



**Minutes
City Council's Tourism &
Amateur Sports Committee
December 13, 2006**

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, December 13, 2006, 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:

Neil Calfee, Deputy Community Dev Mgr
Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Connie Krosschell, Acting City Clerk
Mark Richwine, Parks & Rec Mgr
Chris Salomone, Community Dev Mgr
Mari Yennie, Council Aide

Guests Present:

Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU

Councilmember Mitchell called the meeting to order at 3:10 p.m.

Agenda Item 1 –Final Committee Goals and Scope of Work

No Entry

Shelley Hearn summarized that the Committee Work Plan was approved by Council at the Issue Review Session on November 16th.

Agenda Item 2 – Rock 'n' Roll Marathon Proposal

0105-01-07

Stephanie Nowack summarized that Elite Racing has proposed adding a separate half-marathon in the November timeframe, with the first to be held in 2008. With an increased interest in half-marathons nationally, this could be a "warm-up" event for the Rock 'n' Roll Marathon and the Ironman in January, as well as an opportunity to generate hotel and city revenue. One option would be to have the starting line for this event in Tempe, as opposed to the finish line with the Rock 'n' Roll Marathon. Elite Racing would invest the marketing dollars for promotion and the contract could also include minimum room night guarantee.

There was discussion regarding the possibility of competition with and lessening interest in the P.F. Chang event, competition for sponsorship dollars, and other events in the same timeframe.

DIRECTION: Staff to return with a recommendation within 90 days.

Agenda Item 3 – Insight Bowl Update 0105-01-12

Shelley Hearn distributed the media packet. She summarized that ticket sales are going well, and they will be doing the "bowls" again this year. Since Insight clients will be booking their own hotels, Insight will provide staff with a client list for pre-mailing of packet and marketing materials.

Councilmember Arredondo added that if a breakfast or lunch is held with the Native American community, it would be important for Council, ASU and TCVB to attend. He also suggested getting information from TCVB to use in a press release.

Stephanie Nowack added that there has been a very positive response in both Minnesota and Texas.

Agenda Item 4 –Hotel Development Update – addition of conference meeting space 0111-03

Neil Calfee distributed a map and list of hotel development sites and provided updates on:

- Pier 202 – 20,000 sq ft of meeting space
- Le Meridien – 15,000 sq ft of space
- Aloft – 10–15,000 sq ft of g space
- Residence Inn – 10,000 sq. ft. of space
- 7th Street & Mill – 10-15,000 sq. ft. of space
- Westin – 20,000 sq. ft. of space

He added that staff will have a better idea of the space in the next three to six months. There is still a lot of discussion.

DIRECTION: Staff was directed to keep the Committee updated.

Agenda Item 5 – Sports Facility 0112-07-03 No Material

Councilmember Mitchell favored moving forward to RFP. He suggested having a public meeting in January to discuss the use of the land. There are interested partners and it is important to move forward.

Councilmember Arredondo agreed.

There was discussion regarding the timing of the public meeting and it was suggested to include it with the Rio Salado Visioning meeting scheduled for January 20th.

DIRECTION: Staff was directed to include this with the Rio Salado Visioning meeting scheduled for January 20th.

Agenda Item 6 – Future Agenda Items

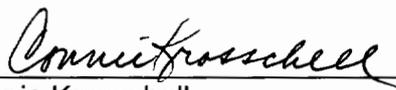
- Possibility of partnering with ASU on the international environmental “live-aid” concert (Virgil/Travis)
- Sports Facility
- Spring Training Update
- Super Bowl
- Follow-up on Insight Bowl
- Employee “thank-you” event for Insight Bowl and Rock ‘n’ Roll Marathon
- How to incorporate more conference space into hotel projects
- How to partner with ASU in marketing homecoming alumni hotel/package deal
- March - Discussion of renovation of stadium

Agenda Item 7 – Public Appearances

None.

Meeting adjourned at 4:05 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Connie Krosschell
Acting City Clerk