



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

Wednesday, June 27, 2018 | 9:30 a.m.

Arizona Sports & Tourism Authority | 1 Cardinals Drive | Glendale, AZ | 85305

In Attendance:

Committee Members Participating Telephonically

Doug Yonko – Committee Chair
Jeff Overton
Debbie Johnson
Teddy Eynon

Staff

Tom Sadler, CEO
Kevin Daniels, CFO
Robin Lea-Amos, Manager Administration
& Grants

Authority General Counsel

Sarah Strunk

Guests

Andy Bagnato – Bagnato Pflipsen Communications
Chris Calcaterra – Cactus League Baseball Association

1. Call to Order - A public meeting of the Arizona Sports & Tourism Authority’s Board of Directors Cactus League subcommittee was held on Wednesday, June 27, 2018. A quorum being present and the meeting having been duly noticed, Committee Chair Doug Yonko called the meeting to order at 9:30 a.m. and performed a roll call asking all the attendees of the members participating telephonically to introduce themselves.
2. Consideration of Consideration of Minutes from December 19, 2017 Committee Meeting Chair Yonko called for a motion to approve the minutes of the committee meeting held December 19, 2017 **attached hereto as Exhibit A**. Upon motion duly made by Member Overton and seconded by Member Johnson, the minutes were unanimously approved.
3. ACTION ITEM: Consideration of Request from Cactus League Baseball Association for Funding from AZSTA Committee Chair Yonko commended the background information provided to the committee **attached hereto as Exhibit B** on how AZSTA can partner with the Cactus League Baseball Association (CLBA). Chair Yonko asked Tom Sadler to review this agenda with the committee. Mr. Sadler reminded the committee that this item has been discussed at the committee level over the last few years as it relates to the authority potentially assisting the CLBA with funding for an Executive Director. Upon review, Mr. Sadler asked Chris Calcaterra with the CLBA to review the request with the committee.

Mr. Calcaterra reviewed a draft of an organizational chart and draft budget with the committee **attached hereto as Exhibit B** and discussed the potential return on investment of hiring an executive director. The potential positive impacts would be: a) a more unified brand, b) full time executive director c) more collective participation with the tourism industry, including cross

promotional opportunities and a unified voice d) promote the future growth of the CLBA and e) economic impact awareness. Mr. Calcaterra provided a potential scope of the potential duties of an executive director. The ED would be a non-partial, interim position for up to twelve months, with office housed in the AZSTA offices.

Upon the conclusion of the overview, Chair Yonko asked the committee for comments or questions. Member Johnson asked where the revenues would be coming from for this position to be self-sufficient. Mr. Calcaterra responded that that particular question had not been answered yet. CLBA is looking for partnerships. Member Johnson requested a budget breakdown of expenses and revenues which would provide a more accurate depiction of this position cost. Mr. Calcaterra indicated the budgeted number of \$331,000 annually is high and should come down within the next 2 – 3 years. Member Johnson asked how long the CLBA would anticipate it would take for this position to be self-sustaining. Mr. Calcaterra indicated he would anticipate it to take a minimum of 5 years to be self-sustaining.

Member Overton thanked Mr. Overton and the Board for the time and effort that has gone into this proposal. He indicated he supported this effort which included getting the stakeholders involved.

Member Yonko asked that there be more detail included in the request including the notice of termination and specific dollar amounts requested of AZSTA, before the committee recommend this request to the board.

Mr. Sadler interjected that these questions could be addressed and more detail could be provided to the committee prior to the approval and recommendation to the full board. The CLBA and staff will move forward with the request of information and reconvene the committee at a future date.

The committee took no action on this action item.

4. Announcement of Future Meeting Dates – No future meetings are scheduled at this time.
5. Adjournment – There being no further business of the committee, Mr. Yonko asked for a motion to adjourn. Upon motion duly made by Member Overton and seconded by Member Johnson, the meeting was adjourned at 10:03 a.m.