

Arizona Sports & Tourism Authority

Minutes of 111th Meeting of the Arizona Sports & Tourism Authority Board of Directors

Tuesday, September 13, 2011
8:30 a.m.

University of Phoenix Stadium
AZSTA Board Room
1 Cardinals Drive
Glendale, AZ 85305

In Attendance

Members

Judy Bernas, Chairman
Jody Harwood, Vice Chairman
Brad Wright
David Eberhart
Robert Brinton
Bill Peltier
Jeff Meyer

Staff

Tom Sadler, President | CEO
Robin Matteson, Office Manager | Executive Asst.
Kevin Daniels, CFO

Authority General Counsel

Sarah Strunk – Fennemore Craig

Guests

Jaime Molera, Molera Alvarez Group
John Drum, Arizona Cardinals
Peter Sullivan, Global Spectrum
Melissa Wasson, Global Spectrum
Brad Curtis, Cactus League

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 AZSTA Conference Room at 1 Cardinals Drive, Glendale AZ 85305 on Tuesday, September 13, 2011 at 8:30 a.m. A quorum being present and the meeting having been duly noticed and called Board Chair Judy Bernas called the one hundred and eleventh meeting of the Board to order. Ms. Bernas then introduced the guests and welcomed them to the meeting.
2. Consideration of June 1, 2011 Board Meeting Minutes Board Chair Bernas asked for a motion to approve the minutes of the Board for the meeting held on June 1, 2011 attached hereto as **Exhibit A**. Upon motion duly made by Mr. Brad Wright and seconded by Mr. Robert Brinton the minutes were unanimously approved. Board Chair Bernas also introduced and welcomed Mr. Kevin Daniels AZSTA's new CFO.
3. Review of Board Member Manual President Tom Sadler thanked the Board of Directors as well as the partners of AZSTA for their attendance and all of the direction offered to AZSTA and the continuing positive relationships. Mr. Sadler then reviewed the Board Member Manual for the Board Members. The table of contents is attached hereto as **Exhibit B**.
4. Cactus League Review Mr. Sadler and Kevin Daniels gave a presentation to the board regarding the Cactus League attached hereto as **Exhibit C**. Mr. Sadler reminded the board that the economic impact of Spring Training in Arizona is similar to hosting a Super Bowl each year. Mr. Brinton shared that in 1993 Arizona had seven Major League teams doing their spring training in Arizona, in 2011 we had 15 teams. Mr. Sadler and Mr. Daniels presented the funding priorities and projections. Several board members asked questions regarding specific teams and funding. Board Chair Bernas suggested

that perhaps AZSTA set up a working group to help come to a better understanding of the complex issues surrounding the Cactus League and our continuing role and whether AZSTA should revise any policies.

5. Review of Pending Issues Board Chair Bernas introduced Mr. John Drum, Vice President of Stadium Operations of the Arizona Cardinals and Mr. Peter Sullivan, General Manager of Global Spectrum who both presented status of issues and events being held at the stadium. Mr. Sadler thanked Mr. Drum and Mr. Sullivan regarding the coordinating of events, specifically the upcoming January 1, 2012 Cardinals game and January 2, 2012 Fiesta Bowl. Mr. Sadler reviewed the operational details of hosting both games and coordinating parties and other events in such a short time frame. Mr. Daniels gave a brief status to the 2012 budget. Mr. Sadler updated the board on the stadium roof repairs that were required as a result of the storm damage from August 2011. Mr. Sadler also updated the board on the issues of Public Relations, Tourism and Youth and Amateur Sports.
6. Recess Board Chair Bernas asked for a motion to recess the meeting for lunch, upon motion duly made by Mr. Wright and seconded by Mr. Jeff Meyer, the meeting was recessed.
7. Return to Board Meeting Board Chair Bernas asked for a motion to return to the meeting after recess, upon motion duly made by Mr. Wright and seconded by Mr. Brinton, the meeting was reconvened.
8. Review of Staff Goals Mr. Sadler reviewed the 2011 Staff Goals and Accomplishments and presented the proposed 2012 Goals and Accomplishments. Mr. Brinton asked the staff to send out regular updates to the board about stadium events and on going projects or issues with staff.
9. Public and Legislative Relations Mr. Jaime Molera of Molera, Alvarez Group presented a year end legislative report to the board.
10. Legal Overview Ms. Sarah Strunk, of Fennemore Craig and AZSTA General Council gave an update to the board on current legal issues pending. Ms. Strunk presented Conflict of Interest forms to the board members who were asked to complete them and turn them in to Ms. Matteson to be kept on file. Mr. Eberhart asked for clarification on both the gift ban policy and open meeting laws. Ms. Jody Harwood asked Ms. Strunk to explain Executive Session rules.
11. Committee Assignments Board Chair Bernas announced the 2012 AZSTA Committees to the Board attached hereto as **Exhibit D**.
12. Announcements of Future Meeting Dates Board Chair Bernas suggested to the Board that there be regularly scheduled meetings of the Board of Directors. After discussion it was agreed to try to hold meetings bimonthly at the stadium with lunch preceding. The next regularly scheduled meeting will be November 2, 2011.
13. Adjournment There being no further business, Board Chair Bernas requested a motion to adjourn the meeting. Upon motion duly made by Ms. Harwood and seconded by Mr. Eberhart, the motion to adjourn was unanimously approved.

EXHIBIT A