

**In The Matter Of:**

*Rio Nuevo  
Board Meeting*

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*9/21/2021  
September 21, 2021*

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*Kathy Fink & Associates  
2819 E 22nd St  
Tucson, AZ 85713  
520/624/8644*

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1 RIO NUEVO MULTIPURPOSE FACILITIES DISTRICT  
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11 MEETING OF THE BOARD OF DIRECTORS  
12 September 21, 2021  
13 1:00 p.m.  
14 Via Zoom Videoconference  
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19  
20 Bonnie Gray, R.P.R.  
21 Certified Court Reporter #50669  
22 KATHY FINK & ASSOCIATES  
23 2819 East 22nd Street  
24 Tucson, Arizona 85713  
25 520-624-8644

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1 APPEARANCES:  
2  
3 BOARD MEMBERS:  
4 Fletcher McCusker, Chairman  
5 Chris Sheafe  
6 Mark Irvin  
7 Jannie Cox  
8 Edmund Marquez  
9 Jeff Hill  
10  
11 ALSO PRESENT:  
12 Mark Collins, Board Counsel  
13 Dan Meyers, Chief Financial Officer  
14  
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18 BE IT REMEMBERED that the meeting of the  
19 Board of Directors of the Rio Nuevo Multipurpose  
20 Facilities District was held via Zoom videoconference,  
21 before BONNIE GRAY, RPR, Certified Reporter No. 50669,  
22 on the 21st day of September 2021, commencing at the  
23 hour of 1:05 p.m.  
24 \* \* \* \*  
25

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1 PROCEEDINGS  
2  
3 CHAIRMAN McCUSKER: Good afternoon,  
4 everyone. Welcome to the Rio Nuevo meeting for  
5 September 21st. I'll call this meeting to order. We  
6 were a little late waiting for Mr. Sheafe.  
7 We're still waiting for Mr. Sheafe, but,  
8 indeed, we have a quorum. So let's go ahead and launch  
9 the Pledge of Allegiance.  
10 (The Pledge of Allegiance was recited.)  
11 CHAIRMAN McCUSKER: Mr. Collins, do you  
12 want to do the honor with the roll call?  
13 MR. COLLINS: Sure.  
14 Jeff Hill?  
15 MR. HILL: Here.  
16 MR. COLLINS: Jannie Cox?  
17 MS. COX: Here.  
18 MR. COLLINS: Edmund Marquez?  
19 MR. MARQUEZ: Here.  
20 MR. COLLINS: Mark Irvin?  
21 MR. IRVIN: Here.  
22 MR. COLLINS: Fletcher McCusker?  
23 CHAIRMAN McCUSKER: I'm here, and we're  
24 missing Mr. Sheafe, as we mentioned. We do have a  
25 quorum.

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1 So you have two sets of minutes in your  
2 inbox, one from the July meeting, and one from the  
3 special meeting. They're transcriptions. So unless  
4 you have a change, you can move to approve both or  
5 one.  
6 MS. COX: So moved.  
7 MR. MARQUEZ: Second.  
8 CHAIRMAN McCUSKER: I think that's a  
9 motion to approve both sets of transcribed minutes.  
10 So in favor say aye.  
11 BOARD MEMBERS: Aye.  
12 CHAIRMAN McCUSKER: Any opposed?  
13 Thank you.  
14 And this is the time we set aside for  
15 executive session. I would need a motion to recess.  
16 MS. COX: So moved.  
17 MR. MARQUEZ: Second.  
18 CHAIRMAN McCUSKER: All in favor say aye.  
19 BOARD MEMBERS: Aye.  
20 CHAIRMAN McCUSKER: Okay. So those of  
21 you, if you're new to Rio Nuevo watching, our  
22 executive meeting will last about 30 minutes. You'll  
23 hang out here, or not, and we'll be back live as soon  
24 as we're done.  
25 If you're a member, remember to leave

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1 this meeting, and click on the other link.  
2 (Executive session held from 1:08 p.m. to  
3 1:50 p.m.)  
4 (Mr. Sheafe present.)  
5 **CHAIRMAN McCUSKER:** Motion to reconvene?  
6 **MR. IRVIN:** So moved.  
7 **MS. COX:** Second.  
8 **CHAIRMAN McCUSKER:** All in favor say aye.  
9 **BOARD MEMBERS:** Aye.  
10 **CHAIRMAN McCUSKER:** All right. Good  
11 afternoon, everyone. Thank you for your patience.  
12 We have a long-winded lawyer that we're going to keep  
13 him around.  
14 A couple of quick remarks for me, and  
15 then we'll move to Dan's report. And we have a lot  
16 of things to discuss yet this afternoon.  
17 Probably the most newsworthy item from  
18 Rio Nuevo is that the Sunshine Mile overlay zoning  
19 has been approved unanimously by the city council.  
20 So that takes effect 30 days after the vote, which is  
21 just a few weeks away.  
22 So years of work that we've all done with  
23 a number of colleagues, constituents, consultants,  
24 neighborhood associations is bearing fruit.  
25 The Sunshine Mile overlay provides for a

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1 lot of things, historical preservation, chiefly, but  
2 also a lot of opportunities for parking and setbacks  
3 so we can repurpose those buildings. It also will  
4 provide for some in-fill development along the  
5 two-mile corridor.  
6 The biggest difference between the  
7 proposal we drafted which went to the zoning examiner  
8 and the one that was ultimately approved could be  
9 described chiefly as height of the buildings.  
10 We did propose some mid-rise and  
11 high-rise buildings. There was a lot of resistance  
12 to that from the adjacent neighbors. And,  
13 ultimately, the city council settled on a four-story  
14 cap for most of the Sunshine Mile and a seven-story  
15 cap in the industrial sections along Euclid and  
16 Broadway.  
17 So we're going to talk about today our  
18 next move on the Sunshine Mile, which could be an RFP  
19 for the other two blocks that we own.  
20 You're going to hear from Dan. If you  
21 attended our special meeting, you know things are  
22 looking up for Rio Nuevo, particularly in the  
23 restaurant, food, and beverage sector. Hotels are  
24 picking up, and, of course, our entertainment  
25 partners are all back in business.

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1 So we're not back to where we were  
2 pre-COVID, but we're dangerously close. And we've  
3 had some windfalls that make our economic situation a  
4 little more manageable.  
5 We're going to talk about the Big Five  
6 today, and we're going to talk about our marketing  
7 budget today as well.  
8 So, with that, Dan, do you want to  
9 give --  
10 I think, Huna, you're going to allow Dan  
11 to share --  
12 **MR. HAMMOND:** I'm going to try to share  
13 it for him.  
14 Dan, do you want me to start it  
15 immediately?  
16 **MR. MEYERS:** Yes, please.  
17 **CHAIRMAN McCUSKER:** And pull that up.  
18 **MR. MEYERS:** All right. This is Dan  
19 Meyers. I'm the CFO of --  
20 **CHAIRMAN McCUSKER:** Huna, can you blow  
21 that up some? I think you've got a way to expand  
22 that.  
23 That's good.  
24 **CHAIRMAN McCUSKER:** Okay. Go ahead, Dan.  
25 **MR. MEYERS:** Okay. This is Dan Meyers,

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1 the CFO at Rio Nuevo.  
2 This information as -- at the end of  
3 August we had about seven point almost 3 million  
4 dollars in our general funds. About 1.4 of that is  
5 reserved for our September 1st debt service, and then  
6 a balance we need to pay back to the City once we  
7 really tie that number down.  
8 So on the unrestricted funds at the end  
9 of August was 5.8 million. You can see the list of  
10 our commitments that were outstanding, or we  
11 committed to as of the end of August.  
12 **CHAIRMAN McCUSKER:** So scroll that down,  
13 Huna, so you can see the bottom.  
14 **MR. MEYERS:** See those two that are bold?  
15 Those are deferred at this point in time. So our net  
16 commitments at the end of August were about  
17 \$3.7 million.  
18 So that leaves us with 2.1 additional  
19 funds we've got available. We -- we've been pretty  
20 consistent the last three or four months here. We're  
21 averaging about \$1.1 million a month.  
22 I think at our height we were -- our  
23 budget was 1.3 million. So we're really creeping  
24 towards that.  
25 I think we're going to have a really good

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1 number in July for a couple of reasons. July is the  
2 month where our baseline is the least, about  
3 1.8 million.  
4 And I was alerted by the Department of  
5 Revenue just a few minutes ago that some of the  
6 amendments we've been hoping for will be coming  
7 through.  
8 So, you know, based on our retail numbers  
9 and the tax that's being collected by the State, over  
10 the last four months has been about \$3.1 million a  
11 month, very close to that each and every month.  
12 So I'm expecting our TIF revenue to be  
13 somewhere around \$1.8 million for July. That -- that  
14 will be just a normal TIF collection, plus some  
15 amendments.  
16 **CHAIRMAN McCUSKER:** You mentioned July,  
17 but, remember, we have a three-month lag. So  
18 that's -- we would see that money in October.  
19 **MR. MEYERS:** Earned in July, collect in  
20 September. They've got it down to two months now.  
21 So we should be getting that money within the next  
22 week. I know they're working on finalizing the  
23 number.  
24 So I think that's really good news.  
25 We've been talking about getting these amendments in

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1 for months now, and that's finally coming to  
2 fruition.  
3 And I mentioned earlier, our June TIF  
4 distribution, which we got in August, was  
5 1.1 million. So things are starting to -- really, I  
6 think they're starting to flatten out a little bit.  
7 I haven't seen any huge jumps recently.  
8 You know, it's summer, so we'll see what July and  
9 August looks like. August is one of the highest  
10 baselines, so I think we can probably anticipate our  
11 revenues going down a little bit in August.  
12 But then, you know, it's fall here. The  
13 university opens back up. And I think we should see  
14 things turning around again.  
15 **CHAIRMAN McCUSKER:** Pre-COVID I think our  
16 reserves were as high as 6 or 7 million. We have 2  
17 now. We're obviously not back. We've done a really  
18 nice job.  
19 And, Mr. Sheafe, compliments to you, as  
20 kind of stone-cold treasurer, you know, to really  
21 shut down our commitments, horde cash.  
22 We deferred a lot of projects. We've  
23 renegotiated projects. And, you know, we're now  
24 post-COVID -- well, semi post-COVID, sitting on about  
25 a \$2 million reserve.

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1 And it looks like we can more than make  
2 our commitments going forward. So we should net  
3 something in the neighborhood of 3- or \$400,000 a  
4 month, hopefully, going forward.  
5 So Rio Nuevo is, indeed, back. We're not  
6 crazy back, but we survived, and we've got some  
7 disposable cash. So I think we still have to be  
8 careful, but we can start thinking about how we want  
9 to invest and --  
10 **MR. MEYERS:** Right. A couple other,  
11 there's two commitments that we agreed to earlier  
12 this month that are not on this, because this is as  
13 of August 31st.  
14 Of course, we did a \$500,000 film  
15 commitment, and there's a \$100,000 parking commitment  
16 pending as well. So those are not on this particular  
17 list, so just keep that in mind as well.  
18 But, like I said, I think we're going to  
19 have a really good July, and we'll see what August  
20 does.  
21 **CHAIRMAN McCUSKER:** Any questions for  
22 Dan?  
23 **MR. MEYERS:** One last thing I just want  
24 to note quickly.  
25 So you can see in that blue section

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1 there, that's where we -- the cost for the Tucson  
2 Convention Center renovation are, and you can see we  
3 borrowed 35,000 of our 65- -- excuse me, million --  
4 of our \$65 million commitment.  
5 So we're over half -- halfway into that  
6 project. And the best I know, we're still on time  
7 and still on budget.  
8 **MR. SHEAFE:** Dan, we're going to see  
9 GMP-12, I think, later in the meeting. Do you have  
10 any comment about processing that one through and  
11 just getting it done?  
12 It's pretty standard, and it will come  
13 through at about 1.3 million, I think.  
14 **MR. MEYERS:** No. I mean, we've got --  
15 you know, we've got plenty of money sitting in our  
16 (Inaudible) revenue fund. So if we need a little  
17 more cash to normal, we can certainly take care of  
18 any of those things.  
19 And then, of course, we get reimbursed  
20 with the construction funds shortly after we pay  
21 those out. So there should be no problem processing  
22 any large invoices.  
23 **MR. SHEAFE:** Without saying too much, I  
24 asked you to not tamper with the deferred 3 million  
25 that we have on 75 East Broadway.

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1           **MR. MEYERS:** Correct.  
2           **MR. SHEAFE:** And that's why that's  
3 continuing to be in there. I haven't said very much.  
4 But that deal looks very positive right now, and we  
5 may have significant information about that within  
6 the next four or five days.  
7           **CHAIRMAN McCUSKER:** I'll refer all the  
8 press calls to you, then.  
9           **MR. SHEAFE:** Fletcher, I always tell them  
10 that you are far more articulate and better to talk  
11 to, either you, Mark, or Edmund.  
12           **CHAIRMAN McCUSKER:** No, that cat is out  
13 of the bag now, so ...  
14           **MR. SHEAFE:** Well, I can tell you, the  
15 news is very positive.  
16           **CHAIRMAN McCUSKER:** Thank you for that  
17 unrehearsed pep talk.  
18           Any other questions for Dan?  
19           Okay. Let's move on.  
20           Huna, you can drop that screen.  
21           Sunshine Mile is mentioned in the early  
22 remarks. The overlay is now done, or will be  
23 effective here in a couple of weeks.  
24           Rio Nuevo owns almost 50 properties along  
25 the north and a couple properties on the south side

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1 of Broadway.  
2           It's always been our intent to privatize  
3 those. We're moving along with the Bungalow block  
4 award. Mr. Collins is working with them on the  
5 development agreement. That could close and change  
6 title here in the next couple of weeks.  
7           So the question for the board is, do we  
8 want to consider releasing an RFP for any or some of  
9 the remaining properties?  
10           So we've done this block by block. It  
11 would make some sense to look at the Solot block as a  
12 single RFP, the Freedman block as a single RFP, and  
13 just see who is out there that may indicate an  
14 interest to us in developing those parcels.  
15           **MR. SHEAFE:** I don't know if you wanted a  
16 motion, but if you do, the motion would be that we  
17 authorize counsel to move forward as rapidly as  
18 practical to get RFPs out on each section of the  
19 Sunshine Mile, and, if it's appropriate, to include  
20 in the RFP a limitation on the clock starting until  
21 after construction is complete on the Broadway  
22 improvements and then see how many interest holders  
23 we can attract as early as possible.  
24           **MR. MARQUEZ:** Well, I didn't hear "I  
25 move," so just some thought here before we kind of

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1 shape a motion there.  
2           I think most developers have the  
3 foresight to see that there's a time line.  
4 Obviously, you can drive on both sides of Broadway  
5 right now. They can see that we're getting closer to  
6 finish.  
7           I'd love to see us put out the RFP ASAP  
8 and not put any time line restriction for it to be  
9 completed, because if you say "Broadway completed," I  
10 mean, gosh, we're talking landscaping done and  
11 they're completely done and they're cutting a ribbon.  
12 That's a long time from now. I'd like to see us just  
13 start moving and shaking on this.  
14           **MR. IRVIN:** My understanding is that  
15 Broadway is -- I know the Aviation and Links is going  
16 to take a little longer. But my understanding is  
17 we're going to be pretty much done with Broadway by  
18 the end of this year.  
19           And, you know, Edmund, I concur. I --  
20 you know, maybe there's some limitations or language  
21 that Mr. Collins feels we need to add or articulate a  
22 little bit differently in our RFP, but I'm with you,  
23 man. Let's get going.  
24           **CHAIRMAN McCUSKER:** And, Mr. Collins, is  
25 it an RFP, or is it --

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1           **MR. IRVIN:** RFQ.  
2           **MR. COLLINS:** I would recommend against  
3 an RFP. I would recommend that the solicitation be  
4 an RFQ or an RFI, not an RFP.  
5           **MR. SHEAFE:** I agree. Actually, I  
6 misstated that.  
7           **CHAIRMAN McCUSKER:** Yeah, so we never got  
8 a second -- if you made a motion, it never got  
9 seconded, so --  
10           **MR. IRVIN:** I'll second it.  
11           **CHAIRMAN McCUSKER:** Hang on. Hang on.  
12           So Mr. Collins has suggested an RFQ,  
13 Mr. Sheafe, rather than an RFP, and Mr. Marquez has  
14 suggested to eliminate any timing constraints.  
15           So if you want to take a shot at a  
16 motion, let's see how that goes.  
17           **MR. SHEAFE:** I propose that the board  
18 authorize counsel to take all steps necessary to move  
19 the RFQ process forward as fast as possible on each  
20 element within the Sunshine Mile as we have divided  
21 that two miles up as quickly as possible.  
22           **MR. MARQUEZ:** Second.  
23           **CHAIRMAN McCUSKER:** Okay. We have a  
24 motion and a second.  
25           Any conversation? Any questions?

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1 Mr. Hill?  
2 **MR. HILL:** Yeah, Mr. Chairman, just a  
3 point of order. He said proposed. I don't know if  
4 that's proper jargon. I think he needs to say  
5 motion.  
6 **MR. COLLINS:** Yeah, Chris, would you  
7 accept an amendment that your proposal is a motion?  
8 **MR. SHEAFE:** I would accept that.  
9 **MR. COLLINS:** Okay.  
10 **CHAIRMAN McCUSKER:** Second, Mr. Marquez?  
11 **MR. MARQUEZ:** Second again.  
12 **CHAIRMAN McCUSKER:** All right. So the  
13 proposal is now a real motion with a second.  
14 Any questions, comments?  
15 **MS. COX:** I do have a question. Does  
16 that -- I didn't hear in that motion, and maybe I  
17 missed it, that it would be contingent on the  
18 completion of Broadway or --  
19 **CHAIRMAN McCUSKER:** We dropped that.  
20 **MR. IRVIN:** We dropped it.  
21 **MS. COX:** You dropped it completely,  
22 not --  
23 **CHAIRMAN McCUSKER:** Correct. So this  
24 would be a response you're indicating your interest  
25 regardless of whether Broadway is done or not.

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1 **MS. COX:** Okay. And making it an RFQ  
2 makes that more acceptable?  
3 **MR. SHEAFE:** That's right.  
4 **MS. COX:** Okay. Got it. Thank you.  
5 **MR. SHEAFE:** Takes all the risk off the  
6 table right now.  
7 **MS. COX:** Okay.  
8 **CHAIRMAN McCUSKER:** Okay. Mr. Collins,  
9 will you call the roll?  
10 **MR. COLLINS:** Mr. Marquez?  
11 **MR. MARQUEZ:** Aye.  
12 **MR. COLLINS:** Mr. Irvin?  
13 **MR. IRVIN:** Aye.  
14 **MR. COLLINS:** Ms. Cox?  
15 **MS. COX:** Aye.  
16 **MR. COLLINS:** Mr. Hill?  
17 **MR. HILL:** Aye.  
18 **MR. COLLINS:** Mr. Sheafe?  
19 **MR. SHEAFE:** Aye.  
20 **MR. COLLINS:** Mr. McCusker?  
21 **CHAIRMAN McCUSKER:** Aye.  
22 That passes unanimously.  
23 Mark, you got some work cut out for you.  
24 We'll try and get those issued here posthaste.  
25 So I think the -- we know a lot of people

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1 that are excited about what Broadway could become, so  
2 thank you, everyone.  
3 Item 8 is the TCC.  
4 Mr. Swaim, I see you out there. I think  
5 we have a request today for funding. And if you want  
6 to maybe start with an overall update on the project,  
7 project budget and timing, and then go ahead and make  
8 your ask.  
9 **MR. SWAIM:** Sounds great.  
10 Mr. Chairman, members of the board, Phil  
11 Swaim, Swaim Associates Architects.  
12 The TCC renovation continues to thrive.  
13 As Chris said, we're maintaining schedule and budget  
14 in spite of everything going on in the world.  
15 The -- the Music Hall is open for  
16 business. We had Jackson Browne perform the other  
17 night, and the symphony is about ready to take the  
18 stage as well.  
19 So while there's a small amount of work  
20 left still to do, all new seats, new finishes in the  
21 lobby and upgraded dressing rooms, green room, it's  
22 really a fantastic upgrade.  
23 They also have an outdoor connected space  
24 to be able to have wine events and other things like  
25 that going on during intermission, et cetera.

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1 So very excited to be able to have the  
2 Music Hall thriving forward. And so great kudos to  
3 the team and BWS Architects, who has led that effort.  
4 We have begun some work on the Leo Rich,  
5 but that's one of the things we'll talk about here in  
6 a few minutes.  
7 The -- with the rain stopping, the Lot C  
8 garage has now come out of the ground, and they are  
9 moving very quickly. That is scheduled to be  
10 complete in April.  
11 That was the one delay that we've had  
12 with all the rains that occurred. But I think  
13 since we actually have more parking spaces now than  
14 we had before the garages, we're in good shape. And  
15 I think we'll all take the rain.  
16 The -- one of the other exciting  
17 components that is starting to open up is our  
18 historic plazas.  
19 You know, the upper plaza opened up this  
20 last year, but the central plaza, there's water in  
21 the fountains, and that is -- the majority of that  
22 has been complete and open along with the Music Hall  
23 and I think really does start to tie together our  
24 campus and create that Tucson's Lincoln Center, as  
25 you've all been promoting.

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1 So there's work continuing on some of the  
2 periphery and also on the north walkway as it extends  
3 to Broadway. But -- and that will be completed  
4 related to other projects by the end of the year,  
5 early next.  
6 The other major project that is ongoing  
7 is our meeting room addition on the west end of the  
8 exhibition halls, and it is on schedule to be  
9 complete in January and I think will just be a  
10 tremendous addition with some indoor and outdoor  
11 space, and that's also part of -- some components of  
12 that are what's in front of us for today's GMP.  
13 So if there's any other questions about  
14 the progress, otherwise, I can present the GMP  
15 Number 12, or Guaranteed Maximum Price Number 12,  
16 from Sundt+Concord.  
17 It's a total of \$1,353,193 and includes  
18 three different components. One is for the meeting  
19 room addition. We have our audio-visual and IT  
20 upgrades to complete that portion of the project, and  
21 that is for \$322,976.  
22 And as we've talked about, IT and AV, I  
23 think, is really going to be one of the key  
24 components that sets the Tucson Convention Center  
25 apart from our competitors.

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1 We also have, for the Leo Rich Theater,  
2 the improvements, which is \$272,364. That's to be  
3 able to upgrade the restrooms, replace carpeting, and  
4 some of the other finishes in the lobby. Right now  
5 it's sort of a minimal approach, but I think those  
6 improvements will really make a nice difference  
7 there.  
8 And then the final component we have is  
9 for our master plan for audio-visual and IT through  
10 the convention center itself, getting our new  
11 intelligent backbone and headend room and things, and  
12 that portion of the GMP is \$757,853.  
13 So we -- to keep us on schedule, we  
14 recommend approval and are eager to answer any  
15 questions.  
16 **CHAIRMAN McCUSKER:** Will you give me the  
17 total amount again for GMP-12?  
18 **MR. SWAIM:** That is \$1,353,193.  
19 **CHAIRMAN McCUSKER:** Any questions for  
20 Phil? If not, we'd entertain a motion to approve  
21 GMP-12.  
22 **MR. SHEAFE:** So move approval in the  
23 amount of \$1,353,193 for GMP-12.  
24 **MR. IRVIN:** Second.  
25 **CHAIRMAN McCUSKER:** All in favor, say

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1 aye.  
2 **BOARD MEMBERS:** Aye.  
3 **CHAIRMAN McCUSKER:** Any opposed, nay.  
4 All right. Phil, we're really grateful  
5 how quick you guys are moving, and it's really  
6 beginning to come together. As you said, the plazas  
7 are really quite spectacular.  
8 We're seeing a lot of inbound interest in  
9 our new TCC. The DoubleTree is doing really well.  
10 So it's an exciting time. And it looks like it may  
11 actually pay off for us at exactly the right time.  
12 So keep up the good work. We might have  
13 a little contingency money left over. We'll talk  
14 about that as you get closer to the end of the  
15 project.  
16 **MR. SWAIM:** Great. Thank you.  
17 **CHAIRMAN McCUSKER:** Item Number 9, the  
18 Volvo site, I think I saw Sloane and Keri online. If  
19 you're a Rio Nuevo follower, you'll know that this  
20 site affectionately called the Volvo site was sold by  
21 the City of Tucson to Sloane some time ago.  
22 COVID disrupted that project, it's safe  
23 to say. The good news is, he's hung in there with  
24 both us and the City and have renegotiated terms and  
25 basically redesigned the project. So we've asked

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1 Sloane to update us on his current plans.  
2 So we don't need to take any action on  
3 this today, but it will be nice to hear, Sloane, what  
4 your current thinking is regarding this site.  
5 **MR. McFARLAND:** Yeah, absolutely.  
6 Keri, go ahead. Why don't you -- I think  
7 we're on the -- are you on mute?  
8 **MS. SILVYN:** I'm not on mute.  
9 **CHAIRMAN McCUSKER:** She's never on mute.  
10 **MR. IRVIN:** She doesn't have a mute  
11 button.  
12 **MS. SILVYN:** Oh, the abuse, the abuse.  
13 I just wanted to convey a thank you to  
14 Rio Nuevo for hanging in there. Sloane has continued  
15 to work really hard. He did have to renegotiate a  
16 little bit just in a time extension with the City.  
17 As you know, right before COVID, we  
18 finished off the planned area development. So it was  
19 all planned to be developed, along with Welcome  
20 Diner, and then the bottom fell out of everything.  
21 But everybody has really worked hard.  
22 And I'm going to just kick it over to  
23 Sloane to give the update on where the project is.  
24 So thanks.  
25 **CHAIRMAN McCUSKER:** And I think you have

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1 some slides, right, Huna? We're going to let Sloane  
2 share his screen.  
3 **MR. McFARLAND:** Yeah, absolutely, yeah.  
4 I, obviously, echo everything that Keri  
5 said. COVID has been a trying time for the food and  
6 beverage industry, but it's nice to see things are  
7 coming back on your end, and we're certainly in the  
8 same position.  
9 We're also -- you know, we see  
10 construction. I know that came up earlier. That's  
11 in the rearview mirror. Construction along Broadway  
12 is starting to be in the rearview mirror, which was  
13 a -- is kind of a factor for us. And we're very,  
14 very excited about the overlay district.  
15 So our vision has really stayed intact.  
16 I'm going to -- I'm going to share a screen really  
17 fast. And the purpose of it is just to kind of show  
18 some of the stuff we've been working on.  
19 There's still -- one of the unique  
20 factors of our PAD is, you know, it will integrate a  
21 lot of different commercial uses, whether it be  
22 hotel, food and beverage, or multifamily, office,  
23 that sort of thing.  
24 And we're continuing to work with all of  
25 those different options, including multifamily. And

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1 so we're kind of at the point of looking at identity,  
2 kind of re-looking at what our -- meeting our  
3 identity kind of products, looking at kind of  
4 detailing out how we fit in with the surrounding  
5 community, and really digging into our massing  
6 studies as well.  
7 So I'm going to share with you a couple  
8 of things, and let me see if this works.  
9 **MR. HAMMOND:** You should be open to  
10 share.  
11 **MR. McFARLAND:** Okay.  
12 Is that sharing there?  
13 We'll go full screen on this. Great.  
14 So are we sharing, everybody?  
15 **CHAIRMAN McCUSKER:** We're good.  
16 **MR. McFARLAND:** Okay. So this is kind of  
17 a -- just a fun little identity piece that we put  
18 together over time, kind of looking at -- you can see  
19 the Arizona Inn at the bottom and some different  
20 elements of, you know, our unique location.  
21 We're very excited about how we will have  
22 a site that's both local and on a national and  
23 (Inaudible) national sort of level.  
24 Just from a vision board, we've got --  
25 we're thinking a lot about how the actual

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1 accommodations would look and how they fit in. This  
2 is in a -- this is, again, a conceptual image that  
3 shows -- kind of talks about how we fit into the  
4 habitat of our beautiful Arizona.  
5 We're looking at kind of materials and  
6 interiors. We're looking at how that fits in with  
7 outdoor areas, such as pools. We're looking at kind  
8 of more details with -- this one particularly we're  
9 looking at because it has kind of a southwestern kind  
10 of Tucson feel to it.  
11 You know, we're a historic site, and so  
12 that's a pretty important element to our project.  
13 We've got the -- you know, obviously the  
14 Welcome Diner, which is kind of a big neon factor,  
15 and yet we're a contemporary location. We'll have  
16 some new construction. So we're looking at how to  
17 blend these things together, outdoor pools and things  
18 like that.  
19 From a massing study perspective, we  
20 continue to work with our hotel partner. This is  
21 something that they put together that is kind of  
22 priced out, is -- had market studies and just looks  
23 at how density can work together, whether it's, you  
24 know, within the 75 feet or something that's lower  
25 and more intimate, utilizing the whole site and

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1 integrating with the diner and with the Volvo  
2 project.  
3 From a place-making study point of view,  
4 we're continuing to look at and fine-tune how we fit  
5 in with the surrounding area and attractions and how  
6 we'll -- a program to interact and integrate with the  
7 locations that are already in place and naturally --  
8 the surroundings we naturally find ourselves in, as  
9 well as kind of the -- continuing to look at how we  
10 fit in with the downtown or Tucson proper.  
11 I have to say, you know, the whole --  
12 this seven to eight kind of tie in together our site  
13 with the end of Sunshine Mile and really looking at  
14 how Sunshine Mile factors into it.  
15 When we started this process, that really  
16 was more conceptual, and all the other items that we  
17 had, obviously, U of A downtown, et cetera, those  
18 were very firm.  
19 And so the vision that we all bought  
20 into, which is our site being a gateway site that  
21 ties all of that together, we have actually gone  
22 from -- in our mindset and in talking to other people  
23 gone from a conceptual understanding of that to a  
24 real planning side of that.  
25 So I'm very excited to continue to work



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1 with you all as you go towards, you know, RFQs and  
2 things like that for Sunshine Mile to further  
3 develop, as we can, whether it's shared parking or,  
4 you know, nighttime activities, things like that, and  
5 this is just -- we're starting to (Inaudible) more  
6 direction.  
7       And this is some of our -- this is kind  
8 of what we're -- internally our team is sharing as  
9 our main kind of logo and kind of identity piece.  
10       So thank you for that opportunity to kind  
11 of -- sharing some jewels with you, sharing kind of  
12 where our head is at and our excitement about moving  
13 forward to the, you know, full design, development,  
14 and closing --  
15       **CHAIRMAN McCUSKER:** Will you go back to  
16 kind of the site or the massing plan and just tick  
17 off for all of us and the public your thinking about  
18 the uses?  
19       So, obviously, the Welcome Diner  
20 survives, and that becomes kind of an anchor food  
21 establishment. But talk about the things that  
22 surround it, Sloane, and what ultimately you'll have  
23 there.  
24       **MR. McFARLAND:** Yeah. I think the -- I  
25 think we're toggling between -- I wouldn't -- I would

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1 say that we're -- this particular massing study is  
2 not verbatim what we'll be doing. We're still --  
3 we're still toggling between a couple of different  
4 densities.  
5       I would say this is more in that medium  
6 to light density. But this particular image is  
7 identifying, as you say, the existing Welcome Diner,  
8 some sort of format of maybe even, you know, kind of  
9 adapting and expanding the Volvo building envelope  
10 and then having a mix of hotel and multifamily.  
11       And so when we started this process,  
12 multifamily was something a little farther in the  
13 background, and hotel was something closer to the  
14 forefront.  
15       With COVID, a lot of those  
16 proportionalities have changed, and we still would  
17 like to see both aspects of those uses even with the  
18 sprinkling of office.  
19       And in this particular image, the --  
20 what's -- what it notates is a -- that mixture with  
21 the volume in the front being a hotel volume and in  
22 the back being a multifamily living/lodging mix.  
23       So, again, those proportionalities may  
24 change and how we -- how we plan the parking may  
25 change. We're in the final stages of toggling that.

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1 But we -- we're working with both of those uses  
2 currently.  
3       **CHAIRMAN McCUSKER:** And what's your  
4 timing now with the things you've been able to  
5 renegotiate?  
6       **MR. McFARLAND:** Well, the -- our biggest  
7 focus is really -- you know, we're in a really great  
8 position with the existing properties we own. As you  
9 know, we own three of the four properties currently,  
10 and the fourth one with the City is under contract.  
11       So our biggest focus right now is  
12 finalizing the ultimate mixed-use balance, because  
13 that's -- that is -- that is helping us identify who  
14 our partners will be moving forward, and we're  
15 focused on the close, the financial elements of  
16 getting the City of Tucson piece closed.  
17       **CHAIRMAN McCUSKER:** Is it safe to say  
18 this is a couple years out?  
19       **MR. McFARLAND:** Yes, it is safe to say  
20 that.  
21       **CHAIRMAN McCUSKER:** Okay. Any questions  
22 for Sloane or Keri?  
23       Congratulations. We were really worried  
24 that this is a project that COVID might dismantle for  
25 us. But you've hung in there, and we're really glad

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1 that you did.  
2       **MR. McFARLAND:** Yeah, we remain  
3 committed. And, you know, again, we kind of came at  
4 this with a lot of conservative -- financially very  
5 conservative in terms of, you know, our existing  
6 properties that we own and kind of getting the PAD in  
7 place first.  
8       And so we're just very anxious to get the  
9 closing done and move into design, development, and  
10 documentation.  
11       **CHAIRMAN McCUSKER:** Great.  
12       Any questions for Sloane or Keri?  
13       **MR. IRVIN:** One question: Where is my  
14 fried green egg sandwich -- fried green sandwich?  
15 What's going on with that?  
16       **MR. McFARLAND:** It's coming back. It's  
17 coming back.  
18       **MR. IRVIN:** I'm having withdrawal  
19 symptoms. Let's get to work on that, please.  
20       **MR. McFARLAND:** Thank you.  
21       **MR. IRVIN:** Sorry, Sloane. I had to  
22 throw it in there, Sloane.  
23       **MR. McFARLAND:** I know. You always like  
24 to give me that little teaser.  
25       **CHAIRMAN McCUSKER:** The Welcome Diner has

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1 been dark for, what, a year and a half?  
2 **MR. McFARLAND:** Yeah, yeah.  
3 **MR. SHEAFE:** When do you reopen, Sloane?  
4 **MR. McFARLAND:** Well, kind of the  
5 blessing and the curse of having so many options is  
6 that we -- as we moved into post-summer -- we knew  
7 that we -- we knew that we wanted to re-evaluate the  
8 diner opening on its own post-summer.  
9 As we've gotten closer to closing the  
10 entire site, and we felt the effects of the  
11 construction, which is a very real -- a real -- very  
12 real factor in terms of, you know, how that -- how  
13 that affects the circulation on our -- on our site.  
14 We really looked at it as, you know, it  
15 may make the best sense to get the sale completed and  
16 then having be 100 percent focused with how do we  
17 want to -- how do we want to adjust the circulation  
18 of our site once the construction came back.  
19 And -- because there's going to be a lot  
20 of construction, a lot of work. And this -- it's  
21 going to be a little bit of a trick to both operate  
22 the restaurant and then have construction surrounding  
23 it and connect it.  
24 So we thought it would be wise to just  
25 kind of see where the winds of COVID took us

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1 post-summer, get construction out of the way, and  
2 also be 100 percent set on our financial -- kind of  
3 our use and our -- the kind of shape of our -- of our  
4 kind of financing -- our CapEx to decide on when we  
5 would open.  
6 So I -- we would love to open. We've  
7 got -- we kept our current -- we kept our current  
8 employees on staff.  
9 We're biting at the apple to get open,  
10 but we want to do it in a way that works with, you  
11 know, the current marketplace and with our ultimate  
12 goal, which is to develop the entire site.  
13 **CHAIRMAN McCUSKER:** So, Irvin, you got to  
14 wait for a while on your sandwich.  
15 **MR. SHEAFE:** Does that mean you're  
16 opening sooner or later? Because you'll have the  
17 students back in a couple of weeks.  
18 **MR. McFARLAND:** Yeah, it's -- the  
19 restaurant -- as you guys know, you're -- you're in  
20 kind of -- you know, obviously, in partnership,  
21 really, in food -- with the food and beverage folks  
22 generating sales tax.  
23 You know, it's been a very interesting  
24 time where it's going to go 60 miles an hour and then  
25 get down to 20 and then go to 40 and up and down the

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1 scale.  
2 So we're in a position where, you know,  
3 we have the space, obviously. We have the -- we have  
4 talent.  
5 It's just, you know, we've got a very  
6 significant development project moving forward, and  
7 there will be a lot of changes to the existing  
8 diner.  
9 And we just want to -- as we move closer  
10 to those things converging, we just want to do it the  
11 right way and not just reopen and then say, "Hey,  
12 we're going to be under construction, and we're going  
13 to close again for nine months." You know, we just  
14 really want to get it right the first time.  
15 **CHAIRMAN McCUSKER:** Yeah, you used the  
16 term "gateway." I think when we first started  
17 talking about this, it was the gateway to downtown.  
18 Now it's a gateway to Sunshine Mile, literally going  
19 the other direction.  
20 You know, so it will be the first of many  
21 developments that really set the mood, I think, for  
22 what Broadway can become. So congratulations. Thank  
23 you.  
24 **MR. McFARLAND:** Thank you all for  
25 sticking in there with us, and we're very excited to

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1 continue the partnership.  
2 **CHAIRMAN McCUSKER:** All right. Thank  
3 you.  
4 Thank you, Keri.  
5 Thank you, Sloane.  
6 **MR. McFARLAND:** Thank you.  
7 **MS. SILVYN:** Thank you.  
8 **CHAIRMAN McCUSKER:** Okay. We're going  
9 to move on. The last two items are marketing  
10 related.  
11 Item Number 10 is our so-called Big Five.  
12 We had talked a couple meetings ago about asking all  
13 of them to update us. We have written updates from  
14 everybody, which we'll talk about here in a minute.  
15 I think Kym Adair is live. I see Arizona  
16 Bowl there. So it's probably smart to let you go  
17 first.  
18 You know, these events, obviously, have  
19 been troubled over the last year and a half. I can  
20 say just briefly, Dusk is going to launch. Jazz  
21 Festival is going to launch. El Tour is going to  
22 launch. The bowl game will launch with a New Year's  
23 Eve event.  
24 The only -- the Big Five that's probably  
25 delayed probably remains Second Saturday. So we're

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1 going to talk about all those in a minute.  
2 But, Kym, welcome, and we're happy to  
3 hear your update.  
4 **MS. ADAIR:** Thank you so much. It's so  
5 good to see you guys. I'm just trying to start the  
6 slideshow here.  
7 There you go.  
8 Thank you so much for sharing some time  
9 with me. I just wanted to take five minutes of your  
10 time to give you a brief update of where we are with  
11 the now Barstool Sports Arizona Bowl.  
12 We have a new title sponsor, a national  
13 sponsor, at Barstool Sports. And not only are they  
14 our title sponsor, but we're very excited that they  
15 will also be our broadcasting partner.  
16 And we will be on all of their digital  
17 platforms, including YouTube and Facebook and  
18 Twitter. They have a new Sling TV channel. They  
19 have a huge website. They have an over-the-top  
20 channel on Roku, Kindle Fire, Apple TV.  
21 It's going to be difficult not to find  
22 our game. It's going to be available almost  
23 everywhere, including on the team's website and on  
24 the conference website.  
25 So we're very excited. If you have any

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1 questions about the Barstool's viability and their  
2 reach, please let me know, because it's absolutely  
3 substantial. They're the third largest sports media  
4 company in the country. And this is a really  
5 exciting and huge partnership for us. So very  
6 excited to share that.  
7 I'm also excited to share that we will  
8 continue our New Year's Eve tradition, and we will be  
9 kicking off at noon Arizona time on New Year's Eve,  
10 and we will continue our partnership with the  
11 Mountain West and the MAC conferences, and we've got  
12 two high picks in both of those conferences.  
13 So we're very excited about the quality  
14 of teams that are coming to Tucson at the end of  
15 December.  
16 And just to share with you, you know, all  
17 of our new development has really created this  
18 incredible and renewed enthusiasm and energy.  
19 We're tracking far better on our ticket  
20 sales and sponsorship sales than we've ever been in  
21 the past. So this is all really great news and  
22 developments for us.  
23 Sort of tagging on that, you know, what  
24 is our funding request this year, we are so  
25 incredibly grateful for all that Rio Nuevo has done

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1 for us and support and sponsorship in the last  
2 six years, especially last year, during our COVID  
3 year, it was especially challenging and difficult,  
4 and we are very, very grateful for that support and  
5 are grateful for each of you for lending that  
6 support.  
7 Given the impact by COVID on Rio Nuevo's  
8 funding and our really solid footing financially this  
9 year, given our new partnership, we're actually  
10 coming back this year and not requesting any dollars,  
11 because we would rather you spend those dollars and  
12 reinvest those dollars in the other four events or  
13 other events that might need it more than we do in  
14 2021.  
15 I'm not saying that, you know, we won't  
16 come back in 2022, because we probably will. But  
17 this year we are in a position where we're not  
18 needing the requested funding, and we know that  
19 others need it more than we do this year.  
20 So we come here to you guys in person  
21 almost every year requesting funds, and I wanted to  
22 come in person and thank you for all of those funds  
23 and let you know this year we don't need any, but we  
24 know others do. So thank you for continuing to  
25 support the others that need it -- need the funds as

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1 well.  
2 But although we're not making a request,  
3 our commitment remains the same. We will continue to  
4 promote downtown and hold events downtown using the  
5 hotels and restaurants here and marketing downtown  
6 throughout our game.  
7 And I just wanted to share with you what  
8 that looks like for 2021.  
9 Our kickoff luncheon is coming up here in  
10 October, October 21st, with our keynote speakers,  
11 Trevor Hoffman and Erika Nardini. We're holding that  
12 at the TCC and expect over 800 people to be there.  
13 We're honoring Coach Mike Candrea and local  
14 philanthropist Mary Garrett Linsalata at that event.  
15 Our official hotels for downtown, the  
16 Hilton Cathedral, both of those hotels will house our  
17 band and cheer teams, along -- they will also host  
18 our media at those hotels.  
19 The AC Marriott will host our VIPs, our  
20 officials, and will be the official broadcaster hotel  
21 for Barstool Sports.  
22 So you can expect that those hotels will  
23 be pretty much sold out for the week of our bowl  
24 game, which is very exciting for downtown.  
25 With the addition of Barstool Sports

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1 comes some really exciting adding -- added events  
2 that we haven't done in the past. Barstool will be  
3 hosting a pub pizza crawl along the streetcar line.  
4 So they'll start up at University and go all the way  
5 through downtown and back.  
6 So they're going to be bringing a lot of  
7 people back downtown, spending money at the pubs and  
8 the pizza joints along the way.  
9 Additionally, they will be hosting live  
10 audio podcasts downtown. Right now it looks like  
11 their top talent will be at the Leo Rich Theater for  
12 a live podcast and at the Playground, which will also  
13 attract more visitors downtown.  
14 We'll continue to have our downtown pep  
15 rally on the night before the game, which is on the  
16 30th, obviously.  
17 And that pep rally will be at Jácome  
18 Plaza and will draw thousands of fans, again,  
19 downtown, along with the teams, team bands and cheer  
20 squads, and athletic directors and coaches. So a  
21 really, really great time down there.  
22 We'll host our VIP dinner downtown, and  
23 we'll continue to have our New Year's Eve Downtown  
24 Bowl Bash, which we kicked off in 2019. It will  
25 continue to be in the heart of downtown, what we call

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1 Tucson Time Square, next to Hotel Congress, who is  
2 partnering with us on this endeavor.  
3 We'll do the big annual New Year's Eve  
4 taco drop at midnight. We'll continue to have  
5 fireworks that will be launched off the top of  
6 Hotel Congress at midnight.  
7 And we expect -- we had 10,000 people in  
8 2019, and we expect 10- to 20,000 people this year to  
9 join us downtown for New Year's Eve, really cementing  
10 downtown as the place to be to celebrate the new  
11 year. Very excited about that.  
12 And then, lastly, I wanted to just let  
13 you know that we're currently working with a very  
14 high-profile sporting event that would like to come  
15 to Tucson under the umbrella of bowl week for the  
16 TCC.  
17 And this is a very well-known brand.  
18 It's very exciting. We're down the road with them.  
19 A few things that still need to be ironed out, but it  
20 will happen the week of bowl week.  
21 And it will, in all likelihood, sell out  
22 TCC and the DoubleTree around that event. So another  
23 really great event.  
24 There's a lot of enthusiasm around what  
25 we're doing this year with our title sponsor, and a

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1 lot of notable brands want to be a part of that. So  
2 we're very excited about the potential of adding even  
3 another large event to our bowl week activities.  
4 And that's -- that's it for me. I just  
5 really wanted the chance to give you all of this good  
6 news in person. And I'm happy to take any questions  
7 if you have them. If not, I'll let you go on to your  
8 other business.  
9 **MR. MARQUEZ:** I'd like to say, a super  
10 classy move by the Arizona Bowl. Thank you so much.  
11 It especially allows us dollars to support other  
12 events that don't have an amazing organization,  
13 financial juggernaut like Barstool in their corner.  
14 So thank you very much.  
15 And thank you very much for all that  
16 you're doing in downtown. That's an absolute  
17 home run downtown. So thank you very much, and  
18 please pass our thanks on to everybody there at the  
19 Arizona Bowl.  
20 **MS. ADAIR:** I will. Thank you, Edmund.  
21 **CHAIRMAN McCUSKER:** We could launch a  
22 pool to see what the unannounced sporting event is.  
23 Any bets? I'll defer all the press to you.  
24 **MS. ADAIR:** You can refer to me. I'll  
25 say, "No comment at this time."

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1 **CHAIRMAN McCUSKER:** You and Sheafe are  
2 going to be really busy here.  
3 Edmund is right. I mean, you know, we  
4 took a lot of risk with the bowl game early on. It  
5 paid off huge for the region, especially downtown.  
6 And to see you now with the commitment  
7 you're making to give back and the fact that you can  
8 manage it without our economics is huge for us and a  
9 real feather in our cap for supporting you early on  
10 when others didn't. So --  
11 **MS. ADAIR:** Thank you.  
12 **CHAIRMAN McCUSKER:** -- congratulations.  
13 Good luck. We'll see you all downtown.  
14 **MS. ADAIR:** New Year's Eve. Thank you so  
15 much. Take care.  
16 **CHAIRMAN McCUSKER:** All right. Thank  
17 you, Kym.  
18 **MR. IRVIN:** Thanks, Kym.  
19 **CHAIRMAN McCUSKER:** So the other events  
20 are not here in person. They all have sent a written  
21 report. You should have all of those.  
22 I can tell you that they all struggle,  
23 but they've gone ahead and launched their  
24 commitments.  
25 Dusk is moving from Armory Park to the

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1 Jácome Plaza. They've identified about a \$50,000 gap  
2 in lost sponsorship dollars. That was pretty much  
3 our commitment.  
4 The Jazz Festival, similarly, is  
5 launching with a similar gap.  
6 El Tour de Tucson has a huge gap.  
7 They've identified, if you've seen their written  
8 report, they could be facing a several hundred  
9 thousand dollar deficit, given their increased cost  
10 of running the El Tour.  
11 The update we had from Second Saturday  
12 indicates they intend to remain dark probably until  
13 spring of next year. They've reminded us that their  
14 contribution to them was about \$6,000 a month, but  
15 they don't need that money until they go back live,  
16 probably sometime in the spring.  
17 So, historically, we've supported all of  
18 these events. Given our current status and the fact  
19 that the ball game doesn't need any money, I think it  
20 would be good for us to talk about doing something  
21 for Dusk, for Jazz, and for El Tour.  
22 **MR. IRVIN:** Fletcher, last time that we  
23 went through this -- and, by the way, I concur with  
24 you on the Arizona Bowl. Hats off that they've been  
25 able to, you know, pull something together and give

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1 us a chance to tap the brake pedals and really focus  
2 on some other things.  
3 And, so, you know, it's good we've got  
4 the -- you know, out of the Big Five, we've still got  
5 four. So -- well, we've still got five. We just  
6 don't have to pay for one of them. So I think that's  
7 really great news.  
8 Can you give us just a recap for  
9 everybody so we're on the same page with what we've  
10 done for these four last -- not last year, because  
11 last year was different, but in the past when we were  
12 at full steam?  
13 **CHAIRMAN McCUSKER:** Dan, are you handy?  
14 Do you have the exact amounts that we committed?  
15 **MR. MEYERS:** I don't.  
16 **CHAIRMAN McCUSKER:** And without Brandi,  
17 we may be at a loss.  
18 Edmund, do you have a recollection or --  
19 **MR. MARQUEZ:** I do. I actually asked  
20 Brandi this morning. It says fiscal year '20,  
21 El Tour was 150,000. Second Saturdays was 75,000.  
22 Jazz Festival, 25,000. Dusk, 35,000.  
23 **MS. COX:** Yep. That's my recollection as  
24 well.  
25 **MR. MARQUEZ:** Did we budget for the Big

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1 Five in our budget, or did we leave that?  
2 **MR. IRVIN:** No, we did not.  
3 **CHAIRMAN McCUSKER:** We've deferred  
4 anything related to marketing, art, the Big Five, so  
5 there's nothing currently in the budget for either.  
6 You just ticked off \$335,000.  
7 **MS. COX:** And how will -- what about the  
8 grant funds that are being made available?  
9 **CHAIRMAN McCUSKER:** We won't know until  
10 probably October if we get any of the governor's  
11 grant money for the events.  
12 That would be, you know, hopefully,  
13 \$500,000, but we're not going to know that probably  
14 in time to really boost any of that, you know, so  
15 that may go to their event next year.  
16 **MR. MARQUEZ:** Correction in the math,  
17 it's 285,000.  
18 **CHAIRMAN McCUSKER:** Yeah, \$285,000.  
19 **MR. IRVIN:** And I think we had talked  
20 about somewhere in the range of, you know, 250 to 300  
21 that we could probably do for -- you know, for these  
22 groups.  
23 And we were struggling with it, because,  
24 you know, the biggest of the group was the AZ Bowl,  
25 but those guys, you know, went out of the picture for

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1 a little bit. You know, I think it gives us a lot of  
2 bandwidth to, you know, go chase some of these other  
3 deals.  
4 I don't know why we couldn't -- given the  
5 current situation with Arizona Bowl out, why we  
6 couldn't figure out a way to fund all these, you  
7 know, El Tour at a buck 50, Second Saturdays at 75,  
8 Jazz at 25, and Dusk at 35. That's below the  
9 \$300,000 threshold that we talked about, and it  
10 doesn't require anybody to take a cut.  
11 **MR. MARQUEZ:** Do we know the timing?  
12 Because, obviously, I don't think we would have to  
13 cut them a check now.  
14 **CHAIRMAN McCUSKER:** Most of these -- the  
15 Dusk is November. El Tour is November. Jazz is  
16 January. So they're all imminent.  
17 Dusk is planning and hiring acts. And,  
18 you know, this would go a long way to make sure that  
19 festival happened.  
20 The Dusk festival, just to remind you,  
21 had over 20,000 patrons pre-COVID, and they're  
22 expecting a similar audience.  
23 They have moved out of Armory Park.  
24 There was some controversy about the noise levels  
25 there. And they'll be smack in the middle of

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1 downtown now at Jácome Plaza.  
2 **MR. MARQUEZ:** This doesn't activate our  
3 marketing budget that we've had in the past.  
4 **CHAIRMAN McCUSKER:** That's a separate  
5 item. We can go there next. We can go ahead and  
6 combine these, because they're both huge impacts  
7 economically.  
8 Our marketing budget pre-COVID was  
9 \$400,000. And that was divided probably amongst 30  
10 different events.  
11 We separated out the Big Five pre-COVID,  
12 because these were the big ticket items that cost the  
13 most and produce the most pedestrian traffic.  
14 **MR. IRVIN:** So, Fletcher, I'd like to  
15 make a motion that we agree to fund El Tour at a buck  
16 50, the Jazz Fest at 25, Dusk at 35, and agree to  
17 \$75,000 for Second Saturdays when they're able to  
18 make a commitment that they're going to return to the  
19 mix.  
20 So if they're going to return, you know,  
21 the first of the year, we're -- I think we're fine.  
22 But I'd love to see us go with that type of funding  
23 level.  
24 **MR. MARQUEZ:** Is that a motion?  
25 **MR. IRVIN:** That's a motion.

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1 **MR. MARQUEZ:** I'd second that.  
2 **CHAIRMAN McCUSKER:** Okay. Any questions?  
3 We have a motion to fund, basically, the  
4 prior ask and the prior commitments for all four of  
5 the Big Five.  
6 Nothing goes to Arizona Bowl this year.  
7 Everybody else would basically get the amount they  
8 got last time, not last year, but last time.  
9 Mr. Collins, call the roll.  
10 **MR. COLLINS:** Mr. Irvin?  
11 **MR. IRVIN:** Aye.  
12 **MR. COLLINS:** Mr. Hill?  
13 **MR. HILL:** Aye.  
14 **MR. COLLINS:** Mr. Marquez?  
15 **MR. MARQUEZ:** Aye.  
16 **MR. COLLINS:** Ms. Cox?  
17 **MS. COX:** Aye.  
18 **MR. COLLINS:** Mr. Sheafe?  
19 **MR. SHEAFE:** Aye.  
20 **MR. COLLINS:** Mr. McCusker?  
21 **CHAIRMAN McCUSKER:** Aye.  
22 All right. So we just spent \$285,000,  
23 and we'll make sure the participants know how to tap  
24 into that.  
25 Dan, you're tracking all that in your --

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1 **MR. MEYERS:** Yes. Absolutely.  
2 **CHAIRMAN McCUSKER:** We touched on the  
3 marketing budget, the last item. We have had it --  
4 an agreement that would be on every month's agenda.  
5 We literally have not touched it in a year and a  
6 half.  
7 Most of that was directed towards smaller  
8 events, 2,000, \$5,000 to help promote a variety of  
9 things that attract people downtown. So if we wanted  
10 to reactivate any or all of that, it's properly  
11 agendized.  
12 **MR. IRVIN:** Fletcher, if I might, so, you  
13 know, I think that is an important piece that we're  
14 doing.  
15 Do I think it's an important piece right  
16 now at 400,000? No, I don't. But I do think it's  
17 probably something that we should have a fund there  
18 that's available for that use.  
19 We do have the TCC reactivation fund as  
20 well, and I already know that that's been really  
21 impactful in bringing a number of different things  
22 downtown. So hats off to you guys for working on  
23 that.  
24 But I think as we're starting to tiptoe  
25 back in to see where finances are, you know, I'm not

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1 sure if I'm quite comfortable enough or as bullish  
2 enough as maybe some are, but I also know it's  
3 important.  
4 So I'd like to make a motion that we  
5 authorize \$100,000 toward that fund going forward.  
6 **MR. SHEAFE:** I'll second that.  
7 **CHAIRMAN McCUSKER:** Okay. We have a  
8 motion and a second now.  
9 Mr. Marquez?  
10 **MR. MARQUEZ:** I would like to ask that  
11 you'd amend that to be 200,000. So we've (inaudible)  
12 done \$400,000. We have 200,000 at the TCC. If we  
13 did 200 almost makes us whole.  
14 We've really been, as you know, trying to  
15 maximize that TCC budget and brought some really cool  
16 events, including Rotary, to our TCC. I think if we  
17 did 200, it would give us just a little more room to  
18 help activate more events downtown.  
19 **MS. COX:** I agree.  
20 **MR. IRVIN:** Okay. I'm not ready to  
21 modify it yet. I'd like to kind of see some of the  
22 stuff that comes off of that in the past. And we  
23 just took, you know, basically a million dollar  
24 budget for, you know, a bunch of stuff and just cut  
25 it in half.

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1 I'm just -- I mean, I know it's  
2 important, but we've supplemented some of that with  
3 the TCC budget.  
4 Let me ask Mr. Sheafe a question, if I  
5 can.  
6 Chris, you know, with our budget and  
7 stuff, and I know you really pay attention to all  
8 this and really see a lot of these impacts, you know,  
9 if we went, let's say, 2 -- 200, even 150, you know,  
10 how does that -- how does that impact us financially,  
11 in your mind, with some of the stuff that we're  
12 doing?  
13 **MR. SHEAFE:** Well, we can't tell right  
14 now, because with all the good news, we're still just  
15 slightly underwater, but we are moving very rapidly  
16 in the right direction.  
17 And so to respond to Edmund's comment,  
18 there's nothing to prevent us from coming back, you  
19 know, a meeting or two meetings later and saying,  
20 "Let's expand now to another hundred," and we're in a  
21 much better position.  
22 In the meantime, you've got enough money  
23 there to kind of get us through the short term and be  
24 able to respond to those requests that come in that  
25 the marketing committee feels are -- you're not going

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1 to spend it all next week anyway, so why not just do  
2 this in stages. There's no time limit on it.  
3 **MR. MARQUEZ:** To your point, I mean, we'd  
4 have until July 1st in order to invest these dollars  
5 anyway, and we could always, as a marketing group --  
6 if we had \$200,000, we don't have to spend the  
7 \$200,000, but at least --  
8 **MR. SHEAFE:** Do a hundred now, and if you  
9 start running out of money, we're going to have  
10 another meeting. Let's address it then. We'll have  
11 just another picture opening up for us. And so it  
12 doesn't, I think, hurt us to delay and --  
13 **CHAIRMAN McCUSKER:** So we have a motion  
14 and a second -- we have a motion and a second to  
15 authorize \$100,000 now for the marketing budget.  
16 Mr. Collins --  
17 **MR. HILL:** Well, just as a point of  
18 order, we have an amendment on the floor that was  
19 seconded and offered by Edmund Marquez that we would  
20 have to dispose of or withdraw --  
21 **CHAIRMAN McCUSKER:** I think he made a  
22 friendly suggestion. I don't know that it --  
23 **MR. HILL:** Sounded like a motion to me.  
24 **MR. IRVIN:** He offered a friendly  
25 amendment, and it wasn't accepted.

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1 **CHAIRMAN McCUSKER:** I think that's what  
2 a --  
3 **MR. HILL:** I don't know what a -- I don't  
4 know what a friendly amendment is. Friendly or not,  
5 it still has to be disposed of under Robert's Rule  
6 of Order and --  
7 **CHAIRMAN McCUSKER:** Okay. So,  
8 Mr. Marquez, did we get a second for --  
9 Jannie, did you second his --  
10 **MS. COX:** (Inaudible)  
11 **CHAIRMAN McCUSKER:** -- amended motion?  
12 All right. So we have a motion on the  
13 table by Mr. Marquez to amend Mr. Irvin's motion to  
14 go to \$200,000.  
15 Let's dispose of that. It would take  
16 four affirmative votes.  
17 Mr. Collins.  
18 **MR. COLLINS:** Mr. Irvin?  
19 **MR. IRVIN:** No.  
20 **MR. COLLINS:** Ms. Cox?  
21 **MS. COX:** Yes.  
22 **MR. COLLINS:** Mr. Hill?  
23 **MR. HILL:** No.  
24 **MR. COLLINS:** Mr. Marquez?  
25 **MR. MARQUEZ:** Aye.

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1 **MR. COLLINS:** Mr. Sheafe?  
2 **MR. SHEAFE:** No.  
3 **MR. COLLINS:** Chairman McCusker?  
4 **CHAIRMAN McCUSKER:** My vote doesn't  
5 matter. It would be 3-3 either way, so the motion is  
6 going to fail. I vote no.  
7 So that would take us back to the  
8 original motion, \$100,000, with a commitment from the  
9 authors to revisit that, if needed.  
10 Mr. Collins, call that roll.  
11 **MR. COLLINS:** Mr. Marquez?  
12 **MR. MARQUEZ:** Aye.  
13 **MR. COLLINS:** Mr. Hill?  
14 **MR. HILL:** Aye.  
15 **MR. COLLINS:** Ms. Cox?  
16 **MS. COX:** Aye.  
17 **MR. COLLINS:** Mr. Irvin?  
18 **MR. IRVIN:** Aye.  
19 **MR. COLLINS:** Mr. Sheafe?  
20 **MR. SHEAFE:** Aye.  
21 **MR. COLLINS:** Chairman McCusker?  
22 **CHAIRMAN McCUSKER:** I vote aye.  
23 That motion passes unanimously. So Dan  
24 will load that into the marketing budget. And,  
25 indeed, if we need something additional, we'll come

1 back. This is a standing item. Keep it a standing  
2 item. We'll discuss it every meeting.  
3 I have no other business. Would  
4 entertain a motion to adjourn.  
5 **MR. IRVIN:** So moved.  
6 **MS. COX:** Second.  
7 **CHAIRMAN McCUSKER:** All in favor say aye.  
8 **BOARD MEMBERS:** Aye.  
9 **CHAIRMAN McCUSKER:** Thank you, everyone.  
10 Nice job. See you all in October.  
11 (The proceedings concluded at 2:50 p.m.)  
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1 C E R T I F I C A T E  
2  
3 STATE OF ARIZONA )  
4 COUNTY OF PIMA ) : ss.  
5  
6  
7 BE IT KNOWN that I, Bonnie Gray, CR #50669,  
8 took the foregoing proceedings pursuant to Notice;  
9 that I was then and there a Certified Reporter in and  
10 for the State of Arizona; and that the transcript is  
11 a full, true, and accurate record of the proceedings.  
12 I DO FURTHER CERTIFY the ethical obligations  
13 set forth in ACJA 7-206 (J)(1)(g)(1) and (2) are in  
14 compliance; that I am not a relative or attorney of  
15 any party, or financially or otherwise interested  
16 in the action.  
17 WITNESS MY HAND this 4th day of October  
18 2021.  
19  
20  
21 BONNIE GRAY, RPR KATHY FINK & ASSOCIATES  
22 Certified Reporter #50669 No. R1003  
23  
24  
25



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