

Arizona Sports & Tourism Authority

**MINUTES FOR PUBLIC MEETING OF THE
ARIZONA SPORTS AND TOURISM AUTHORITY
CACTUS LEAGUE COMMITTEE TELEPHONIC MEETING
Thursday, December 4, 2014
9:00 a.m.**

In Attendance:

Committee Members Present

Jeff Overton – Committee Chair
Sherry Henry
Maria Baier

Staff

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

Other Board Members

Jeff Meyer – Board Chair

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 telephonically on Thursday, December 4, 2014. 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 Minutes from October 15, 2014 Committee Meeting - Chair Overton called for a motion to approve the minutes of the committee meeting held October 15, 2014 **attached hereto as Exhibit A**. Upon motion duly made by Member Henry and seconded by Member Baier, the minutes were unanimously approved.
 3. Presentation and Discussion of November Cactus League Baseball Association (CLBA) Meeting – Committee Member Meyer gave a summary of the CLBA held November 13, 2014 at Chase Field.
 - The 2015 Cactus League Spring Training Schedule was distributed and Ms. Lea-Amos will be distributing them to the AZSTA Board as soon as those schedules are available.
 - The spring 2015 Cactus League Economic Impact Study was discussed.
 - The Cactus League Legislator day will be held February 15, 2015. Mr. Overton indicated this was a very informal day for members of the legislature and CLBA to meet.
 - The annual CLBA Luncheon will be held February 27 at Peoria Sports Complex.
 - Member Meyer gave an update of current funding status by AZSTA to the CLBA Meeting and indicated the Association Members welcomed the information provided.
 4. Development of Strategic Communications Plan – Mr. Overton reminded the Committee that at the meeting held in October, a 'pro-active' communications plan was introduced. Mr. Overton suggested the communication going to the cities should be consistent regarding content and

timing. Mr. Overton then asked members of the committee to discuss this potential strategy and utilizing Jaime Molera in his current role to assist with these efforts. Tom Sadler confirmed that it is within the scope of work for Molera Alvarez Group. Mr. Sadler indicated the goal for the communication plan will be to counter the incorrect message that AZSTA is not able to meet the Cactus League funding projections. Ms. Baier indicated her support for this effort to help counter the misconceptions regarding the status of Cactus League funding. Mr. Overton reminded the committee that this will be a plan of laying out the framework of the Cactus League funding and getting this information publicized. Ms. Henry reiterated that this is an effort that should be supported even if increasing the Jaime Molera Group's scope of service and fee. Mr. Daniels suggested that this communication plan mirror the same type of collateral materials that was designed for Youth & Amateur Sports in 2012.

5. Potential AZSTA Participation of the Bi-Annual Cactus League Baseball Association (CLBA) Economic Study – Mr. Overton shared that the expected cost of the study is \$40,000 - \$60,000. The CLBA has asked Mr. Overton for AZSTA's support for this effort. Mr. Overton requested a written request from the association to present to the Board. Mr. Overton indicated that this is a positive tool to share with the community and requested discussion of the committee. Mr. Sadler suggested to the committee that should AZSTA assist with the funding, AZSTA would also actively participate in the development of the study. Mr. Daniels shared that AZSTA participated with \$10,000 toward the last study. Mr. Overton indicated the CLBA is requesting \$15,000 for the study. After discussion, Mr. Overton asked for a motion to approve AZSTA's participation in the Cactus League Economic Impact Study for 2015 at the proposed cost not to exceed \$15,000 which would come out of the Marketing Budget. Upon motion duly made by Member Henry and seconded by Member Baier, the motion was unanimously approved. Mr. Overton indicated that based on the approval, the committee will bring this item to the full Board for their information.
6. Announcement of Future Meeting Dates – No future meetings are scheduled at this time.
7. 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.