



**Minutes
City Council's Tourism &
Amateur Sports Committee
May 9, 2007**

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, May 9, 2007, 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
Councilmember Ben Arredondo

City Staff Present:

Cindy Brown, Accessibility Spec
Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Rosa Inchausti, Diversity Mgr
Tom Lopez, Facility Services Dir
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Rio Salado Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Chris Loftus, Sports Mktg Mgr, TCVB
Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU

Councilmember Mitchell called the meeting to order at 3:03 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – ADA Task Force Report

Rosa Inchausti summarized that Title II of the Americans with Disabilities Act (ADA) requires that each municipality complete a self-evaluation of the accessibility of its programs and services to the public. A task force was assembled of representatives from all City departments to review every program and service in the City.

Cindy Brown summarized that the task force received input from all departments and determined whether any programs or services inadvertently discriminated against people with disabilities through eligibility criteria or lack of accommodations. In general, Tempe is really very accessible. Problems involved the "how to do it" rather than "will we do it." Many of the

specific findings were rectified immediately and all findings have target dates. Two websites were created. The intranet site is available to City employees with an outline of the requirements and a “how-to” list. The internet site alerts the public to accessibility and how to request accommodations and promotes the accessibility of the City.

Councilmember Mitchell commended the task force.

Ms. Inchausti added that Tempe is the first city to create a position dedicated to ADA accessibility issues.

Stephanie Nowack stated that the Tempe Convention and Visitors Bureau (TCVB) has enjoyed working with the City on the “Access Tempe” guide. The concept of accessibility for travelers is an area of focus for the TCVB as well.

Ms. Brown added that because of the “Access Tempe” guide, she has had calls from across the country asking for guidance. Tempe has a great reputation.

Agenda Item 3 – Super Bowl Update

Shelley Hearn summarized that Tempe did not sign the blanket resolution to provide unlimited services and venues for the 2008 and 2011 Super Bowls. Staff has informed the host committee that if they want to look at an event on a case-by-case basis, Tempe will be glad to discuss the use of any City facilities.

Travis Dray added that the NFL has requested that the City hold the park and surrounding areas until negotiations are complete.

Agenda Item 4 – Sports Facility RFP

Nancy Ryan summarized that the RFP is nearly complete and should be released on Friday or Monday. This will be open for a 90-day period.

Agenda Item 5 – Event Opportunities for Stadium Facility

Stephanie Nowack summarized that research on other stadiums throughout the country revealed a wide variety of stadium activities including car, truck and boat shows, major conventions, concerts, and circuses. Many events are better suited to indoor stadiums. A variety of potential revenue opportunities exist for a stadium such as ASU, with options ranging from rental of the facility itself, percentage of merchandise, percentage of gate admissions, and sponsorships for signage and scoreboard. The key is having a facility with a management team and philosophy interested in using the stadium in this manner.

Councilmember Mitchell stated that the challenge will be to find management partners.

Ms. Nowack added that if ASU would be interested in having the stadium become a revenue generator, there are firms to outsource marketing, for example.

Councilmember Arredondo suggested that Shelley Hearn, Travis Dray, and Stephanie Nowack sit down with ASU to schedule an event around Super Bowl time. We would expect to be partners and they could outsource it. We need to have a large event so we're not completely

shut out when the Super Bowl is here. Maybe we could have a soccer team come in. We need ASU to have that discussion to see if that's a possibility.

Ms. Nowack added that after some hard work, ASU has finally agreed to host Drum Corps International on August 4th.

Virgil Renzouli stated that the entertainment business has changed. For example, Ricky Martin would not appear at the Dodge Theater because he didn't think 5,000 people would come. Concerning the stadium research, he wondered what the competition was for some of the stadiums. Was the stadium the only stadium? Were they minor league stadiums? Dr. Crow is willing to get events into the stadium as long as ASU doesn't lose money and he has given direction to get people used to coming to Sun Devil Stadium for other things. A long term plan is needed.

Councilmember Arredondo asked Mr. Renzouli to tell Dr. Crow that centralizing the decision-making has made a world of difference and it will revolutionize the process.

Ms. Hearn added that she has prepared a memo to Council asking that this issue be referred to this committee and any financial aspects be referred to the Finance, Economy and Veterans Affairs Committee.

Agenda Item 6 – ASU Homecoming Events 5-07-07 In Minutes

Virgil Renzouli stated that the events will be similar to last year. They have looked at extending down King Mall and adding an art walk there as well as some of the floats or antique cars. A group that does kinetic sculpture races approached him and he referred them to Stephanie Nowack.

Councilmember Arredondo added that Tempe High School will have its 100th anniversary and we could ask ASU to have Tempe High participate with their homecoming. He added that any sponsorships and monies will go through Mr. Renzouli's office.

Agenda Item 7 – 50th Anniversary of ASU 5-07-07 In Minutes

Virgil Renzouli stated that the first planning meeting will be held next week. A major open house is being considered with the Wednesday, Thursday and Friday at the other three campuses and the Saturday in Tempe. Part of it would involve opening the doors to the facilities and also creating demonstration exhibits.

Agenda Item 8 – Rock 'n' Roll Marathon Tempe Charity Opportunity 5-07-07

Shelley Hearn summarized that the TCVB is proposing a potential partnership. A meeting was held with ten to twelve charities interested in developing their own team and because they are associated with Tempe, Elite Racing is proposing that everyone who signs up for the race through the TCC receives \$5 off their registration and \$5 then goes directly to the charity. In addition, if they secure pledges, they can be listed as an official charity. It is a great opportunity. TCC will try to develop a Tempe team which the City will help promote through the water bill and other areas. She clarified that if 100 people sign up through TCC, the TCC gets \$5 each, but then each of those individuals can get pledges that would go directly to the charity.

Travis Dray stated that he has worked with the Tempe charity, Chances for Children. The program that Elite Racing has put together is outstanding and it would be a great way to raise money.

DIRECTION: Councilmember Arredondo asked staff to prepare a memo for the Friday packet with bullet points noting the charities helped by the Rock 'n' Roll Marathon.

Mr. Dray added that about \$6M is raised for Arizona charities.

Ms. Hearn added that this should be taken to an IRS so that it can be promoted and the public can be encouraged to join Tempe's team.

Agenda Item 9 – TCVB Partnership with Tempe for Event Sponsorship 0109-00

Shelley Hearn explained that she and Stephanie Nowack developed this proposal because the City's Sponsorship Review Committee will potentially be dissolved into the Parks and Recreation Board and it would be an opportunity to create a better process. The concept would be to create a cohesive board and pool resources with matching funds to review those events based on the current Sponsorship Review Committee process.

Mark Richwine explained that Council has not made a final decision on the board consolidation, so this is merely an option for consideration. The scenario presented by Mr. Ching to Council was basically that a sub-element of the Parks and Recreation Board that would make a recommendation to the Parks and Recreation Board, which in turn would make a recommendation to Council.

Travis Dray added that the Sponsorship Review Committee has great commission members who want to be involved, but they lack the background to know the impacts of the events. With the proposed route, the committee would be composed of people who are always involved with the events.

Councilmember Mitchell added that the Sponsorship Review Committee was formed because people came to the City for sponsorships and some of those do not go through the TCVB.

Ms. Hearn explained that with \$57K in the budget, matched by the TCVB, we will start out with a bigger pot of money.

Ms. Nowack added that if the Council supports the proposal, it would still need to go to the TCVB Board. This is not something the TCVB is driving, but they are happy to do it if that is what everyone agrees makes the most sense.

Councilmember Arredondo added that Council will be meeting in June to set some priorities and staff needs to make recommendations.

Councilmember Mitchell clarified that if Council needs to establish this committee, then we need to do that in a timely manner so that Ms. Nowack can return to her board and see if they are interested.

Ms. Nowack added that this is on the TCVB board agenda for next week. She will present it as a concept and get their feedback. If they were opposed to it, the recommendation would go off the table.

Councilmember Mitchell stated that there have to be checks and balances with an equal buy-in.

Ms. Hearn clarified that events with City contracts are not included in this process.

DIRECTION: Stephanie Nowack will present the concept to the TCVB Board, and if agreeable, bring the proposal to Council.

Agenda Item 10 – Review Work Plan

Shelley Hearn explained that the work plan has been color-coded with yellow designating “complete” and green designating “in process.” Some items have actual processes and programs in place so they are considered complete.

Councilmember Mitchell submitted that bullet #4 under Tourism is still in process and not complete. It should be shown in green. He added that he wants to work with the Phoenix Regional Sports Commission and that could be added as a partner under Amateur Sports.

Ms. Hearn added that she will change bullet #4 under Amateur Sports to yellow because the Arizona Sports and Tourism Authority (AZSTA) supported us for the renovation and use of the practice fields.

Agenda Item 11 – Summer Meeting Schedule

There will be a meeting in June, but not in July.

Agenda Item 12 – Future Agenda Items

- Process for sponsorship review to Council.
- Follow-up on ASU partnership.
- Cactus League impact study - August.

Meeting adjourned at 4:02 p.m.

Prepared by: Connie Krosschell

Reviewed by: Shelley Hearn



Jan Hort
City Clerk