



**Minutes
City Council's Tourism &
Recreation Committee
November 5, 2007**

Minutes of the City Council's Tourism and Recreation Committee held on Monday, November 5, 2007, 3:00 p.m., in the 3rd Floor Council Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Shelley Hearn, Comm Relations Mgr
Connie Krosschell, Dep City Clerk
Tom Lopez, Facility Svcs Dir
Mark Richwine, Parks & Rec Mgr
Chris Salomone, Community Dev Mgr
Mari Yennie, Council Aide

Guests Present:

Stephanie Nowack, Tempe Convention & Visitors Bureau

Councilmember Mitchell called the meeting to order at 3:00 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Insight Bowl Update

0105-01-12 No Material
Shelley Hearn showed drawings of the stadium draping and added that both scoreboards on this side of the stadium, as well as the back side, will be covered. The draping will be installed earlier than it was last year.

Ms. Hearn added that she has been working with Stephanie Nowack on the packets and media outreach. Through the partnership with Insight, marketing materials are being sent out and that is going well. The Diablos involvement has improved and issues have been worked out. There

will be an event for both teams and the Fiesta Bowl and Insight Bowl media at the Arts Center on December 30th. The event will allow the Diablos to interact and it will be good from the standpoint of promoting the idea that Tempe has a lot to offer as a city.

Councilmember Mitchell asked whether Insight will identify some of the key customers who will be attending.

Ms. Hearn responded that staff is working on that effort and alumni will certainly be targeted.

Councilmember Mitchell asked Ms. Hearn to return to the next meeting with ideas on ways to increase the Diablos involvement.

Councilmember Arredondo suggested that Ms. Hearn and Councilmember Mitchell should be the ones speaking to the leadership of the Diablos. He also asked Stephanie Nowack to keep the Committee informed on travel dates. The teams have suggested having City representation so that the real buy-in is from one city to another.

Agenda Item 3 – Junior High Boys' Basketball 0109-11 *No Material*

Mark Richwine clarified that this involves both boys' and girls' basketball and staff is working with the middle schools' athletic director, Buddy Davis. All TD3 schools are in the process of forming their boys' teams and the girls' program will begin later in the winter. Staff is working with them to set up the dates and facilities for this year's event. The Diablos will be the title sponsor for both programs. This is a premier middle school tournament.

Councilmember Mitchell asked if staff is working on ways to reduce costs.

Mr. Richwine responded that it is a City program and it has been budgeted. Staff's commitment is to make sure that this is the best tournament possible for the middle schools. Since the budget has already been established, if any additional sponsorship dollars are secured, that money could be deferred or spent on other programs.

Councilmember Mitchell asked Mr. Richwine to keep him informed on the dates of the tournaments.

Stephanie Nowack asked that she also be provided the dates.

Agenda Item 4 – Hotel and Conference Facilities Update 0111-03

Chris Salomone summarized that the hotel market is not negatively affected by the economy and currently there is a lot of hotel activity. He narrated a PowerPoint presentation which outlined the hotel projects on the drawing board currently.

- La Meridien is moving forward and they should break ground before the end of the year. It doesn't have a lot of meeting space, but is a very high-end product. It has 40,000 to 50,000 sq. ft. of meeting space, 400 rooms, and some retail elements.
- Westin (University Square) has no kick-off date at this time.

- Aloft on Lot 6 of Playa del Norte has broken ground. It fits the youth market with everything high-tech.
- Marriott Club Sport is now a different project. It is a Marriott with a conference center with 100,000 sq. ft. of conference center. The sports club and some other parcels were converted into a conference facility. It will be called the Tempe Conference Center.
- Homewood Suites at the Tempe Marketplace is underway. It is an extended-stay product.
- Lumina at the Armory site is ready to break ground. It is a very high-end project.
- Marriott Residence Inn at the Bandersnatch site is moving forward and expects to break ground in January. It is an 11-story, 185-room extended stay hotel.
- Pier at Town Lake site is still being marketed with no named hotel yet. They will be breaking ground and issuing bonds in a few weeks.
- 100 Mill Avenue at the Monti's site is going through struggles because of the impacts on the Monti's site and the height as a gateway site. Staff is recommending more setback, lower height, and better treatment of Monti's. They will go to the Historic Preservation Commission on Thursday. The plan is to get the project before Council at the December 6th Council meeting.
- Tempe Mission Palms expansion is still on hold and staff is not very optimistic.
- Fiesta Resort Conference Center is a \$30M expansion and is well underway.
- Holiday Inn remodel is doing a great job. They will put an 8-story hotel on the front, called "Element."

Mr. Salomone added that there are also other options that are still in early discussion stages. There are also two extended stay hotels near the Emerald Center.

Agenda Item 5 – Committee Scope of Work 0101-01-03

Councilmember Mitchell distributed the draft Committee Scope of Work. There were changes per Council direction.

Shelley Hearn summarized that under Amateur Sports, improvement of regional parks and improvement of city-wide recreation programs were added.

Councilmember Mitchell asked Mark Richwine how many soccer fields are at the Sports Complex.

Mr. Richwine responded that there are seven lighted fields and one unlighted field. There are four softball fields and the outfield areas could be used by some of the smaller youth teams for soccer fields. The unlighted field is a special events area, but it is lined for soccer, and is east of Hardy and west of the softball fields. There are also two fields at Diablo, one regulation size and one smaller.

Shelley Hearn asked about removing Tempe Mission Palms expansion from the work plan.

Councilmember Mitchell directed the removal of that item.

Councilmember Arredondo suggested that the following be added to the second bullet item under Amateur Sports: "...use of ASU facilities, *Sun Devil Stadium and Wells Fargo Arena* for youth..."

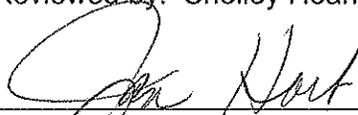
The draft Work Plan will be submitted to Council at IRS on November 8th.

Agenda Item 6 – Future Agenda Items

- Youth & Amateur Sports Complex
- Continue to work on hotel and conference sites
- Update by ASU on basketball practice status

Meeting adjourned at 3:20 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Jan Hort
City Clerk