching the site with the members. Mr. Ferris reviewed the letter of agreement (Exhibit D) with the members

and stated that Mr. Foley would be the contract administrator for the Authority on this matter. Mr. Walker moved to approve the letter of agreement. Upon motion duly made and seconded by Mr. Arnett the agreement was unanimously approved.

6. Fiesta Bowl Update. Chairman Johnson stated there was nothing to report..

7. Super Bowl Update. Mr. Ferris reviewed the AZSTA Super Bowl preparations document with the members (Exhibit E). Mr. Ferris stated that the Arizona Cardinals recommended several modifications to the NFL License Agreement. Ms. Sarah Strunk, Authority General Counsel, had reviewed their recommended changes and stated they were not material and would not affect the terms of the agreement. Mr. Benton asked Mr. Ferris to clarify that the License Agreement was between the Authority and the NFL and that the issues surfaced by the Arizona Cardinals were related to them and not the Authority. Mr. Ferris stated that was correct.

8. Adjournment. There being no further business of the Board the Chairman requested a motion to adjourn the meeting. Upon motion duly made by Ms. Pastor and seconded by Mr. Benton the motion to adjourn was unanimously approved.

Exhibit A

August 15, 2007 Board Meeting Minutes

Exhibit B

YAS Biennial Grant Recommendation Presentation

Exhibit C

YAS Funded Facilities Income Analysis

Exhibit D

MCYSPA Letter Agreement

Exhibit E

Super Bowl Preparations Document



Exhibit E

NFL License Agreement

Exhibit F

Authority's Financial Contribution to the Super Bowl XLII

Exhibit G

AZSTA Resolution 2007-73 Approving License Agreement among the Arizona Sports and Tourism Authority, and National Football League and NFL Properties LLC for Super Bowl XLII

Exhibit H  
Easement Agreement

Exhibit I

First Amendment to the Access Easement Agreement

Exhibit J

AZSTA Marketing and Promotion Suite Policy NO 300.04