

Arizona Sports & Tourism Authority

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

Wednesday, October 15, 2014

10:30 am

Fennemore Craig

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

In Attendance:

Committee Members Present

Jeff Overton – Committee Chair

Sherry Henry

Jody Harwood - Telephonically

Maria Baier - Telephonically

Other Board Members

Jeff Meyer – Board Chair

Staff

Tom Sadler, CEO

Kevin Daniels, CFO

Robin Lea-Amos, Office Manager

Authority General Counsel

Sarah Strunk

Guests

Jeff Gove – Office of the Auditor General

Nicole LaPella – Office of the Auditor General

Peter Corbett – The Arizona Republic

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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 Wednesday, October 15, 2014 at the offices of Fennemore Craig, located at 2394 E. Camelback Road, Phoenix, Arizona 85016. A quorum being present and the meeting having been duly noticed, Committee Chair Jeff Overton called the meeting to order at 10:30 am. Ms. Lea-Amos performed a roll call introducing the members and guests both present and participating telephonically.
 2. Consideration of Minutes from February 11, 2014 Committee Meeting - Chair Overton called for a motion to approve the minutes of the Board meeting held February 11, 2014 **attached hereto as Exhibit A**. Upon motion duly made by Member Henry and seconded by Member Baier, the minutes were unanimously approved.
 3. Discussion of Cactus League Mission Statement and Intent – Chair Overton shared the mission statement of the Cactus League committee, **attached hereto as Exhibit B** for the purpose of familiarizing the committee members with the document and gave the opportunity for discussion or review. There was not discussion of the statement.
 4. Review Current IGA's / Reimbursement Distributions / Update Recommendation - Chair Overton asked CFO Kevin Daniels to present the status of the current IGA's **attached hereto as Exhibit C**. President Sadler reminded the committee and guests that the information presented are projections of possible distributions, based on certain economic assumptions and are not a guarantee of payment.

Mr. Daniels then presented the status of Reimbursement Distributions **attached hereto as Exhibit D**. Upon no comments or questions from the Committee, Mr. Overton shared that he felt it important to review these commitments on a routine basis.

5. Discussion of Potential Future IGA's- Mr. Overton explained that he wished to see AZSTA present a more proactive vs. reactive approach. Mr. Daniels shared Current and Proposed Information Sharing **attached hereto as Exhibit E**. Mr. Sadler summarized that the updates are intended to provide the current municipalities the status of their distributions based on the current projections. Mr. Daniels explained that another purpose is sharing this information is to reiterate to the key stakeholders that there is no discretion in the distribution of these funds. Ms. Henry confirmed that it is critical that educating municipalities and stakeholders on how the funds are distributed via the 'waterfall.'
6. Discussion of Key Issues and Opportunities – Mr. Overton recommended that the Committee be prepared to share information and updates to the key municipalities and stakeholders on a regular basis and also take into consideration those entities cycles, so that the timing is appropriate for them as well. Mr. Meyer asked Mr. Daniels about the Maricopa County Stadium District funds that are received. Mr. Daniels indicated the funds come in to AZSTA in June and held in a separate account; it is then distributed equally to Tempe and Scottsdale. Mr. Daniels is not aware ahead of time what those funds will be until the actual receipt of funds. In lieu of that, it is difficult to project what the distributions will be. Additionally, Mr. Daniels explained the Cactus League Promotional funds which is funded by the waterfall and held in a separate account twice a year; in December and June. Therefore, communication does take place semi-annually regarding the distributions. Mr. Daniels also indicated his communication is taking place with the finance and accounting individuals.

Mr. Overton asked if there were other suggestions as to how to include the partners to further the AZSTA mission. Mr. Sadler indicated that perhaps there should be a working group who could then bring suggestions back to the sub-committee.

Ms. Henry recommended that AZSTA may want to participate in the Cactus League Association Economic Study that is done on a bi-annual basis and also to craft a story about the importance of the Cactus League.

7. Announcement of Future Meeting Dates – Mr. Overton indicated there will be a Board Meeting in December and the intent will be to have a Cactus League Committee Meeting just prior to the Board Meeting.
8. 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.