

Arizona Sports & Tourism Authority

Minutes of 127th Meeting of the Arizona Sports & Tourism Authority

Board of Directors

Tuesday June 17, 2014

12:30 pm

Arizona Sports & Tourism Authority
1 Cardinals Drive, Glendale, Arizona 85305

In Attendance:

Board Members

Verma Pastor – Board Chair
Jeff Meyer – Board Vice Chair
Dave Eberhart – Board Secretary
Jeff Overton
Jody Harwood
Mike Galloway
Sherry Henry
Tom Rawles
Maria Baier

Staff

Tom Sadler, CEO
Kevin Daniels, CFO
Robin Lea-Amos, Office Manager

Authority General Counsel

Sarah Strunk

Guests

John Drum – Arizona Cardinals Football Club
Debbie Johnson – Arizona Hotel & Resort Assoc.
Bruce Skinner – Arizona 2016 Championship Game
Melissa Wasson – Global Spectrum
John Drum - Arizona Cardinals Football Club

Ron Minegar - Arizona Cardinals Football Club
Jaime Molera – The Molera Alvarez Group
Peter Sullivan – Global Spectrum
Ken Wilson – Rojo Hospitality

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1. Call to Order - A public meeting of the One Hundred and Twenty-seventh Arizona Sports & Tourism Authority's Board of Directors was held on Tuesday, June 17, 2014 at the offices of Arizona Sports & Tourism Authority's located at, 1 Cardinals Drive, Glendale, Arizona 85305. A quorum being present and the meeting having been duly noticed, Chair Verma Pastor called the meeting to order at 12:45 pm.
 2. Consideration of Minutes from May 29, 2014 Board Meeting - Chair Pastor called for a motion to approve the minutes of the Board meeting held May 29, 2014 **attached hereto as Exhibit A**. Upon motion duly made by Member Rawles and seconded by Member Henry, the minutes were unanimously approved.
 3. Rojo Season Highlights Tom Sadler introduced John Drum, Ken Wilson and Ron Minegar. Mr. Drum shared a Power Point presentation of the 2013 season highlights, **attached hereto as Exhibit B**. Mr. Drum reported that in the 2013 NFL Voice of the Fan Study, Rojo Hospitality was ranked 2nd overall in the NFL. Mr. Drum also shared that Guest Satisfaction has improved over the previous stadium concessionaire. Mr. Minegar reported that over the 4 day period of the Big Red Rib and Music Festival has been attended by approximately 80,000 guests over the

four year history of the even. This year, at the simultaneously held car sale, 900 cars were sold. Chair Pastor thanked Mr. Drum for the report and good news.

4. Final Four Bid Update Mr. Sadler updated the Board on the Final Four Bid process and provided the summary, **attached hereto as Exhibit C**. Glendale/Phoenix was announced as a finalist in January 2014, along with eight other cities. The NCAA will be coming on a site visit in September. Debbie Johnson asked to address the Board and shared her thanks on behalf of the Final Four bid committee for all that AZSTA has done for the effort.
5. 2016 College Football Championship Game Update Mr. Sadler updated the Board on the College Football Championship Game and “Arizona 2016” which is the name of the Host Committee. Mr. Sadler has been appointed as Chair. Mr. Sadler shared the “Arizona 2016” facts **attached hereto as Exhibit D**, and introduced Mr. Bruce Skinner one of the two paid staff for the “Arizona 2016.” Mr. Skinner explained the multifaceted fundraising effort and the strategy to work with Super Bowl Host Committee and holding off on major efforts so as not to interfere with their fundraising efforts. There will be a contingent coming from College Football Playoff Group visiting in June. Mr. Sadler shared that the Semi-Final Game will be held in 2017.
6. Super Bowl Update Mr. Sadler updated the Board on the Super Bowl to be held in February 2015. He provided to the Board upcoming key dates **attached hereto as Exhibit E**. Mr. Ron Minegar explained the elements involved in the build out of the Super Bowl coming to the stadium and the community. Member Eberhart asked what the expected expenses are regarding the Super Bowl. Mr. Sadler reminded the Board Resolution 2011-82 which the Board passed in May of 2011, which states the transaction privilege tax, will go back to the NFL and AZSTA has pledged its other sales tax recapture will go back to expenses. Essentially the event is expense and revenue neutral with some possible minor exceptions.
7. UOP Stadium Capitol Project Update Mr. Sadler reported the status of the stadium Scoreboard project and that the project is expected to be completed on schedule. Mr. Sadler also thanked the Cardinals and Global for working with the stadium event schedule to allow for the installation. He also reported there are two other projects being contemplated, one is sports lighting for the stadium beginning in July and the other is upgrading the security cameras for the stadium.
8. Legislative Update Chair Pastor introduced Mr. Jaime Molera of Molera Alvarez Group who provided the Board with an update **attached hereto as Exhibit F**. Mr. Molera provided the Board on the status of the Mega Event funding and that the intent is to continue this effort in the next legislative session. Ms. Pastor thanked Mr. Molera for the effort his group has provided on behalf of the Authority during the last legislative session.

Chair Pastor recommended that due to the length of the meeting, agenda items 9. Youth & Amateur Sports Update and 12. Review of Staff Initiatives; be tabled to a future Board Meeting.

9. Consideration of Approval of FY2015 Budget Chair Pastor asked if any members of the Board had any questions after their review of the FY2015 Budget. Upon no questions, she called for a motion to Approve the FY2015 Budget, upon motion made by Member Meyer that the budget be approved upon the updating of the AZSTA Operating Budget – Trend Graphic” on page 20 of the draft budget be revised to reflect “actuals” vs “Budget,” and the “Professional Services”

section of the Operating Budget on page 18 be broken out to reflect individual fees such as legal and consulting, and seconded by Member Baier, the Budget was unanimously approved.

10. Consideration of Motion to enter into Executive Session pursuant to A.R.S. 38-431.03.(A)(1) to Review the 2014 Performance Goals and the Compensation of the Employees of the Authority
Member Baier motioned for the Board to enter into an Executive Session, the motion was seconded by Member Harwood and the Board entered into Executive Session.
11. Nomination and Election of Officers for FY2015 Member Harwood recommended to the Board the following slate of officers to be voted upon for the 2015 Board of Directors.
 - For the office of Chairman of the Board for FY2015 - Jeff Meyer
 - For the office of Vice Chairman of the Board for FY2015 – Dave Eberhart
 - For the office of Secretary of the Board for FY2015 – Maria Baier

Member Eberhart asked if the Nominating meeting had been duly noticed as he had not received a copy and wanted to insure that the Authority had duly noticed the meeting. Office Manager Robin Lea-Amos produced the copy of the notice duly posted at the State of Arizona Department of Administration **attached hereto as Exhibit G.**

Chair Pastor called for any other nominations from the Board. Upon no other nominations being submitted a motion duly made by Member Galloway and seconded by Member Overton, the recommended slate of officers was unanimously approved.

12. Announcement of Future Meeting Dates – President Sadler asked for a moment to publically thank Board Chair Pastor for her ten years of service to the Authority and presented her with a plaque as a gift from the Board and staff.
13. Adjournment - There being no further business, Chair Pastor adjourned the meeting.