



Minutes of the Sponsorship Review Committee Meeting held on March 24, 2008, 2:00pm,  
Convention and Visitors Bureau Office, 51, W. 3<sup>rd</sup> Street, Tempe, Arizona 85281

## Minutes Sponsorship Review Committee Meeting March 24, 2008

**Member Staff Present:** Travis Dray (COT), Stephanie Nowack (CVB), Shelley Hearn (COT), Sheri Wakefield-Saenz (COT), Kathi Overkamp, Daryl Crawford (ASU), Terri Cranmer (ASU), Jodie Garth (COT).

### I. Event Recap/City Research

- A. Travis Dray provided documentation that referenced types of events that the CVB and COT have funded in the past.
- B. Stephanie Nowack explained that the purpose of this meeting was to begin the process of creating criteria that will be used by the committee for determining the best events for funding. Approximately \$114,000 will be available to distribute among those events.

### II. Establishment of Criteria

- A. A mission statement for the committee was discussed. The suggested statement is: Provide support and sponsorship to diverse special events which benefit the community and promote Tempe.
- B. Criteria were considered. Possible items are diversity, cultural impact, education emphasis, media, economic impact, awareness and visibility for Tempe, sustainability, community spirit, resident/community partnerships.

### III. Determination of application process

- A. Sub-groups were created to work on the application, mission statement, criteria, evaluation and ranking forms. Dates and deadlines when applications will be reviewed will be further considered.

**IV. Next Steps**

- A. Sub-groups will bring back to the committee drafts of a Mission Statement, Criteria and Application. Next meeting is April 8<sup>th</sup>, 9:00am, Tempe Convention and Visitors Bureau Conference Room.

Meeting adjourned at 4:00 pm.  
The Committee's next meeting is April 8, 2008 at 9:00am.

Prepared by: Jodie Garth  
Reviewed by: Travis Dray

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Travis Dray  
City of Tempe  
Deputy Manager

Approved