RIO NUEVO MULTIPURPOSE FACILITIES BOARD MEETING
Tucson, Arizona
January 12, 2016
3:00 p.m.

REPORTED BY:
John Fahrenwald

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(Meeting commenced at 3:00 p.m.)
CHAIRMAN McCUSKER: We'll call the meeting to order.

Edmund, please lead the pledge.
(Pledge of Allegiance was recited.)
CHAIRMAN MCCUSKER: Michele, call the roll. MS. BETTINI: Edmund Marquez?

MR. MARQUEZ: Here.
MS. BETTINI: Jannie Cox?
MS. COX: Here.
MS. BETTINI: Chris Sheafe?
TREASURER SHEAFE: Here.
MS. BETTINI: Fletcher McCusker?
CHAIRMAN McCUSKER: Here.
MS. BETTINI: Mark Irvin?
SECRETARY IRVIN: Here.
MS. BETTINI: Jeff Hill?
MR. HILL: Here.
CHAIRMAN McCUSKER: And Cody's excused.
I have the transcripts from the December 16 th meeting. Any corrections or comments? If not, I need a motion to approve.

MS. COX: So moved.
MR. MARQUEZ: Second.
CHAIRMAN McCUSKER: All in favor, say aye.
(Ayes.)
(The Board voted and the motion
carried.)
CHAIRMAN MCCUSKER: This is the time we set aside
for Executive Session.
We need a motion to recess to exec.

SECRETARY IRVIN: So moved.

MR. MARQUEZ: Second.
CHAIRMAN McCUSKER: All in favor, say aye.
(Ayes.)
CHAIRMAN MCCUSKER: We'll be back in 20 ,

30 minutes.
(The Board adjourned to Executive

Session at 3:03 p.m.)
(The Board reconvened at 3:33 p.m.)
CHAIRMAN McCUSKER: Okay. I need a motion to
reconvene.
SECRETARY IRVIN: So moved.

CHAIRMAN McCUSKER: Second, please?
MS. COX: Second.
CHAIRMAN McCUSKER: All in favor, say aye.
(Ayes.)
CHAIRMAN MCCUSKER: Okay. We're back in business.
This may be the fastest meeting in Rio Nuevo's
history. Much of the items on the agenda are not far enough
along, legally, for us to take action on. We'll touch on them. But a lot of it is going to take another meeting.

We can discuss and we'll take some instructions to counsel on Greyhound. That's moving along quite nicely. Greyhound's been in town several times. We've identified protective sites that they like. We are moving forward to try and acquire a vacant parcel. And we'll build a new terminal that Rio Nuevo will lease back to Greyhound. So that project, hopefully, we can advance some today.

The bonds, $I$ understand -- maybe Mr. Collins can help me -- we're waiting for the underwriters to approve and are looking at our credit worthiness in and apart from the City of Tucson.

And we got a lot of stuff pending that we'll go through on our agenda today.

So, Don, do you want to give your financial update?

MR. MEYERS: Dan Meyer, CFO of Rio Nuevo.
Okay. No big significant changes since my last report. We did manage to get the $\$ 5$ million moved over to Bank of Tucson that we had discussed.

So as of December 31st, the Alliance Bank operating account's got approximately $\$ 4.5$ million; the Alliance Bank ICS account has approximately 5 million; the Bank of Tucson operating account has approximately $\$ 400,000$;
and as I mentioned earlier, the Bank of Tucson ICS account has approximately 5 million in it, for a total of nearly \$15 million.

As far as commitments, no big changes in the last month. I think we spent about $\$ 6,000$ between the Tucson Community Center and the Eckbo Fountains. You can see the remaining commitments there: Mission Gardens, the significant one is the garage at the AC Marriott hotel. We've got about 4.3 remaining on that to be spent, at least a year away.

CHAIRMAN MCCUSKER: Mr. Irvin has some news on the AC.

SECRETARY IRVIN: So if you want to put it in your calender, get ready to write a check in about 18 months. We broke ground, officially, yesterday.

MR. MEYERS: Cool.
Okay. I did put the Greyhound in this commitment now for $\$ 1.7$ million max.

We've got 750,000 remaining on the -- on Streetscapes. I don't think there's any significant change on that. And then there's still about $\$ 283,000$ that's sitting out there for the Tucson Community Center, video boards and all that good stuff that still need to get wrapped up.

CHAIRMAN MCCUSKER: Those last two items, just a
quick update from the Chair.
The Streetscape projects are delayed while City and Transportation determine whether or not they want to make Scott Avenue one-way or two-way.

The community center, the remaining money, for the most part, is dedicated -- was originally budgeted for the monument signs that we wanted to erect on Church and Granada. You may remember that there was significant opposition to lighted signs on those streets, primarily from the Dark Sky Community, so we withdrew that variance request and, working with the City and SMG, now have designed a video board wall placement, which would go by the ticket office there on the east side of the TCC. We are waiting, from the City, to see what we have to do to get that project approved.

So if that -- if that project gets approved, Dan, then those remaining funds would go toward that video board project.

MR. MEYERS: Right.
CHAIRMAN McCUSKER: If not, then we would have some surplus in that community center budget that the Board can decide what to do with at that point.

Any questions for Dan?
MR. MEYERS: Yeah. Just one other quick thing, here.

You know, we're still working on getting the variances for the TIF revenue from the -- we get from the State. You know, we have late filers, we have nonfilers, and we have erroneous filers that we're trying to continually track down. Every few weeks, I send the City of Tucson a list of people that we think aren't doing things properly and making slow progress on that.

And -- but I think Michele and I are kind of planning on, the first -- maybe the first week of February or so, start maybe making some visits to some of our vendors we know aren't doing things right. And maybe we can instruct them to file properly and timely and all that. So that's just going to be an ongoing project that we just keep meeting on.

TREASURER SHEAFE: Shouldn't you have received October?

MR. MEYERS: Yeah. We've not got October yet. I mean --

TREASURER SHEAFE: Is that a year-end thing or what? Because we --

MR. MEYERS: No. I mean, it usually comes, you know, one week, two weeks into the month. This Board meeting is little earlier than usual. And I would have hoped we would have heard something. But I think with the holidays and all that stuff . . .

TREASURER SHEAFE: I think that will be about 800 grand.

MR. MEYERS: You know, I have no idea.
TREASURER SHEAFE: Okay.
MR. MEYERS: The last month was 640. I mean,
it -- but we noticed there was some people that hadn't -didn't show up on the -- as paid that particular month. So, you know, that's -- all along it's just amazing how much that number flips around from month to month.

CHAIRMAN MCCUSKER: And the Department of Revenue is cooperative?

MR. MEYERS: Yeah. I sent a letter -- I think maybe $I$ copied you in on it -- a few weeks ago. I have not heard back. But $I$ sent them another email today saying I'd like so have a meeting with him; I'd like to show him my findings so far and see if we can come up with some way of trying to really get some of these people to file properly.

And I wish it was going more quickly, but it's
not. But they're being cooperative.
CHAIRMAN McCUSKER: Anything else for Dan?
SECRETARY IRVIN: Good job as always.
CHAIRMAN McCUSKER: Thank you, Dan.
MR. MEYERS: Thank you.
MS. COX: Great job.
CHAIRMAN McCUSKER: Okay. Item 7, the Greyhound
land purchase agreement.
Mr. Collins, refresh our memory as to exactly where we are by motion and authorization. I believe we have authorized you to negotiate an agreement to acquire a parcel of land.

MR. COLLINS: You have. We are -- I'm in the process of that negotiation.

Just before this meeting started, we got a red line back from the potential seller of the property. Based upon my quick review, it doesn't appear to be significant changes. I would be hopeful that we could finalize that agreement before the end of this week.

We would also need -- in addition to that, there's -- assuming the agreement stays as it is -- the Board would have a 60 -day due diligence period during which time you'd evaluate the property. It's essentially a free look. You'd want to do several things. One of which, you'd want to commission an ALTA survey of the subject property. And you'd want to have an appraisal of the subject property done. Obviously the cost, the purchase price, is going to have to be fair market value.

So the -- there is ongoing negotiation. I'm more than cautiously optimistic that we'll have the terms of the purchase agreement resolved within 24 to 48 hours. But I think that you guys will are going to want to get started on
those other two components at some point.

SECRETARY IRVIN: So we -- I know in the agreement we have the title company already set up. And we haven't asked them to do a title report or anything yet.

MR. COLLINS: No, sir.
SECRETARY IRVIN: And we obviously can't do a survey until we get that pulled.

I'd like to go ahead and make a motion, subject to us reaching an agreement with them, that the second that we do, that we order the title report; that we get the surveyor engaged in getting the ALTA survey done and that we have language in there to cover that; and that we also at that time, because we'll need it, is go ahead and authorize the appraisal.

MR. COLLINS: Right.
SECRETARY IRVIN: So I'd like to make that as a motion.

MR. MARQUEZ: I'll second that.
MR. HILL: Mr. Chairman, I just wanted to speak to the motion.

You know, deja vu, I guess. Sometimes an action that we would request, such as an appraisal, could come back to haunt us. And, typically, remember AG's opinions, we always should ask them to come first before they're publicly distributed in case they don't say what we wanted them to
say.
MR. COLLINS: Correct.
MR. HILL: Are we in a situation where somebody says, oh, that property is worth, you know, 10 percent of what the indications had been, thus screwing up the whole thing?

MR. COLLINS: It will -- well, if it comes back like that, it would be a business decision on this Board's part to bail out on the purchase. And you have that opportunity here.

It would be -- an appraisal is a confidential
appraisal. It's directed at just you folks. Only you can rely upon it. Presumably, it will come back at the number that's being discussed or better.

If it doesn't, I think that will lead us in the direction of perhaps a different price or a different piece of property, so --

MR. HILL: So we do have the ability --
MR. COLLINS: Yeah.
MR. HILL: -- to cogitate that without --
MR. COLLINS: Yes, you absolutely do.
MR. HILL: -- having the City on our backs.
MR. COLLINS: Mr. Hill, I -- it's a good point.
And I think Mr. Irvin's motion speaks to that.
MR. HILL: Okay.

MR. COLLINS: And we can -- and you guys, as a Board, can address that shoe.

SECRETARY IRVIN: Mark, I know we got a number back from the survey company. And I can't recall what it was.

MR. COLLINS: \$1,750.
SECRETARY IRVIN: It was less than $\$ 2,000$.
We have not gone through that same exercise yet with the appraisal firm. I don't know if you've had any discussion with them.

MR. COLLINS: Yeah. We got -- we got a bid back for 20 -- hang on -- I want -- oh, \$2,500. You're absolutely right. $\$ 2,500$.

CHAIRMAN MCCUSKER: Okay. So the motion is, assuming we get an agreement with the seller on this particular parcel, that we immediately authorize title report, ALTA, and an appraisal.

MR. COLLINS: Correct.
CHAIRMAN MCCUSKER: And we have a 60-day window that we can exit the contract for any reason.

MR. COLLINS: True.
And I will tell you, just on that note, Mr. Chairman, Members of the Board, that based on my discussions with the surveyor and I'm sure the appraiser, too, I would anticipate that we would have those numbers
back to you before your February board meeting. I don't

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see --
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CHAIRMAN MCCUSKER: All right. So we have a motion and a second for those three items.

All in favor, say aye.
(Ayes.)
CHAIRMAN McCUSKER: Any opposed, nay.
(The Board voted and the motion
carried.)
CHAIRMAN MCCUSKER: Okay. So go forward and conquer.

We will not release this parcel's physical address until such a time as we have a written agreement. And then we'll -- if it's between meetings, we'll do some sort of press announcement and identify the parcel.

Okay. Item No. 8, Nor-Gen.
Again, Mark, update us on what authority you have to continue to negotiate this, which is triparty. It involves Nor-Gen. It involves the City. But I believe we're on record as authorizing an amount and a process under which to guide you --

MR. COLLINS: Yes.
CHAIRMAN MCCUSKER: -- to bring all those parties
to an agreement.

MR. COLLINS: That's correct, Mr. Chairman,

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Members of the Board.
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    CHAIRMAN MCCUSKER: Do you need anything else from
    us today?
MR. COLLINS: Not today. I'm cautiously
optimistic that we're a step or two away from finalizing the
terms of that agreement.
CHAIRMAN MCCUSKER: Okay. While you're standing
up there, let me take Item 10 then, the Mercado.
I believe we have a public position, as well, on
this development on the West Side that we're interested in
and prepared to invest some money to facilitate this
development.
MR. COLLINS: That's right.
CHAIRMAN MCCUSKER: It also involves negotiating
with the developer and the City of Tucson.
MR. COLLINS: Correct.
CHAIRMAN MCCUSKER: And you're in a similar
position there --
MR. COLLINS: Yes.
CHAIRMAN MCCUSKER: -- negotiating with the
parties.
MR. COLLINS: I'm authorized, with the Executive
Officers, to proceed forward with the negotiations and to
bring back a form of agreement.
The Board has not committed to do anything until
that form of agreement is brought back to you, in part, at the end.

CHAIRMAN McCUSKER: Is that true of Item 8 too? Is that, when you strike a triparty agreement or --

MR. COLLINS: Item 8 --
CHAIRMAN McCUSKER: -- are the Executive Officers authorized to execute them?

MR. COLLINS: The Executive Officers are authorized to execute 8 but not 10. CHAIRMAN McCUSKER: But 10 , we have to bring back. MR. COLLINS: Right. CHAIRMAN McCUSKER: All right. Any questions on the tabled items?

Okay. TCC retail, I see Glenn in the audience. Let me just share with you kind of where we left things off at the last Board meeting. And Glenn and I have met several times, per your request, to design a program that would, not only retain some of the current users of the TCC, but potentially incentivize new users of the TCC, particularly those that might be in the region, vis-a-vis Albuquerque, El Paso, Palm Springs. And what we're going to suggest to you is a certain revenue threshold to trigger a Rio Nuevo rent incentive.

The way this would have to work -- and this helps, I think, all of us, particularly Dan, with some data -- in
order for a user to be eligible, they have to show us their sales receipts.

Now we have no idea of what happens with sales at the TCC. It gets swallowed up into the, you know, general fund of the State. So they would come to us and say, I had \$3 million of sales.

It would trip one of the tiers in the incentive program. We would reimburse them for the appropriate rent. So it puts the burden on the promoter, user, whatever is using the facilities, to come to us and say, I have this amount of revenue, this amount of taxes.

Then we would issue the promoter a check.
So, Mr. Grabski.
MR. GRABSKI: Hi. Glenn Grabski, general manager of the TCC. Good afternoon.

It's been about a month since I've seen you all. I went back and -- after our conversations and tried -looked at this a thousand different ways and tried to simplify it.

So obviously our goal here, our objective here, is to incentivize our clients, especially clients that generate significant tax revenue for you all and do significant business in the building in the -- in the hopes -- or in the purpose of deriving more revenue overall.

I looked at the fact that -- our for-profit
business at the TCC. We have for-profit and not-for-profit business there. Our for-profit business being conducted, it's not only just good for the City of Tucson, but it's good for Rio Nuevo in the revenues that it produces.

The TCC is in a competitive marketplace that -there's no question -- within the City, within the region, within the nation -- no matter -- it just depends on the genera of the event you're talking about. We're always going to be in the competitive marketplace.

The TCC, we will go and -- and garner events through pricing, through marketing, whatever we have to do to get the event. And that -- but we can't go down to a point where we know we're taking a loss on the event just to do it. That is outside of our mandate from the City of Tucson.

So what I did initially was I looked at probably a thousand different ways. And I looked at different things, different tiers and different percentages and what makes sense, and trying to get a sense of what moves the needle for you and what moves the needle for me. Clearly, significant tax revenue, significant might be a different term to you than it is to me.

So I first came up with a threshold. And I wanted to incentivize only the events that are going to bring incremental dollars.

And I -- then I went back and I looked at it. And I looked -- and especially when I had this multi-tier thing and graduating percentages -- and said, no, let's simplify it. Simplify it to sell it. Simplify to understand it.

So on the next slide after this, basically what I came up with was the minimum threshold is $\$ 500,000$ in gross sales. Right? $\$ 500,000$ no, in gross sales, as I understand it, equates to about $\$ 30,500$ in state tax or $\$ 15,000$ in revenue to Rio Nuevo based upon the 3.1 percent and the 3 percent.

I looked at -- I would look at the $\$ 500,000$ in gross sales as the -- as the minimal amount. That would be a per event, not an aggregate over a course of the year. If someone generated so many times over a course of the year, I would just say, no, by event.

Of course, the rebate would be limited to the amount of rent that they pay, as Fletcher said earlier.

Next slide.

And that has lots of lines. It basically is this: I put out two options. I like Option I. It's saying that $\$ 500,000$ gross sales -- you'll see that I showed what it breaks out to in the sales tax, both for the state portion, for the Rio Nuevo portion.

And I'm saying do a straight 10 percent based upon the total sales tax -- state sales tax. So if someone who
is generating basically $\$ 15,000$ at that minimum threshold for you, you can rebate up to about $\$ 3,000$ in rent.

Now, what happens, or what we've seen with different clients, they're generating -- it can potentially be generating a lot more money than that for you.

CHAIRMAN McCUSKER: But in terms of state -- total

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state tax, it's a 10-to-1 return? Am I reading that
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correctly?

MR. GRABSKI: Yeah, basically look and say -let's look at a 10 percent.

CHAIRMAN McCUSKER: It's not only good for us, but it's good for the State.

MR. GRABSKI: Yeah. And however we -- we -- you know, whatever percentages you guys are comfortable with or whatever, it's -- I just want to look at it -- let's just base it off this total state, so it takes -- it doesn't take much computation, to figure out, for anyone.

What I did, along those lines, then, is just show you, at different levels, what it would mean, both in increased state tax and Rio Nuevo's commitment to that and your net effect.

CHAIRMAN McCUSKER: And Column II -- Option II is basically half --

MR. GRABSKI: Correct.
CHAIRMAN McCUSKER: -- of Option I.

MR. GRABSKI: Correct. That's what I -- that's what I looked at.

Yes, sir?
MR. MARQUEZ: I have a question. I'm going to guess that when you rent the TCC out to an organization or a company, that the rent is based on time and space -- not based on sales tax they collect or the amount of business that they do?

MR. GRABSKI: Both, potentially, depending on the type of event. Now, on a flat-floor event, flat-floor convention center consumer show type of thing, it's time and space. A concert is space versus their gross.

MR. MARQUEZ: So can a concert ever reach the minimum of 500,000?

MR. GRABSKI: It's -- I like this -- what I like about this in here, is, yes, it can. But for a venue the size of $T C C$ of roughly 7 - or 8,000 , it's going to be a heck of a show.

I was -- early on when $I$ got here, we were trying to land a very large artist that takes over seven figures to pay to get there. We worked everything we can to get the act here. We came up short.

Now, would this -- would this potentially come into that play if something like this could happen again? Absolutely. But it's also a quiver in my arsenal to say,
hey, we can -- beyond what -- everything else I'm doing for you, there's this for you. If you bring in the business, you got a little bit of help here too.

SECRETARY IRVIN: So two questions. The numbers that you've got outlined here, Glenn, really are just numbers relating to TCC. It really doesn't even take into consideration additional monies that would come to the District -- I think we'd seen a study, Fletcher, like 30 bucks for everybody that comes -- it doesn't even include that. This is just sales at the TCC. So it doesn't really even take into consideration what else they may might do Downtown, correct?

CHAIRMAN McCUSKER: Yeah. We didn't look at any incremental economic value. This is -- this is hard dollars in rent that we would reimburse. And it creates $X$ amount of taxes.

MR. GRABSKI: Yeah. And I didn't even look at my ancillary income. That would be parking, whatever, that you're also getting part of that sales tax on that as well.

SECRETARY IRVIN: And then my other question is: Is there anybody else doing this? And how does -- I mean, I know we have a lot of confidence in you. But you're pretty confident this gives you, like, a leg up on stuff that maybe you don't now?

MR. GRABSKI: Yeah, I do. I -- the way I view
this, is this going to absolutely slam dunk a deal? No, but
it's one more thing that we can add to it to close a deal.
CHAIRMAN McCUSKER: Most venues negotiate this one
off. They'll have a show come to them and say, I -- you
know, I'm looking at you or I'm looking at El Paso, make me
your best deal.
It makes it really hard for Glenn, who is
incentivized by the City --
SECRETARY IRVIN: City.
CHAIRMAN McCUSKER: -- to create revenue, to
compete.
So part of what we were thinking is, as he said,
this gives him another option to say if -- you know, if
you're going to do this, you know, I've got a state entity
that will pay your rent.
We won't know, until we do a program like this,
how much new business it will create.
Some of the bigger shows, the car shows, the home
shows, some of the other kind of things, we're going to help
retain them, because we already know they're going to get a
rent -- a rent incentive.
MS. COX: I'm just --
CHAIRMAN MCCUSKER: What about taking it smaller?
What if you --
TREASURER SHEAFE: Well, can we go back --

MS. COX: Why don't we make it bigger?
TREASURER SHEAFE: Yeah. Can we go back? Let's talk about the Home Show because I'm a little bit familiar with that. And the Home Show, primarily, is not a sales show.

MR. GRABSKI: Correct.
TREASURER SHEAFE: It's a demonstration show. I happen to be the one that started it, way back, a long time ago. And it's grown to be a major element for the homeowners association.

And -- but, you know, what that does -- so where -- where does the revenue look at? Does it look at the --

CHAIRMAN McCUSKER: Ticket revenue.
TREASURER SHEAFE: -- amount that they're selling those booths for?

MR. GRABSKI: No. I -- no. I think that -- I have not looked at it that way because honestly I don't have -- generally I don't have those numbers. As you were -- you know, as you were involved with the Home Show before, you know that, as the promoter/producer of that event, that was your revenue and it's not necessarily reported through the -- through the venues.

CHAIRMAN McCUSKER: What pieces of that pay tax? All of it, though, right? Ticket sales, booth sales, food

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and beverage. I mean, all of those would be tax paying.
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    MR. MARQUEZ: But they're not located within the
    District.
CHAIRMAN MCCUSKER: Sure they are. They're all in
the event.
TREASURER SHEAFE: Yeah, they're inside.
CHAIRMAN McCUSKER: It's taxable here.
TREASURER SHEAFE: But the reality is, just to use
an example -- SAHBA sells the booths.
MR. GRABSKI: Correct.
TREASURER SHEAFE: And basically they're selling a
$10-f o o t$ square space or $20-b y-10$ or whatever. Those
companies come in. And they set up, and they're there
handing out brochures and trying to get -- make business
contacts. They're not selling anything at the snow.
They're simply introducing themselves.
The revenue is primarily from those booth sales
back to SAHBA. And then it would be, I assume, any vendor
sales that go on in terms of food.
And the tickets are -- I don't know -- I --
CHAIRMAN McCUSKER: 5 bucks, 10 bucks.
TREASURER SHEAFE: Yeah. It'd be about that.
But they're very low because a great many of the
tickets are --
SECRETARY IRVIN: Just given away.

TREASURER SHEAFE: -- handed out. They're pretty much just given out by free.

MR. GRABSKI: Unfortunately.
TREASURER SHEAFE: You know, I think there might be a few people that buy them. But almost all people come because they were -- they drop them off at businesses all over town.

MR. GRABSKI: Yeah. All they're looking for is people through the door.

TREASURER SHEAFE: They just want --
MR. GRABSKI: They want eyeballs.
MR. MARQUEZ: But is SAHBA located inside the District?

CHAIRMAN MCCUSKER: Those revenues that are --
MR. GRABSKI: No. I don't see this helping SAHBA at all. This is not a SAHBA --

CHAIRMAN McCUSKER: If SAHBA -- if any vendor rents the Arena and then subs out the space --

MR. GRABSKI: We don't -- we are --
CHAIRMAN MCCUSKER: -- is that tax reported at this address, the TCC's address, or the location of the renter?

MR. GRABSKI: I would -- I don't know. But I could -- I could find out. We don't report it.

CHAIRMAN MCCUSKER: Now, the auto shows, just like

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yourself --
    TREASURER SHEAFE: Now you got a retail activity.
    CHAIRMAN McCUSKER: -- they have -- they have a
retail activity. They report it as the TCC address. It's
Rio Nuevo. Even though Jim Click's at the Auto Mall, he's
paying taxes into the District.
    MR. GRABSKI: Correct.
    CHAIRMAN MCCUSKER: And I assume that anybody that
uses that address would be the same.
    MR. GRABSKI: Yeah. I mean --
    CHAIRMAN MCCUSKER: Or maybe we need to research
that.
    Dan, do you know?
    MR. MEYERS: You know, I saw in the papers, isn't
there a -- like a hot tub show or something this weekend?
That was one of my questions. I was trying to figure how
that would work into it and how Rio Nuevo can monitor it. I
mean, when they have the auto shows, I'm able to see what's
going on.
    CHAIRMAN McCUSKER: That's easy.
    MR. MEYERS: But if -- but if you -- you know, a
hot tub show, I don't -- I don't know if that's a bunch of
different vendors, or, you know --
    CHAIRMAN McCUSKER: What we were trying to do is
put the monkey on the renter's back. You come to us and
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show us --
    SECRETARY IRVIN: Show us --
    CHAIRMAN McCUSKER: -- your sales. And --
    MR. MEYERS: But they have to take it farther than
that. They have to --
    CHAIRMAN MCCUSKER: -- one of these things. We'll
reimburse your appropriate amount.
    MR. MEYERS: I mean, not just sales, it seems to
me they need to fill out their form properly so the money
ends up in our pocket. Because one of the ongoing problems
I have is that people aren't filling --
    CHAIRMAN McCUSKER: We could build that into the
program, you show us your TPT form. But see, that's a
quarter away. In order for this to work for the renter,
it's got to be an immediate incentive.
    So we were trying to base it off of sales. That's
the only thing you can get quickly. You could have that
Monday morning following a weekend event. Then they would
come to you and go, I had an event with $1.2 million of
sales. You know, I'd like to get my $7,600.
    MR. MEYERS: I just don't know if -- like this spa
show, if it's a bunch of different companies or if it's
one -- you know, like the auto shows, it's --
    MR. GRABSKI: The spa show you're speaking of is
one entity.
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MR. MEYERS: Okay.
MR. GRABSKI: It's one entity.
CHAIRMAN McCUSKER: What we don't know is, the model you talk about, Chris, where you have subvendors and, right now, who pays those.

MR. GRABSKI: I never -- I never visualized this type of incentive that would help that type of -- that type of --

TREASURER SHEAFE: You could use the spa thing as an example. Probably what happens is, they put ads in and they get a lot of people to come through. And they make prospect contacts. That is to say, over the next 90 days, they start selling goods. Those probably would not be reported --

CHAIRMAN MCCUSKER: It had to be sold at this site.

MR. GRABSKI: That would have to be --
TREASURER SHEAFE: It would be -- have to be sold --

MR. GRABSKI: -- it would be sold there. And then --

TREASURER SHEAFE: So go to an entertainer. How does it work there?

CHAIRMAN McCUSKER: Ticket sales.

MR. GRABSKI: Well, yeah. It's all based upon
ticket sales. And the beauty about that is we control that.
You know, we control the box office. And we're the ones
that deduct the sales tax. And we're the ones that pay to
the State.
TREASURER SHEAFE: Well -- and let me go way back
because I'm a little confused and I may not understand.
Joe Blow's a great entertainer. You contact Joe
Blow through your SMG.
MR. GRABSKI: Mm-hmm.
TREASURER SHEAFE: And you're putting him into
five other arenas. And he says, all right, I'll go to
Tucson.
Is the burden -- or the risk on Tucson, or is the
risk on the entertainer? He comes and he's --
CHAIRMAN MCCUSKER: The promoter.
MR. GRABSKI: Now, if he --
CHAIRMAN McCUSKER: There's a -- there's a
middleman --
MR. GRABSKI: The middleman's the promoter.
CHAIRMAN MCCUSKER: -- between us and the artist,
the promoter. So the promoter --
TREASURER SHEAFE: The promoter rents the arena.
CHAIRMAN MCCUSKER: -- Live Nation, you know,
people like that, they rent the arena.
TREASURER SHEAFE: He guarantees a fee back.

CHAIRMAN McCUSKER: He pays the artist.
TREASURER SHEAFE: And if he can sell more tickets, he gets more.

CHAIRMAN McCUSKER: Right. And those ticket sales are taxed.

TREASURER SHEAFE: And then all the shirts and CDs and everything --

MR. GRABSKI: Those are -- those are the ancillary income $I$ was speaking of before that $I$ was -- was not even considering in this.

MR. MARQUEZ: I would advise two categories. I see your Option I and Option II. I think Option I and your cap -- the cap, I mean the forty-eight eight on the 8 million just kind of scares me a little bit. I mean, I'd love to see a cap on that.

But I think I'd create two different programs. And one is for retail transactions that actually happen there at the TCC that's a -- that's generated for Rio Nuevo. That's important to us.

I think -- secondly, I think I would create a program for your concerts. But it could be a much smaller incentive. I mean, it could be -- it -- I mean, I think -I mean, it comes down to pennies and dimes when it comes down to ticket sales at times, these -- these individuals that are bringing the concerts in. And between us and going

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to one of the other venues in town, it might be a difference
of you incentivizing them, you know, 2500 or $5,000 or some
smaller dollar amount.
    MR. GRABSKI: Yeah. I mean, I'm not in the habit
Of giving other people's money away. So I'll take direction
from you all. But I was trying to, you know, be
conservative in my approach to this. Yeah. If you've never
dealt with me in --
    SECRETARY IRVIN: But have we heard anybody that
has complained about -- I mean, the complaint that we heard
before about the TCC and the reason that people weren't
coming to it from an entertainment perspective is because it
was old, ugly, and outdated. That's all been fixed.
    I'm not sure we've gotten a pushback on
anything -- a promoter saying our rent's too high, have we?
    MR. GRABSKI: No, no. I think our rent is
competitive. I've worked out some very -- I think we're
doing good deals with the promoters.
    CHAIRMAN MCCUSKER: I mean, we have lost shows
over rent. We have retail sales that pay a lot of taxes
that could go elsewhere.
    So this was initially designed not only to make
sure we retain events, but then truly incentivize. The
promoter's in Palm Springs and he's got to go to Dallas,
he's got a lot of options. He could go to Phoenix. He
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could go to Tucson. He could go to Albuquerque. He could go to El Paso. He could go to Las Cruces.

We want them to come here. And if three grand or five grand can make a difference in that, it just gives him another thing to negotiate --

MS. COX: For something that big, Fletcher --
CHAIRMAN MCCUSKER: You'd be surprised.
MS. COX: -- is three grand going to make a difference.

SECRETARY IRVIN: Yeah. I don't think it's going to make a difference.

MR. GRABSKI: And it's -- I don't think it's something that's going to sit there and close -- necessarily close the deal.

MS. COX: It seems like we could do more than that, to me.

MR. MARQUEZ: (Inaudible.)
MS. COX: Yeah.
MR. COLLINS: I think that -- again, I'm not -- I think I've cut very good deals with -- if we're talking about the ticketed shows now. I mean, there's no question, this started really -- we were looking at the consumer show. And I said, okay, well, let's just see -- let's kind of open it up and -- so we're not in a very narrow box.

I think I've cut a very good deal with the
promoters, the national promoters for -- to use the revenue. They seem happy with it. Obviously there there's a lot of other factors that come into play beyond the -- for -- after play here, you know, routing, whatever.

Tucson is still a very difficult market, entertainmentwise. It's a late buying crowd if it buys at all. That makes promoters nervous.

I am not a -- I cannot take down-sided risks with them, as you probably know from the history of the TCC. And I won't. And so I've -- I can incentivize them. And any other incentive that will add up to more, it's just -- like I said, it's one more thing.

SECRETARY IRVIN: I think we ought to move to -and then come back and revisit it. I don't think it's a bad idea. I just think it's too early, personally.

TREASURER SHEAFE: Well, why delay it though? I'm just throwing the idea out. You know, how can it hurt?

You know, what is the utilization of the TCC right now in terms of rentable days and days that we're actually getting revenue stream building there, percentage-wise?

MR. GRABSKI: Well, I don't know -- I can't give you a percentage-wise. I can give you my pat speech. All right? It's -- we do 300 contracted events a year. It comprises 700 and -- almost 800 event days.

The thing that really caught my surprise in trying
to work my numbers is 66 percent of our business is nonprofit. That's a large percentage of business.

CHAIRMAN McCUSKER: They don't -- they don't pay taxes.

MR. GRABSKI: Right.
TREASURER SHEAFE: So we're badly underutilized. MS. COX: Yeah.

TREASURER SHEAFE: So would it be possible that we put something like this in place and all we would end up doing is giving away incentive money to people that are already doing business with us? Or is this something that will build our business?

MR. GRABSKI: I would think that -- my goal is for it is to build. And if you're not comfortable, one of the things I've talked about in considerations and stuff is to put a term on it. You know, let's -- it -- let's -- in a year or whatever, it's not working, I'm not getting any traction, you know, let's take it off the -- let's take it off the plate.

TREASURER SHEAFE: I mean, right now is kind of a period that you're actually --

CHAIRMAN MCCUSKER: Yeah. We need to focus on stuff --

TREASURER SHEAFE: -- we kind of need to -CHAIRMAN MCCUSKER: If we're going to do

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something, we need to get --
    TREASURER SHEAFE: -- we need to try it, right?
    MR. MARQUEZ: I'd also like to see a cap,
personally. I mean, I kind of -- I go from eighteen three
to forty-eight eight. I mean, maybe --
    SECRETARY IRVIN: Look at the event number though.
    MR. MARQUEZ: I -- it doesn't -- it doesn't -- to
me, it doesn't matter.
    CHAIRMAN McCUSKER: It's still a ten-times return.
    MR. MARQUEZ: I would cap at like $20,000. I
mean, $20,000 incentive, that's still -- that's still
viable, right?
    TREASURER SHEAFE: I don't know, Edmund. Wouldn't
you rather have.
    CHAIRMAN McCUSKER: 480 --
    TREASURER SHEAFE: 480,000 as opposed to 220? I
mean, why cap your -- you know, what you want to do is be a
successful --
    MR. MARQUEZ: Because this --
    SECRETARY IRVIN: Make it understandable.
    MR. MARQUEZ: Well --
    CHAIRMAN McCUSKER: Is this a single day's revenue
or a --
    MR. GRABSKI: I'm calling it a single event.
    MS. COX: Event.
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MR. GRABSKI: I'm calling it a single event. CHAIRMAN McCUSKER: So if it's a three-day event --

MR. GRABSKI: Correct. Or a five-day event or a one-day event. I'm just calling it a single event, is the way I'm looking at it.

And to your point about, you know, just giving it back to -- and not increasing it, I looked at -- part of this impact was, okay, this past year, who would have qualified for it and how much -- how much revenue were you -- was being generated for you all for those events.

And for the consumer shows, there were three events that generated \(\$ 498,000\) for Rio Nuevo. All right?

For that time period -- because we've cut a smoking deal for this client -- they paid \(\$ 29,000\) in rent.

So you know, if you look at it that way --
CHAIRMAN MCCUSKER: And we've had some pressure from those users --

MR. GRABSKI: Yes. I seen them --
CHAIRMAN McCUSKER: -- going, I'm generating this kind of taxed and I'm paying, you know, 20 grand on rent. I'm going to go to Marana.

MR. GRABSKI: Yeah.
So -- and then I said, okay, if I expand it to
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ticketed events, what would I -- what would it hit, in a

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broad-brush look at it?
    I looked at two ticketed events: a family show
that was nine performances and a concert that was one
performance. They grossed -- gross sales between the two --
about \(\$ 1.7\) million. It was a very good run for the nine
events.
    MR. MARQUEZ: Gross sales, not taxed.
    MR. GRABSKI: Gross sales.
    MR. MARQUEZ: All right.
    MR. GRABSKI: So you looked at -- basically your
part of that is roughly \(\$ 51,000\), you know, from the tax.
You would be -- basically looking at their rent structure,
it still worked out to about 10 to 1, about \(\$ 5,000\) if you
rebated that 5100 .
    CHAIRMAN MCCUSKER: I mean, we've done deals where
we're happy if we can get a 4 to 1 or --
    SECRETARY IRVIN: You bet.
    CHAIRMAN McCUSKER: -- a 5 to 1 return so --
    SECRETARY IRVIN: If you can get a 10 to 1,
that's --

CHAIRMAN McCUSKER: Remarkable.
TREASURER SHEAFE: I would -- do you mind if just
put forth the motion that, if we implement this, out a
timeframe of one year on it, and do our best, and --

CHAIRMAN McCUSKER: You mean Option I?
MS. COX: We have to say which one.
TREASURER SHEAFE: Well, Glenn, I thought that
Option I was really your first recommendation.
MR. GRABSKI: It is. It is.

TREASURER SHEAFE: So I would say, Option I, one
year, and we'll measure it at six months and measure it in a
year.

MS. COX: Second.
CHAIRMAN McCUSKER: Any other conversations,
questions for Glenn?
Michele, go ahead and call the roll.
MS. BETTINI: Edmund Marquez?
MR. MARQUEZ: Roll?
CHAIRMAN McCUSKER: Yeah.
TREASURER SHEAFE: Because we have to vote on it,
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yes.

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CHAIRMAN MCCUSKER: Yes or no.
MR. MARQUEZ: Yes.
I was reading. Sorry.
MS. BETTINI: Jannie Cox?
MS. COX: Yes.
MS. BETTINI: Chris Sheafe?
TREASURER SHEAFE: Yes.
MS. BETTINI: Mark Irvin?

SECRETARY IRVIN: Yes.
MS. BETTINI: Jeff Hill?
MR. HILL: Aye.
MS. BETTINI: Fletcher McCusker?

CHAIRMAN McCUSKER: Aye.
(The Board voted and the motion carried unanimously 6-0.)

CHAIRMAN McCUSKER: All right, Glenn, go forth.
And last, just a quick update from me.
I don't know why anything we get involved with is not easy. But you may recollect from the last meeting, or the one before, that the Mission Garden project, which we authorized and funded, kind of got their parade rained on by the County.

And the County came back and said, we are not going to allow you to build inside the wall. It's archeologically sensitive. It's just not going to happen.

So we've been negotiating with the Friends of Tucson and the County for a couple of months now to find some way to resolve this.

The Friends of Tucson have now presented a plan to the County, which appears to be acceptable at the staff level, that they will only build inside the wall on areas that have been cleared archeologically. It means smaller constructions. It means multiple sites. But it would be
sensitive to the archaeology. It wouldn't disturb any of the ancient archaeology.

That's got to go to the Board of Supervisors, we understand, for approval and also would have to go to the Mayor and Council for approval since they were all involved in this original agreement. So there's really no action that we take, as it relates to that.

As we've told them historically, we're not -- you can't do something the County is not going to let you do or the City is not going to let you do.

What they do need from us, and need some further engineering, is access via easement to the Mission Garden. And we've talked about, several times in this body, that we would create an easement to the east and create an easement to the south.

We just heard from the County, this week, that they don't want the easement. It's landfill.

So we would have to grant an easement directly to Friends of Tucson's birthplace, or some other form of ground lease or something, that would allow them --

MR. COLLINS: It would probably be a license.
CHAIRMAN MCCUSKER: -- the same thing.
MR. COLLINS: It would probably be a license, yeah.

CHAIRMAN MCCUSKER: So there's really -- until we
have those dimensions and until we have the proper procedure, there's really no action for us to take. But hopefully, by the February meeting, we can present to you some tentative plans that we think the County might approve, that the City would approve. Anything we would do would be subject to those approvals.

But the only thing we really need to do is to give them some easement access so they can then use the interior to the wall.

We do have to straighten out that little strip where the wall is actually off of the property line. And we have talked about deeding that piece over to the County copy.

MR. COLLINS: Mr. Chairman, Members of the Board, you do have a legal for that strip. And that is not part of the landfill. I don't think -- I'll confirm with the council for Pima County. But that's not part of the landfill. And the discussions we've had, is that -- that -assuming you folks voted for it, we would convey fee to that east side portion.

CHAIRMAN McCUSKER: All right. So Mr. Collins, bless his heart, is going in for back surgery in February. So we've moved our February meeting to the 3rd --

MS. BETTINI: The 2nd.
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CHAIRMAN MCCUSKER: -- 2nd. So our February

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meeting will be early. And hopefully, you will be sufficiently healed by our March meeting.

MR. COLLINS: I will be.
CHAIRMAN McCUSKER: Because you're imminently irreplaceable.

MR. COLLINS: I don't know about that.
CHAIRMAN MCCUSKER: So my hope is, some of these items that were pending today, we can reagendize for the February 2 nd meeting. This would be one of those.

MR. COLLINS: All right.
CHAIRMAN MCCUSKER: And our hope is to come to you with specific dimensions, legal description, and either grant an easement, license, lease, something, to the Friends so they can use the space around the wall.

And then, hopefully, the County will approve what they want to do within the wall and it really doesn't effect us. We've authorized the money. They can't proceed until they get permission from the County. So I don't think we have to do anything -- I think we did ask them to give us an amended budget when they know exactly what it they're going to do. But there's really nothing for us to do today.

TREASURER SHEAFE: Is there any possibility, Mr. Chairman, that we need to speed this up in the event that we get back a new bionic Mr. Collins and he becomes far more aggressive?

CHAIRMAN McCUSKER: They're just putting some pins in his back.

Bill, have I properly summarized that? Do you want to say anything while you're here?

MR. O'MALLEY: That's a good summary of it.
Bill O'Malley with the Friends of Tucson's Birthplace.

In terms of speeding up, I think we do plan to come back to the Rio Nuevo Board, Pima County, and the City of Tucson. But it will be no sooner than March.

CHAIRMAN McCUSKER: Right.
MR. O'MALLEY: Maybe even April by the time we're ready to come back.

CHAIRMAN McCUSKER: Yeah. So it would be nice for you to know the easement dimensions. But the rest of that, your kind of dependent on flow in terms of supervisors and everything else.

MR. O'MALLEY: Yeah. And by the end of this week, we should have a really good idea on what those dimensions are.

CHAIRMAN McCUSKER: Anything for Bill while they're up there?

Thank you, sir.
MR. O'MALLEY: Mm-hmm.
CHAIRMAN McCUSKER: Any calls to the audience,

Entertain a motion to adjourn. SECRETARY IRVIN: So moved. CHAIRMAN McCUSKER: All in favor, say aye. (Ayes.)

CHAIRMAN McCUSKER: See you in February. (The meeting concluded at 4:18 p.m.) --o00-Michele?
Entertain a motion to adjourn.
    CHAIRMAN MCCUSKER: All in favor, say aye.
    (Ayes.)

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C E R T I F I C A T E
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I, John Fahrenwald, certify that I took the shorthand notes in the foregoing matter; that the same was transcribed under my direction; that the preceding pages of typewritten matter are a true, accurate, and complete transcript of all the matters adduced to the best of my skill and ability.```

