Tempe

Minutes
City Council's Tourism & Recreation Committee
December 12, 2007

Minutes of the City Council's Tourism and Recreation Committee held on Wednesday, December 12, 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:
Travis Dray, Deputy Mgr, Recreation
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

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

Agenda Item 1 – Public Appearances
None.

Agenda Item 2 – Insight Bowl Update
Shelley Hearn summarized that this year the Block Party and the Insight Bowl will be held on the same night and tickets from the Insight Bowl will allow admittance to the Block Party. The band, "Bare Naked Ladies", will be the featured band. Because both Oklahoma State and Oklahoma will be in town, there will an opportunity to have a lot of people attend both games. She added that the Diablos are working well with staff this year.

Councilmember Arredondo suggested that Ms. Hearn send a note to Oklahoma State and Indiana, their Mayors and Councils, inviting them to a brunch or a similar event. He also suggested that Councilmember Mitchell speak at the event, since it comes from this committee.

Agenda Item 3 – Super Bowl Update

Travis Dray summarized that staff is working with the NFL on their "Super Bowl Saturday Night" event on February 2, the night before the game, from 6-10 p.m., at Tempe Beach Park. There will be fireworks off Mill Avenue Bridge. The footprint will be extended out into the street because this is a free, unticketed event. The operation and logistic details will be finalized soon.

Councilmember Arredondo suggested to Mark Richwine that staff reserve some parking for Council.

Mark Richwine responded that this event will be handled just like any other event and Council will be notified of the details. Council may also be interested in the event at the Arts Center, as well, and might prefer to park at the Arts Center and attend both events.

Councilmember Arredondo added that Councilmember Mitchell needs to speak at the Tempe Beach Park event.

Councilmember Mitchell asked Ms. Hearn to look for opportunities with the Arts Center event for the City to partner with others in the community to welcome the visitors to Tempe.

Ms. Hearn added the NFL has stated they will share their mailing list for the event. Approximately 4,000 are expected to attend that event.

Mr. Richwine added that staff is exploring other opportunities of events in Tempe for exposure.

Agenda Item 4 – Ironman Update

Travis Dray summarized that Tempe will be the first city to ever host two Ironman events in one calendar year. Ironman has approached the City, along with the Salt River Pima Maricopa Indian Community, about moving the event from April to November, which works well for our hotels. It involves about 4,000 room nights. The race sold out in three weeks. There are about 272 athletes, which is down about 150, but that means more out-of-towners and their families and friends coming to stay here. He will bring to Council the extension of the contract for April, and then a new contract for the November event.

Agenda Item 5 – Rock n' Roll Marathon Update

Travis Dray stated that the marathon is scheduled for January 13, 2008. All numbers are up from last year. Last year there were about 3100 room nights, but this year they are anticipating more. This will bring about 37,000 runners, with the kid participants up from 1500 to 3000, the marathon at roughly 10,000, and the half-marathon at about 27,000. He will provide an update at the February committee meeting.

Councilmember Arredondo asked Mari Yennie to facilitate Council parking for the Ironman, the Rock n' Roll Marathon, and for the Insight Bowl.

Agenda Item 6 – Hotel and Conference Facilities Update

Chris Salomone provided a handout of proposed hotel projects. Nearly all have made progress since the last update.

- La Meridien has scheduled a March ground-breaking. Rooms have been increased to 250.
- Mission Palms expansion is on hold.
- Marriott Residence Inn (Bandersnatch) has scheduled construction to begin the second week of January. There are no archeological issues on the site.
- Marriott Club Sport (Paragon project) is moving through staff. It has an 85,000 sq. ft. conference center.
- University Square is on hold probably for a year. Councilmember Mitchell asked Mr. Salomone to check on a non-assignment clause and what that means for the project.
- Lumina has sold all of their units and will begin construction early in the year on both the condo and the hotel.
- Aloft is underway.
- The Pier at Town Lake is putting together their Improvement District. Their property was re-appraised at $84M. They do not have a hotel yet.
- Four Points involves the renovations at Rural and Apache.
- Homewood Suites is underway.
- Summerfield Suites is underway.
- 100 Mill Avenue has their PAD before Council tomorrow night.
- Centerpoint on Mill has received final PAD approval. It has to be a Marriott.
- Drury Inn & Suites is underway.
- Marina Heights (Suncor). Their RFP closes on the 15th. They have had a lot of responses. They expect to narrow it down within two weeks and start interviewing in January.

Mr. Salomone summarized that the majority of the projects should go forward.

Agenda Item 7 – Future Agenda Items

- Youth and Amateur Sports – Chris Salomone
- Spring Training
  Councilmember Arredondo suggested that the City host a "thank-you" event for executives of the Angels. Ms. Hearn suggested bringing the event to the Arts Center or to Mill Avenue. Mr. Richwine and Ms. Hearn were directed to investigate a possible event.

Meeting adjourned at 3:20 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk