



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

Friday, April 26, 2019 | 9 a.m.
Fennemore Craig | 2394 E. Camelback Rd., Ste 600 | Phoenix, AZ | 85016

In Attendance:

Committee Members

Doug Yonko, Committee Chair
Jeff Overton
Debbie Johnson
Teddy Eynon

AZSTA Staff

Tom Sadler, CEO
Kevin Daniels, CFO
Heather Harris, Manager-Administration & Grants

Other Board Members

Jeff Meyer

Guests

Chris Calcaterra, Cactus League Baseball Association
Bridget Binsbacher, Cactus League Baseball Association

1. CALL TO ORDER

A public meeting of the Arizona Sports and Tourism Authority's (AZSTA) Board of Directors Cactus League subcommittee was held on Friday, April 26, 2019. A quorum being present and the meeting having been duly noticed, Committee Chair Doug Yonko called the meeting to order at 9:09 a.m.

2. ACTION ITEM - CONSIDERATION OF MINUTES FROM OCTOBER 24, 2018 COMMITTEE MEETING

Chair Yonko called for a motion to approve the minutes of the committee meeting held October 24, 2018. Upon motion by member Jeff Overton and seconded by member Debbie Johnson, the minutes were unanimously approved.

3. INFORMATION ITEM: CACTUS LEAGUE ASSOCIATION REVIEW AND REQUEST FOR FUNDING

Board Member Jeff Meyer provided a brief overview of the Cactus League Association Meeting held on April 18, 2019 and what support has been given for the funding request. Mr. Meyer introduced Bridget Binsbacher and Chris Calcaterra with the Cactus League Baseball Association. Ms. Binsbacher provided the committee with an executive summary of the April 18th meeting. In addition, Mr. Calcaterra and Ms. Binsbacher presented reports to the committee regarding the association structure, financial performance, financial projections, and the strategic plan. The presentation included future funding and operational objectives.

Committee Member Debbie Johnson requested further information regarding how the pass throughs work. Ms. Binsbacher explained the process and also provided details on tables sales,

corporate support, and how annual sponsorship works currently at different facilities. Ms. Johnson also inquired about the jump in survey costs from 2016 to 2018. Ms. Binsbacher stated that the 2016 study was not as comprehensive as the most recent study.

Chair Yonko asked if audits had been performed. Ms. Binsbacher stated that while there has not been an official audit conducted, a CPA does review the budget each year and completes the taxes. The committee and association agreed that audits should be conducted in the future.

Member Jeff Overton wanted to know when the conversation with MLB will begin. Mr. Meyer explained that meetings have already been held with the AZ Diamondbacks. Ms. Binsbacher added that the association is considering having the annual meeting at Chase Field.

Chair Yonko asked about the risks of not providing the funding requested. Mr. Meyer stated that a lot of time has been spent on the matter and the Cactus League serves as a voice for cities and facilities. CEO Tom Sadler added that the request will be discussed at the May 8, 2019 board meeting, but action will not be considered until the June board meeting.

Mr. Calcaterra and Ms. Binsbacher left the meeting upon conclusion of their presentation.

Further committee discussion revolved around improving the budget format and how the association might be funded in a manner that will incentivize a push for other funding sources. Committee members expressed recognition for potential revenue from the investment. It was agreed that key stakeholders be informed prior to the upcoming board meeting in June.

4. INFORMATION ITEM: Announcement of future meetings and events

No future meetings are scheduled at this time.

5. ADJOURNMENT

There being no further business of the committee, Chair Yonko adjourned the meeting at 10:13 a.m.