



MINUTES FOR THE PUBLIC MEETING OF THE
ARIZONA SPORTS AND TOURISM AUTHORITY
YOUTH & AMATEUR SPORTS COMMITTEE MEETING
Tuesday, October 16, 2018, 1:00 PM
Arizona Sports & Tourism Authority, State Farm Stadium
1 Cardinals Drive, Glendale, Arizona, 85305

Attendance

Committee Members

Teddy Eynon– Committee Chair (Telephonically)
Jody Harwood
Jeff Meyer
Maria Baier
Scarlett Spring – Board Chair

Staff

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

Guests

Kristen Pflipsen – Bagnato Pflipsen Communications
Andy Bagnato - Bagnato Pflipsen Communications

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1. Call to Order - A public meeting of the Arizona Sports & Tourism Authority's (the "Authority") Youth and Amateur Sports Committee (the "Committee") was held at the offices of Arizona Sports & Tourism Authority, State Farm Stadium, 1 Cardinals Drive, Glendale, Arizona, 85305 on Tuesday, October 16, 2018, at 1:00 PM. A quorum being present and the meeting having been duly noticed, Committee Chair Eynon called the meeting to order at 1:02 PM.
 2. **ACTION ITEM:** Consideration of Minutes from September 14, 2017 Meeting Committee Chair Eynon called for a motion to approve the minutes of the Committee meeting held September 14, 2017, **attached hereto as Exhibit A.** Upon motion duly made by Member Meyer and seconded by Member Baier, the minutes were unanimously approved.
 3. **INFORMATION ITEM:** Review of FY2018 Biennial Grant Awards Robin Lea-Amos reviewed with the Committee the most recent tracking document **attached hereto as Exhibit B.** She shared the grants that had come in under budget and those grant projects that are being delayed due to weather, but reported that no projects had withdrawn or had significant delays. Chair Eynon thanked Robin, Staff and the Committee for the hard work on these grant projects and administration of the grant program.
 4. **ACTION ITEM:** Consideration and Approval of FY2018 Biennial Grant Request and Recommendation to the Board. Tom Sadler, made a correction to the agenda item that this particular Grant project, should the committee recommend it to the full Board and the Board approve it could come in under the FY2018 Biennial Grant Program if there is funding left over

or could be placed in the FY2020 Grant Cycle. He then asked Robin to provide information to the committee about this request.

Ms. Lea-Amos summarized the request from Arizona Recreation Center for the Handicapped (ARCH) for a replacement playground as theirs had been destroyed in what was believed to be an arson fire. She reviewed the background which had also been provided to the committee and is **attached hereto as Exhibit C**. Ms. Lea-Amos shared the funding needs of the community and the socio-economic area the facility is in. She shared that ARCH has had some difficulty settling with the insurance company an amount that would cover the demolition of the old playground, replacing the playground and moving it to a more secure area on the property. Ms. Lea-Amos also reminded the committee that AZSTA had provided funding in the 2016 cycle to ARCH for a portion of the playground. When the playground was destroyed ARCH reached out to all of their community partners that had provided funding for the playground in an effort to be a responsible partner and to let them know their desire was to rebuild the playground.

Ms. Lea-Amos was able to connect ARCH with the Fiesta Bowl, KABOOM playgrounds and other community partners to help secure in-kind donations and funding to cover a portion of the cost of the new playground.

Mr. Sadler reminded the committee that this is not the first time the Authority has voted to award grants out of cycle and had done so for the CFP and NCAA legacy projects. That the Board considered these requests when the need of the community fell outside of the AZSTA Grant Cycle.

Committee Chair Eynon asked the committee if there were any comments or questions. Committee member Baier expressed concern about the organizations insurance company not providing replacement funding and requested Ms. Lea-Amos to confirm the information prior to awarding the grant. Mr. Eynon thanked Ms. Baier for the suggestion and asked if there were not further questions or comments if there were a motion regarding the request. Upon motion duly made by Member Meyer that the request be approved contingent upon more information from the organization's insurance provider and seconded by Ms. Baier the request for recommendation to the board was approved.

5. **INFORMATION: Public Relations Impact Discussion of Youth & Amateur Sports Funding** Kristen Pflipsen and Andy Bagnato of Bagnato Pflipsen Communications reported to the Board that a meeting had been held with Board Member Debbie Johnson and Tom Sadler to discuss potential PR plans to promote the Authority's Youth & Amateur Sports program. Mr. Sadler shared that the authority has just passed the \$20 million-dollar mark in distributions. As result, Mr. Sadler asked Bagnato Pflipsen to strategize as to how to best promote this unique funding mechanism. Andy Bagnato and Kristen Pflipsen shared some ideas as how to best move forward with this promotion. Kristen Pflipsen indicated that an excellent way to publicize this would be through video. She also indicated the website is another avenue of publication. Ms. Pflipsen asked that the board members look for opportunities to promote the funding either in video or written ads during events such as the upcoming Cactus League Luncheon.
6. **INFORMATION: Announcement of future meeting dates** No future dates are scheduled at this time.
7. **ADJOURNMENT:** There being no further business, and upon motion duly made by Member Baier and seconded by Member Spring, Chair Harwood adjourned the meeting.