



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee September 9, 2009

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

Committee Members Present:

Councilmember Mark Mitchell, Chair

Committee Members Absent:

Councilmember Onnie Shekerjian

City Staff Present:

Mark Richwine, Parks & Rec

Travis Dray, Parks & Rec

Kathy Berzins, Comm Svcs

Tom Lopez, Pub Wks

Adrienne Richwine, Comm Svcs

Nancy Ryan, Comm Dev

Shelley Hearn, Comm Rel

Guests Present:

Stephanie Nowack, TCVB

Rich Ripley, Block Party Representative

Emma Bordner, Tempe Community Council

Amanda Paladino, ASU

Anthony Aguilar, Insight Bowl

Jason Matthews, Tempe Community Council

Mike DiDomenico, Insight Bowl

Katie Johnsen, ASU

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The minutes of August 12, 2009 were accepted as presented.

Agenda Item 3 –2009 Insight Bowl and Block Party

Rich Ripley showed an illustration outlining the upcoming block party layout located in the downtown area. Various public/VIP areas were discussed. Live music, dancing, fireworks and beer gardens will be included in the festivities. Mr. Dray added that staff and Insight Bowl representatives have met with downtown merchants to get their input and feedback on event layout and amenities. Tempe Beach Park will not be included within the area of this event due to cost containment and public safety concerns regarding the light rail. Sponsorships are part of the funding that makes this event successful. Shelly Hearn commented that since the beach park will not be part of this event, then perhaps other events could be scheduled for this site. Mr. Ripley responded that in the past Tempe Beach Park has been used for pep rallies. Insight Bowl has contractual authority over event programming for Insight Bowl festivities in Tempe and one of the programming goals is to ensure that competing activities are avoided while opportunities are maximized.

Mr. Ripley stated that Insight Bowl representatives are scheduled to meet with light rail representatives to discuss event details and light rail operations. A suggestion was made that Block Party tickets be sold at the Tempe Transit Center.

Anthony Aguilar reported that he will ensure that City leadership is kept abreast of the status of team contract negotiations as they unfold. Mike DiDomenico stated that the Tempe Diablos' are working with Insight Bowl representatives to maximize promoting Tempe as the destination of choice for game related activities, dining, and lodging. It was also noted that game day attendance has steadily increased over the years. Councilmember Mitchell asked that this item be placed on the October 8, 2009 Issue Review Session.

Agenda Item 4 – Parks and Recreation Center Sponsorship Opportunity

Travis Dray stated that staff is exploring a sponsorship opportunity with an organization called 'Reach'. The contract length would be for three years, with the City having the option to sever the contract at any point during that timeframe. High definition televisions would be installed at various recreation centers in Tempe. Programming would be geared towards promoting Tempe. Staff would have approval authority over advertisements. In exchange for installing and promoting this technology, Reach would pay the City \$1,000/annually per location. All equipment installation, repair, maintenance and removal would be borne by Reach. Staff was directed to return to this committee for a final presentation after the City Attorney's office has reviewed the contract.

Agenda Item 5 – Tempe Karma Introduction

Jayson Matthews introduced Emma Bordner who stated that the purpose of the Tempe Karma project is to promote volunteerism within the community. Banners will be used to promote this volunteerism tool. A website will give the business community an outlet to seek volunteer options – either hands on service or monetary donation options will be promoted. The Tempe Community Council will administer this program. Councilmember Mitchell suggested that this would be useful in recruiting for board and commission members.

Agenda Item 6 – P.F. Chang's Rock 'n' Roll Marathon Team Tempe

Ms. Bordner stated that recruiting is beginning for the upcoming Team Tempe P.F. Chang's Rock 'n' Roll Marathon. This is a community wide fundraising opportunity.

Agenda Item 7 – Future Agenda Items

Prescription drug card program
Hotel conference space
Fee structure for athletic fields
Tempe Community Council agency update
Tempe Community Action Agency/Childsplay update

Agenda Item 8 –Future meeting date(s)

Meeting adjourned at 4:00 p.m.

Prepared by: Kay Savard
Reviewed by: Mark Richwine