

## MEETING MINUTES OF THE ARIZONA SPORTS AND TOURISM AUTHORITY'S CACTUS LEAGUE COMMITTEE MEETING

Wednesday, October 23, 2019 | 9 a.m.  
Arizona Sports & Tourism Authority | 1 Cardinals Drive | Glendale, AZ 85305

### Committee Members Attending in Person

Maria Baier – Committee Chair  
Debbie Johnson  
Jeff Overton

### Staff Present

Tom Sadler – President & CEO  
Heather Harris – Manager, Administration & Grants

### Board Members Attending Telephonically

Jeff Meyer

### Guests Attending

Bridget Binsbacher – Cactus League Association

### 1. CALL TO ORDER

A quorum being present and the meeting having been duly noticed, Committee Chair Baier called the meeting to order at 9 a.m.

### 2. ACTION ITEM Consideration of Minutes from April 26, 2019 Cactus League Committee Meeting

Upon a motion and a second, the April 26, 2019 Cactus League Committee Draft Minutes were unanimously approved.

### 3. INFORMATION ITEM Update on Cactus League Association Initiatives

Executive Director Bridget Binsbacher was present to provide the committee with an update on the Cactus League Association (CLA) initiatives. Ms. Binsbacher thanked AZSTA, the committee, and Board of Directors for the opportunity to move the CLA forward. Administrative staff has been hired and a contracted bookkeeper has been brought on for reconciliation of the books. The CPA is currently working on the tax returns. The clerk is working on getting information from the league and working on the bylaws. Very active Cactus League lunch committee. Subcommittees are being formed and will be directed by the bylaw commitments. Executive committee, lunch committee, and a marketing and finance committee will likely be formed in the future.

Committee Chair Baier asked if giving authority to the board from the executive committee had been a problem. Ms. Binsbacher stated that more people are getting involved and more responsibility will be distributed. Chair Baier suggested that a strong executive committee is a good thing. The more people involved then there is a possibility for less direction. Chair Baier recommended thinking carefully about how responsibility is distributed and suggested keeping governance small.

Ms. Binsbacher reviewed three strategic initiatives. First, the sustained facility and operational funding. The Cactus League Association proposes to establish funding as a priority for the Arizona State Legislature and create a standardized process for stadium improvements. The CLA needs to be focused and prepared to protect the organization as well as develop relationships to better position the organization in the future. Meetings with key stakeholders and legislators have been conducted to help everyone truly understand what the organization is about.

The second strategic initiative is to enhance the Cactus League Association and the relationship with Major League Baseball (MLB) as a unified voice. This would change the CLA's emphasis from coordination and information sharing to a more global role that would include strategic brand development, capital funding development and marketing. Many enhancements have been made to the website to generate and capture web traffic as well as create higher visibility for top paying sponsors. Currently working to generate revenue for memberships and other ways to raise more money. Working to build key relationships and members are beginning to really understand how the organization represents all of the members.

The third strategic initiative is economic impact awareness to help key stakeholders understand the massive economic impact the Cactus League generates. Discussed initiatives to help discover the positive economic impact of the Cactus League. The numbers are very positive.

Mr. Sadler suggested the possibility of using interns from local colleges. Ms. Binsbacher discussed initiatives on how students will be exposed to intern opportunities.

4. **INFORMATION ITEM Review FY2020 Q1 Financials**

Ms. Binsbacher reviewed the income and expenses of the current CLA budget to include committed sponsorship dollars and anticipated expenses. Chair Baier asked who is the public relations (PR) contract. Ms. Binsbacher stated that Bagnato Pflipsen is the PR firm. Due to increased revenues and AZSTA's assistance, the association is chipping away at the deficit and should be able to stand alone as planned.

The committee discussed how best to present the budget in the future. Member Overton mentioned highlighting where line items are anticipated to go throughout the fiscal. He stated that having key relationships has been very helpful. Member Johnson asked if the CLA planning is to have something move through legislation. Ms. Binsbacher stated that they are discussing potential outcomes from peer-to-peer. Chair Baier stated that the key is getting the information from Cactus League city representatives and help them to understand the positive impact of the Cactus League; a proactive awareness campaign.

5. **INFORMATION ITEM Announcement of future meetings and events**

Ms. Harris stated that there are no future meeting dates for the committee

6. **ADJOURNMENT**

There being no further business to discuss, Chair Baier asked for a motion to adjourn. Upon a motion and a second, the motion unanimously carried. Chair Baier adjourned the meeting at 10 a.m.