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**Minutes of 135<sup>th</sup> Public Meeting  
of the Arizona Sports & Tourism Authority Board of Directors**

Tuesday, June 9, 2015  
10:30 a.m.

Fennemore Craig, 2394 E. Camelback Rd, Suite 600, Phoenix, AZ 85016

**In Attendance:**

**Board Members**

Jeff Meyer – Board Chair (telephonically)  
David Eberhart – Board Vice-Chair  
Maria Baier - Board Secretary  
Jeff Overton (telephonically)  
Jody Harwood  
Mike Galloway  
Verma Pastor  
Sherry Henry

**Staff**

Tom Sadler, CEO

**Authority General Counsel**

Sarah Strunk

**Absent:** Tom Rawles

**Guest**

Peggy A. Fiandaca - Partners for  
Strategic Action, Inc

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1. **Call to Order** – The 135<sup>th</sup> public meeting of the Arizona Sports & Tourism Authority's (the "Authority") Board of Directors (the "Board") was held on Tuesday, June 9, 2015, 10:30 a.m., at the offices of Fennemore Craig, 2394 E. Camelback Rd, Suite 600, Phoenix, AZ 85016. A quorum being present and the meeting having been duly noticed, Vice-Chair Eberhart, acting as the Chair of the meeting since Chair Meyer was participating telephonically, called the meeting to order at 10:49 a.m.
  
  2. **ACTION ITEM:** Consideration of Minutes from April 30, 2015 Board Meeting – Vice-Chair Eberhart asked that two typographical errors be corrected, then called for a motion to approve the minutes of the Board meeting held April 30, 2015 attached hereto as **Exhibit A**. Vice-Chair Eberhart asked if the letter to Bagnato Pflipsen Communications formerly cancelling the contract had been sent and whether there was a report on the work they performed. Mr. Sadler confirmed that the termination letter had been sent, but the report had not been received yet. Vice-Chair Eberhart then asked if the information requested by Member Rawles on the job descriptions and salaries of the employees of the Authority had been distributed. There was some discussion by the Board about whether the statement by Member Rawles was a request for information by the

next meeting or just a statement that he would like more information. Mr. Sadler indicated that the job descriptions were in the Board Book and that he would be happy to send the salaries of the employees to the Board. There being no further discussion, upon motion duly made by Member Baier and seconded by Member Henry, the minutes were unanimously approved by the Board members present.

3. **INFORMATION: Presentation by Peggy Fiandaca, Partner for Strategic Action, Inc. Regarding the Strategic Planning Process** – Vice-Chair Eberhart asked that Ms. Fiandaca lead the discussion for the Strategic Planning Process. Ms. Fiandaca gave an overview of the Strategic Plan (the "Plan") she prepared from the April 30, 2015 Board meeting. The Board discussed and generally agreed that the Plan should include an update on the first 15 years of the Authority and what it has accomplished. Member Galloway stated that he thought that the Plan should include bullet points of the items that are needed to accomplish each goal. Member Harwood agreed and stated that she thought there should be another layer and asked who would do that. There was discussion among the Board regarding each of the focus areas in the Plan. Member Harwood suggested that the Board assign 1 or 2 members of the Board to each focus area to work with the staff to develop the initiatives to accomplish each of the items under each focus area. After considerable discussion of each of the focus areas and what needed to be accomplished, Mr. Sadler suggested that the plan be put on the agenda for the fall retreat of the Board so that the initiatives could be developed under each of the focus areas. Mr. Sadler asked that Ms. Fiandaca review the current initiatives of the Authority's staff and let him know if she thinks any of them are appropriate for inclusion in the Plan, and she agreed to do so. Vice-Chair Eberhart asked that Ms. Fiandaca make the changes to the Plan discussed at the meeting and recirculate the Plan to the Board.
4. **INFORMATION: Announcement of future meeting dates** – Vice-Chair Eberhart reminded the Board of the upcoming Board meeting on June 17, 2015.
5. **Adjournment** - Upon motion duly made by Member Baier and seconded by Member Pastor the meeting was adjourned at 12:10 p.m.