



**MINUTES FOR 158th PUBLIC MEETING
OF THE ARIZONA SPORTS AND TOURISM AUTHORITY'S
BOARD OF DIRECTORS MEETING**

March 21, 2018
9:30 a.m.

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

Attendance

Board Members

Maria Baier Chair
Doug Yonko
Jody Harwood
Scarlett Spring
Jeff Meyer

Staff

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

Authority General Counsel

Sarah Strunk (Telephonically)

Board Members Participating Telephonically

Jeff Overton
Teddy Eyenon

Board Member Absent

Debbie Johnson
David Eberhart

Guests

Melissa Wasson – SMG
Kristen Pflipsen – Pflipsen Bagnato Communications

Andy Gorchov – SMG
Tony Pereria – Arizona Cardinals

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- 1. Call to Order.** The 158th public meeting of the Arizona Sports & Tourism Authority's (the "Authority") Board of Directors (the "Board") was held on March 21, 2018 at the offices of the Fennemore Craig. A quorum being present and the meeting having been duly noticed, Chair Maria Baier called the meeting to order at 9:33 a.m. Robin Lea-Amos conducted a roll call of attendees.
 - 2. ACTION ITEM:** Consideration of Minutes from January 30, 2018 Board Meeting Chair Baier called for a motion to approve the minutes of the Board meeting held January 30, 2018, **attached hereto as Exhibit A**. Member Scarlett Spring asked the minutes be amended to reflect that she is a Member of the Finance Committee and not the Committee Chair. Upon no further amendments to the minutes, a motion was made by Scarlett Spring and seconded by Jody Harwood and the amended minutes were unanimously approved.
 - 3. ACTION ITEM:** Consideration of Resolution No 2018-93 to adopt form of stadium license memorandum of understanding with the National Football League for upcoming Special Event

Chair Baier asked Tom Sadler to introduce this agenda item and review the resolution with the Board. Mr. Sadler began by providing a review of the impact of the 2015 Super Bowl. Tom Sadler reported to the board of the economic impact of the 2015 Super Bowl, he stated that the impact was \$720 million dollars. He also explained to the Board the new process by which the NFL has changed the bid process whereby the NFL invites a city to negotiate for the event for a certain year. Under the leadership of Michael Bidwill, Arizona has been invited to participate in negotiations for a potential Super Bowl. Sarah Strunk has drafted a resolution for consideration which would provide for the use of the stadium and potential refund of ticket taxes and facility use fees to the local organizing committee **attached hereto as Exhibit B.**

Sarah Strunk reviewed the resolution and shared that both AZSTA staff and SMG have had the opportunity to review the bid for the NFL. Ms. Strunk stated that there were two typos in the agreement that inadvertently referenced another event, but that she would revise the agreement immediately and provide to the Board. Chair Baier asked for a motion to approve the revision of the agreement as stated, upon motion duly made by Doug Yonko and seconded by Jeff Meyer, the motion to amend the resolution was unanimously approved.

Chair Baier asked for comments or questions. Member Yonko asked Mr. Sadler to provide a summary of the status of the future Final Four bid. Mr. Sadler stated the process and indicated that he already spoke with the NCAA and should Arizona be awarded the Super Bowl, that year would be removed from consideration for hosting a Final Four. Chair Baier asked if the NFL would again host the Super Bowl & Pro Bowls in the same city. Ms. Strunk replied that the decision is up to the NFL and that the MOU defines the right to hold both events in the same place.

Chair Baier asked if there were any other questions or comments relative to the motion; Upon no further comments, a motion was duly made by Doug Yonko and seconded by Scarlett Spring the motion to approve Resolution No 2018-93 to adopt form of stadium license memorandum of understanding with the National Football League for upcoming Special Event was unanimously approved.

4. **INFORMATION ITEM: Announcement of future meeting dates** Chair Baier asked Robin to provide the announcement relative to upcoming meetings and stadium invites. Ms. Lea-Amos informed the board that the next meeting is in June which would be the final meeting of the fiscal year.
5. **Adjournment** There being no further business of the Board and upon motion duly made by Member Yonko and seconded by Member Harwood, the meeting was adjourned.