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**MINUTES FOR 160<sup>th</sup> PUBLIC MEETING  
OF THE ARIZONA SPORTS AND TOURISM AUTHORITY'S  
BOARD OF DIRECTORS MEETING**

Thursday, September 6, 2018  
1:00 p.m.

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

**Attendance**

**Board Members Participating Telephonically**

Scarlett Spring Chair  
Teddy Eynon  
Jeff Meyer  
Jeff Overton  
Maria Baier  
Doug Yonko

**Board Member Absent**

David Eberhart  
Jody Harwood  
Debbie Johnson

**Staff**

Tom Sadler, CEO  
Kevin Daniels, CFO  
Robin Lea-Amos, Manager,  
Administration & Grants

**Authority General Counsel**

Sarah Strunk

**Guests**

Melissa Wasson – SMG  
Andy Bagnato – Pflipsen Bagnato  
Ron Minegar – Arizona Cardinals

Andy Gorchov – SMG  
B.J. Morley - SMG

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1. **Call to Order.** The 160<sup>th</sup> public meeting of the Arizona Sports & Tourism Authority's (the "Authority") Board of Directors (the "Board") was held on September 6, 2018 telephonically and at the offices of Arizona Sports & Tourism Authority, 1 Cardinals Drive, Glendale, AZ 85305. A quorum being present and the meeting having been duly noticed, Chair Scarlett Spring called the meeting to order at 1:02 p.m. Sarah Strunk conducted a roll call of attendees.
  2. **ACTION ITEM:** Consideration of Minutes from June 18, 2018 Board Meeting. Chair Spring called for a motion to approve the minutes of the Board meeting held June 18, 2018, **attached hereto as Exhibit A.** CEO Tom Sadler made an amendment to the minutes about his attendance being recorded as telephonic when he had actually attended in person. A motion was made by Jeff Meyer and seconded by Teddy Eynon to approve the minutes as amended and the minutes were unanimously approved.
  3. **ACTION ITEM:** Review and Consideration of Naming Rights of Stadium. Chair Spring asked for Tom Sadler to review this item with the Board. Mr. Sadler reminded the Board that the authorities enabling legislation allows the Arizona Cardinals the right to sell the naming rights of the facility and that the authority has the right to consent to the naming sponsor while using those rights reasonably.

Mr. Sadler reported to the board that the change of all names, including signs, logs, uniforms and marketing materials will be borne by the team. The temporary signs are on the outside of the stadium are already in place and the signage replacement inside the stadium will take place in a very timely manner. Mr. Sadler also reviewed a letter provided to the Board from the Arizona Cardinals notifying them of the agreement with State Farm as a new naming rights partner **attached hereto as Exhibit B.**

Ron Minegar, Executive Vice President and Chief Operating Officer of the Arizona Cardinals thanked the Board of Directors for their relationship with the club and shared that State Farm will be an advocate for the community, the stadium and the state of Arizona.

There being no comments or questions, Chair Spring asked for a motion to approve the Naming Rights of Stadium with State Farm. A motion was made by Jeff Overton and seconded by Doug Yonko approve the Naming Rights of the Stadium was unanimously approved.

Chair Spring shared on behalf of the board that this is a commitment to give back to the community and thanked the Cardinals for the hard work to complete this transaction.

4. **ACTION ITEM: Consideration and Approval of SMG Request to Increase 2019 Budget** Chair Spring asked for Tom Sadler to review this item with the Board with Andy Gorchov. The request is **attached hereto as Exhibit C.** Mr. Sadler indicated he had brought this to the board chair and the finance chair on this request and it was determined that due to timing this item needed to come directly to the board rather than wait until the next finance committee meeting in November. Mr. Gorchov reported that the modification is due to pay for a consultant to assist the stadium in renewing the Safety Act Designation which is set to expire in 2020. Based on the recommendations of the Department of Homeland Security (DHS) the date of April 1, 2019 is the deadline for submitting the application for renewal which includes site visits by DHS. SMG did perform an RFP to select the consultant from a pool of three responses.

Chair Spring asked how long the certification would cover. Mr. Gorchov responded that the certification lasts for five years, which takes the stadium through the next Super Bowl and Final Four. Ms. Spring asked about how this impacts the insurance of the stadium. Melissa Wasson, Assistant GM of the stadium, indicated that the cost would not increase and that the stadium has acquired the necessary insurance coverage, additionally Safety Act Designation actually limits the stadium's responsibility.

Member Jeff Meyer applauded the stadium on this effort and indicated his full support to move forward with the renewal of the designation.

There being no comments or questions, Chair Spring asked for a motion. Upon motion duly made Jeff Meyer and seconded by Teddy Eynon, the request by SMG to increase the 2019 budget was approved.

5. **INFORMATION ITEM: Announcement of future meeting dates** Chair Spring reported that Robin Lea-Amos has emailed each member with the potential meeting dates for FY2019. The next board meeting is tentatively scheduled for early November. Dates will be confirmed and meeting notices will be sent out next week
6. **Adjournment** There being no further business of the Board and upon motion duly made by Member Baier and seconded by Member Overton, the meeting was adjourned.