



## **Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee February 9, 2009**

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Monday, February 9, 2009, 3:00 p.m., in the 3<sup>rd</sup> Floor Conference Room, Tempe City Hall, 31 E. 5<sup>th</sup> Street, Tempe, Arizona.

### **Committee Members Present:**

Councilmember Mark Mitchell, Chair  
Councilmember Onnie Shekerjian

### **City Staff Present:**

Ginny Belousek, Diversity Spec  
Tom Canasi, Comm Svcs Mgr  
Shelley Hearn, Comm Rel Mgr  
Michelle Konnath, Special Events Supvr  
Tom Lopez, Facility Svcs Dir  
Jayson Matthews, TCC  
Chris Messer, Prin Planner  
Adrienne Richwine, Dep Comm Svcs Mgr  
Mark Richwine, Parks & Rec Mgr  
Nancy Ryan, Comm Dev/Rio Salado

### **Guests Present:**

Laura Bachrach, The Academy  
Brian Belkin, TCVB  
Nancy Black, TCVB, Tourism Dev Mgr  
Mark Richardson, Exec Dir, The Academy

Councilmember Mitchell called the meeting to order at 3:02 p.m.

### **Agenda Item 1 – Public Appearances**

None.

### **Agenda Item 7 – Insight Bowl, Block Party & Rock 'n Roll Marathon Thank You**

Shelley Hearn summarized that consideration is being given to not holding the thank-you reception this year. In years past, the attendance has dwindled and there was a suggestion made that John Junker attend a Public Works staff meeting and publicly thank those employees. That is acceptable to Mr. Junker with possibly a public recognition at a Council meeting.

Councilmembers Mitchell and Shekerjian agreed.

### **Agenda Item 2 – Review of Minutes**

The Minutes were acceptable and staff was directed to add them to the next Council agenda.

### **Agenda Item 3 – Discussion of Official City Drum Corps**

Councilmember Shekerjian stated that Tempe has a wonderful organization, Arizona Academy of the Performing Arts, that is a cross between sports and arts. Among a variety of functions, they have a drum corps that has won numerous awards. They would like to be the official City of Tempe Drum Corps. A presentation was made to the Technology, Economic and Community Development Committee and she asked that a presentation also be made at this committee. In the meantime, the City Attorney has examined potential liability issues.

Mark Richardson, Executive Director, summarized that The Academy is a non-profit organization with a mission of Building Great People Through Great Performances."

- The scope of their programs consists of impacting people of all ages.
- The Drum and Bugle Corps is a part of a larger organization, the DCI (Drum Corps International).
- DCI and the drum and bugle corps activity has evolved into an intense, competitive, choreographed musical experience staged on a football field.
- Set an example for college and high school marching bands.
- DCI is the world leader for producing events for the most exclusive marching ensembles.
- The Academy is designated as a world class drum and bugle corps.
- The Academy's drum and bugle corps is unique among the world class corps because 80% of the membership is local.
- Local members impact communities and build leadership.
- Compete in 115 events around the country and reach over 400,000 fans.
- Travel 30 consecutive days on the road from coast to coast.
- First event each year is the fund-raising dinner.
- Next event is the "Music Under the Stars" event at the Tempe Center for the Arts. It brings together a piece of the drum corps, community bands, and local high school groups.
- This year a Memorial Day concert will be presented at Tempe Beach Park.
- The Academy hosts the summer marching academy for about 150 additional high school leaders from marching bands. The Academy inspires the participants to become better teachers themselves so they can return to their communities.

Councilmember Shekerjian recommended that this proposal be sent to the Council.

Councilmember Mitchell agreed, as long as the City Attorney examines any liability issues. He directed Chris Messer to follow up with the City Attorney, and then place it on the Council agenda.

### **Agenda Item 4 – 2009 Angels Baseball Spring Training**

Michelle Konnath summarized that

- Players arrive this week, with first practice on Saturday.
- Cactus League season will begin with a breakfast on February 24<sup>th</sup> in Goodyear.
- First game is on February 25<sup>th</sup> and is the charity game and the Diablos will present the check for the Boys and Girls Club.
- New teams this year: LA Dodgers, Cleveland Indians, and Chicago White Sox.
- Three additional games this year, for a total of 19.
- \$540K was raised last year, with hopes of raising that to \$600K this year.
- Attendance last year of 114,000.
- Anticipating a number of sell-outs.
- World Baseball Classic will be held on March 4<sup>th</sup>, with the Angels playing South Africa.

- Ticket sales are on track.

**Agenda Item 5 – 2009 ASU Kajikawa Classic Recap**

Michelle Konnath summarized that there were 19 teams with 48 games. No problems have been reported. ASU lost.

Mark Richwine added that it brought some of the top collegiate teams in the country to Tempe for one weekend. There were four teams from last year's College World Series.

Councilmember Mitchell asked how many teams stayed in Tempe.

Mr. Richwine responded that due to some confusion with ASU staff, they believe only 11 teams stayed in Tempe.

Councilmember Mitchell suggested that when events like this are held, the Chamber of Commerce should be notified.

**Agenda Item 6 – Insight Bowl, Block Party & Rock 'n Roll Marathon**

Michelle Konnath summarized:

- Insight Bowl attendance was 49,301.
- 50,000 tickets were sold for the Block Party.
- Rock 'n Roll Marathon – just under 35,000 participants, 3,300 in the kids' race, \$4M was raised for charity, \$13.1M for the economy.
- Elite Racing stated that this was the largest race ever.

Councilmember Mitchell suggested getting the figures for all of these events into the Friday Packet. Despite these economic times, Tempe has had several events these past few months that have really helped the economy. It would also be good to have Community Relations release this information to the public.

**Agenda Item 8 – Youth and Amateur Sports Complex RFP**

Nancy Ryan showed a map that outlined the parcels that the RFP will cover. The RFP might be issued this week.

- 52 +/- acres
- Indoor or outdoor facilities
- For lease or for sale
- Respondents will identify the public benefit if they are requesting a reduced cost for sale or lease, and will identify specifically what is being requested of the City, if anything.
- Respondents will provide financials that will provide an economic analysis.
- Respondents will need to address specific site constraints, such as water supply for fields, the Vortac, remediation, etc.
- RFP will have a 75-day response time.
- Phase 1 to be finished within two years of DDA approval.

**Agenda Item 9 – Future Agenda Items**

Mr. Richwine suggested moving the next meeting to March 4<sup>th</sup> at 3 p.m., since the regular meeting date will be during Spring Break.

- Historical Museum Renovation
- Library Renovation
- Angels Spring Training
- TCC Human Service Recommendations

Meeting adjourned at 3:35 p.m.

Prepared by: Connie Krosschell  
Reviewed by: Mark Richwine

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Jan Hort  
City Clerk