



**MINUTES FOR PUBLIC MEETING OF THE
ARIZONA SPORTS AND TOURISM AUTHORITY
CACTUS LEAGUE COMMITTEE MEETING**

Thursday, April 9, 2015 – 9:00 a.m.
Fennemore Craig 2394 E. Camelback Rd, Suite 600, Phoenix, AZ 85016

In Attendance:

Committee Members Present

Jeff Overton – Committee Chair
Sherry Henry
Maria Baier
Jody Harwood

Other Board Members

Jeff Meyer – Board Chair

Guests

Jaime Molera – Molera Alvarez Group

Staff

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

Authority General Counsel

Sarah Strunk

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1. Call to Order - A public meeting of the Arizona Sports & Tourism Authority's Board of Directors Cactus League subcommittee was held on Thursday, April 9, 2015. A quorum being present and the meeting having been duly noticed, Committee Chair Jeff Overton called the meeting to order at 9:03 am. Ms. Lea-Amos performed a roll call introducing the members both present and participating telephonically.
 2. Consideration of December 4, 2014 Cactus League Committee Meeting Minutes Chair Overton called for a motion to approve the minutes of the committee meeting held December 4, 2014 **attached hereto as Exhibit A**. Upon motion duly made by Member Henry and seconded by Member Baier, the minutes were unanimously approved.
 3. Review of Presentation to the City of Surprise President Sadler gave a summary of the presentation given to the City of Surprise on March 3, 2015 **attached hereto as Exhibit B** at the City of Surprise Council meeting. Mr. Sadler commented that the presentation and questions from council took approximately 10 minutes and was well received by the city. Mr. Sadler reminded the committee that the city would be in line for renovations discussion beginning in 2022. Mr. Sadler also reminded the committee that those renovations would require a lease extension, however at this time the city has not approached AZSTA about potential funding.

Mr. Overton asked if there were any other cities who had requested presentations by AZSTA; Mr. Sadler replied that no other cities have made that request at this time.

4. Discussion of Annual August Update Mr. Overton reminded the committee of previous discussions relative to an annual update to Cactus League cities. Mr. Daniels reminded the

committee that his forecast of future revenues and distributions takes place during the regular budget preparation. Once that is complete a monthly forecast for Cactus League distributions to each municipality is also prepared. Mr. Daniels has suggested that in August he would be prepared to estimate distributions to each municipality. At that time, an organized presentation to all municipalities could take place at the stadium. This would enhance the efficiency of communications. Mr. Overton stated that it would be important to insure the appropriate individuals from each city is invited and encouraged to attend. Maria Baier offered her support for the endeavor of doing the update in this manner.

5. Discussion of Cactus League Communication Plan Mr. Overton introduced this item of the agenda as an extension of the overall AZSTA Strategic Plan and introduced Jaime Molera to share a proposed Cactus League Communication Plan. Mr. Molera thanked the committee and gave an overview of suggestions for communication regarding AZSTA. He stated that focusing on business leaders and key stakeholders by presenting a similar message as was presented in 2010 within the AZSTA Economic Study. Timing this communication at the same time as the Cactus League
6. Announcement of 2015 Cactus League Spring Training Attendance Mr. Overton shared the attendance report **attached hereto as Exhibit C**. With total attendance at 1,894,010 Mr. Overton reported that it was overall an exceptional season for Cactus League.
7. Status of the 2015 Cactus League Survey Tom Sadler indicated the survey has been discussed and should be out in August.
8. Announcement of Future Meeting Dates – No future meetings are scheduled at this time.
9. Adjournment – There being no further business of the committee, Mr. Overton asked for a motion to adjourn. Upon motion duly made by Member Henry and seconded by Member Baier, the meeting was adjourned.