

**In The Matter Of:**

*Rio Nuevo  
Board Meeting*

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*11/16/21  
November 16, 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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7 BOARD MEETING

8 Conducted via Zoom Videoconferencing

9 Tucson, Arizona

10 November 16, 2021

11 1:00 p.m.

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17 REPORTED BY:

18 John Fahrenwald, RPR

19 Certified Reporter No. 50901

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21

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1 BOARD MEMBERS PRESENT:

2 Fletcher McCusker, Chair

3 Chris Sheafe, Treasurer

4 Mark Irvin, Vice-Chair, Secretary

5 Edmund Marquez

6 Jannie Cox

7

8 ALSO PRESENT:

9 Mark Collins, Board Counsel

10 Brandi Haga-Blackman, Operations Administrator

11 Dan Meyers, Chief Financial Officer

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14 BE IT REMEMBERED that the meeting of the Board of

15 Directors of the Rio Nuevo Multipurpose Facilities District

16 was held virtually via ZOOM, in the City of Tucson, State of

17 Arizona, before JOHN FAHRENWALD, RPR, Certified Reporter No.

18 50901, on the 16th day of November, 2021, commencing at the

19 hour of 1:06 p.m.

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1 PROCEEDINGS

2 (1:06 p.m.)

3 CHAIRMAN McCUSKER: Good afternoon, everyone.

4 Welcome to the November Rio Nuevo meeting.

5 Looks like there are a few people in the

6 attendee side, three. I guess we launch with the pledge,

7 yeah?

8 MR. COLLINS: Call the meeting to order.

9 CHAIRMAN McCUSKER: That's a good idea.

10 We'll call the meeting to order. Thank you.

11 And, Brandi, do you have a flag?

12 MR. SHEAFE: We've got it.

13 CHAIRMAN McCUSKER: Edmund, do you want to

14 give it a shot?

15 MR. MARQUEZ: I'd love to.

16 (Pledge.)

17 CHAIRMAN McCUSKER: I wonder if that was ever

18 set to music.

19 Brandi, please call the roll.

20 MS. HAGA-BLACKMAN: Jannie Cox.

21 MS. COX: Here.

22 MS. HAGA-BLACKMAN: Edmund Marquez.

23 MR. MARQUEZ: Here.

24 MS. HAGA-BLACKMAN: Chris Sheafe.

25 CHRIS SHEAFE: Here.

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1 MS. HAGA-BLACKMAN: Mark Irvin.

2 MR. IRVIN: Here.

3 MS. HAGA-BLACKMAN: Fletcher McCusker.

4 CHAIRMAN MCCUSKER: Here.

5 You have the transcribed meeting in front of

6 you, the October 26th transcription. I would need a motion

7 to approve.

8 MS. COX: So moved.

9 MR. MARQUEZ: Second.

10 CHAIRMAN McCUSKER: All in favor say "aye."

11 (Ayes.)

12 This is the time we have set aside for

13 Executive Session. I would need a motion to recess to Exec.

14 MS. COX: So moved.

15 MR. MARQUEZ: Second.

16 CHAIRMAN MCCUSKER: All in favor say "aye."

17 (Ayes.)

18 If you're a Rio Nuevo attendee, we always do

19 that first. And we will be back in 47 minutes, give or

20 take.

21 (Recess from 1:08 p.m. to 1:57 p.m.)

22 CHAIRMAN McCUSKER: Motion to call the

23 meeting back to order.

24 MR. SHEAFE: So moved.

25 MR. MARQUEZ: Second.

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1           **CHAIRMAN McCUSKER:** All in favor, say "aye."  
2           (Ayes.)  
3           Thank you, everyone. Thanks for hanging in  
4 there. I think I was almost dead-on at 47 minutes.  
5           So we should have a pretty short meeting  
6 today. We are going to talk about a couple of the projects  
7 that are developing along Broadway. We're going to give you  
8 an update on the marketing activity we approved at the last  
9 meeting, and get an update from Dan, briefly, on our  
10 financial status.  
11          I would encourage you to get out and about  
12 downtown. If you haven't seen the TCC complex, Mr. Irvin  
13 and I did a tour of about a hundred people there last week.  
14 And I think, to a person, they were astonished at the  
15 changes that are being made, particularly the plaza and the  
16 water features. You can see the new meeting rooms -- the  
17 old meeting rooms that have been remodeled.  
18          The new meeting rooms should be done by Gem  
19 Show, they tell us. The garage behind the Music Hall is the  
20 last piece; that will be some time later next spring. But  
21 it's something we're really proud of and I think people  
22 seeing it for the first time are equally impressed.  
23          Please visit our downtown restaurants. A lot  
24 of people are putting a lot of energy, time, money, and risk  
25 into downtown post-COVID. So I visited all of them that are

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1 open and some more are coming. And I think you'd be  
2 surprised at the quality and fun coming back to downtown  
3 Tucson.  
4          You'll see some more activity from us in the  
5 multifamily space and the restaurant space and the hotel  
6 space. Not only downtown, but the far West Side and  
7 certainly along Broadway. So Rio Nuevo is alive and well.  
8          Dan, that's a good segue to you. So  
9 hopefully you don't contradict me.  
10         **MR. MEYERS:** No, never. This is Dan Meyers.  
11 I'm the CFO of Rio Nuevo. You see the cash balance sheet on  
12 the screen there.  
13         So we've currently got at the end of  
14 October \$7.2 million in the bank. Some of that is set aside  
15 for our mortgage payment and reimbursement due for the TCC,  
16 leaving about net of about \$5.8 million in cash on hand.  
17         Our August TIF revenue was disappointing,  
18 \$770,000 approximately. I think that's more because of the  
19 fact that our baseline for August is one of the highest ones  
20 because, again, it goes back to 1999.  
21         I'm sort of expecting somewhere between  
22 \$800,000 and \$900,000 for September. We'll probably get  
23 that money I would guess just before Thanksgiving. So we'll  
24 see where that comes in at.  
25         But it looks to me like the collections have

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1 pretty much stabilized. But now with school in session and  
2 starting September -- and our winter visitors starting to  
3 trickle back in, the chips are going back up.  
4         There seems to be more activity. I just  
5 haven't seen it translate into dollars to any significant  
6 level yet.  
7         Down below you will see our ever-growing list  
8 of projects we've got. Total commitments on that list is  
9 \$12.2 million. We've already paid about 4 towards those  
10 commitments leaving about 8.3. The biggest of those is 75  
11 East Broadway, which is a \$3 million project that's still  
12 being deferred. So it's not going to impact at any time our  
13 immediate cash flow.  
14         So from what we got in the bank today versus  
15 our commitment -- what appeared to be the next year, about  
16 4.8 million at least. It's just a little over a million  
17 dollars spread at this point in time.  
18         I know there's some things in place that  
19 should bump up those numbers a little bit in the cash  
20 amount. And then again I think we should expect to see a  
21 slow rising trend in TIF revenue.  
22         **CHAIRMAN McCUSKER:** Remind us, again, Dan  
23 what we budgeted for TIF income.  
24         **MR. MEYERS:** My budget is about \$900,000 a  
25 month for the next year at least for my in-house

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1 projections. I think in some other ones we try to get them  
2 to raise a little bit more, but I'm pretty conservative on  
3 my revenues. I see these things start to kick back up.  
4         **CHAIRMAN McCUSKER:** And I don't think this  
5 includes the \$1.3 million we're getting back from City Park.  
6         **MR. MEYERS:** It does not. That was the one I  
7 was referring to.  
8         **CHAIRMAN McCUSKER:** And, Mr. Collins, any  
9 status on that? Has it closed?  
10         **MR. COLLINS:** It hasn't closed yet,  
11 Mr. Chairman. I expect that within the next four weeks.  
12         **CHAIRMAN McCUSKER:** Okay. Any questions for  
13 Dan?  
14         **MR. IRVIN:** Hey, Dan, remind me what our  
15 collections were last month. 8 what?  
16         **MR. MEYERS:** 770,000.  
17         **MR. IRVIN:** Thank you.  
18         **CHAIRMAN McCUSKER:** And the month before?  
19         **MR. IRVIN:** Yeah, the month before. I'm  
20 sorry.  
21         **MR. MEYERS:** The month before it was  
22 \$1.8 million. I think we had a huge amendment in there.  
23 And that was the one we'd been waiting for and I'd been  
24 promising we would get. I think Brandi's got a couple more  
25 she's chasing down. Nothing to that extent. But last month

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1 was the lowest in a while. But that's because the baseline  
2 was so much higher than what is has been for other months.  
3 **MR. MARQUEZ:** Hey, Dan, it's Edmund. Do we  
4 have a specific effort to go after construction sales tax  
5 from companies that are outside the District but doing  
6 construction inside the District?  
7 **MR. MEYERS:** Yes. I know Brandi keeps a  
8 pretty good eye on that. She's found several over the  
9 years.  
10 **MR. MARQUEZ:** Good job, Brandi.  
11 **CHAIRMAN McCUSKER:** Any other questions for  
12 Dan?  
13 Thank you.  
14 Our annual report and audit are done. They  
15 were approved at last meeting. It's posted on our website.  
16 And if you haven't had the opportunity to view that, it's  
17 available to the public. We have distributed that to  
18 everyone at the legislature. So it's a public document  
19 available now on our website.  
20 First item on today's agenda is the Jonathan  
21 Paton contract. Jonathan's been our legislative liaison.  
22 This will be going into his fourth year.  
23 He's been significantly important to us. He  
24 now lives in the Phoenix area. So we have someone there  
25 constantly watching vigil over things that could affect Rio

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1 Nuevo. That contract has to be renewed annually. The last  
2 year our compensation to him was \$71,500.  
3 **MR. SHEAFE:** Mr. Chairman, I move that we  
4 renew the contract at the rate of 73,000 for the coming year  
5 in acknowledgment of an extremely effective representation  
6 that we've enjoyed with Jonathan.  
7 **MS. COX:** Second.  
8 **CHAIRMAN McCUSKER:** We have a motion and a  
9 second to increase Jonathan's compensation to 73 and renew  
10 him for the calendar year.  
11 Any questions/conversations? Let's do a  
12 voice vote.  
13 All in favor say "aye."  
14 (Ayes.)  
15 Any opposed. Okay.  
16 Thank you for that.  
17 Next item is the Volvo Site project. We been  
18 waiting on the economic evaluation for this. For people on  
19 the call, any time we engage with a private developer and  
20 are offering government incentives, particularly the GPLET,  
21 we are required by law to have a third party evaluate that.  
22 And basically we have to demonstrate that the taxpayer  
23 benefit is greater than the benefit to the developer.  
24 So we are waiting on the Volvo project. We  
25 now have that evaluation done. And, in fact, Mr. Collins,

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1 if you want to maybe read into the record the summary  
2 impact, it's really quite significant to the taxpayers.  
3 **MR. COLLINS:** Yeah, I think the easiest one  
4 is that the forgone property tax that the investor saves is  
5 \$8,446,635; whereas the benefit, the direct benefit to the  
6 public is \$35,735,806. So --  
7 **CHAIRMAN McCUSKER:** -- four times.  
8 **MR. COLLINS:** Four times, yeah.  
9 **CHAIRMAN McCUSKER:** So what we would need to  
10 do today, we have discussed our cash contribution to the  
11 project at \$400,000. That's been previously approved.  
12 We've not approved as a board the GPLET because we're  
13 waiting on this approval. So I would need a motion to allow  
14 Mr. Collins to finalize the GPLET lease.  
15 **MR. SHEAFE:** Mr. Chairman, I move that we  
16 authorize counsel to prepare the documentation in accordance  
17 with our discussions in e-session; and we authorize the  
18 executive officers to approve the final draft once all the  
19 details have been worked out by counsel.  
20 **MR. MARQUEZ:** Second.  
21 **CHAIRMAN McCUSKER:** That means we shouldn't  
22 have to revisit this again and would authorize Mr. Collins  
23 to finalize the lease, authorize us to execute the lease.  
24 Any questions?  
25 Brandi, will you call the roll.

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1 **MS. HAGA-BLACKMAN:** Edmund Marquez.  
2 **MR. MARQUEZ:** Aye.  
3 **MS. HAGA-BLACKMAN:** Jannie Cox.  
4 **MS. COX:** Aye.  
5 **MS. HAGA-BLACKMAN:** Chris Sheafe.  
6 **MR. SHEAFE:** Aye.  
7 **MS. HAGA-BLACKMAN:** Mark Irvin.  
8 **MR. IRVIN:** Aye.  
9 **MS. HAGA-BLACKMAN:** Fletcher McCusker.  
10 **CHAIRMAN MCCUSKER:** I vote aye.  
11 (The Board voted and motion carries 5-0.)  
12 So that's unanimous. Our thanks to Sloan for  
13 the unbelievable two years of pivoting. And we're really  
14 looking forward to his expansion on that Gateway Corner.  
15 Next item is the Bungalow Block. This is the  
16 block we've awarded -- we're waiting on some title  
17 transfers. We do have an appraisal now on that property.  
18 That's a little challenging because it's appraised at an  
19 amount much greater than we thought. So I think we're  
20 looking for some flexibility with the developer to make sure  
21 we can close on this project.  
22 **MR. MARQUEZ:** Mr. Chairman, we are seeing  
23 some appraisal values that I think are fantastic. It kind  
24 of shows what's happening in the Broadway area. But they  
25 are also a bit higher than we expected. Currently right now

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1 when we negotiate some of our deals, we do a site-specific  
2 rebate of sales tax.  
3 I'd love to suggest that we consider doing a  
4 site-specific credit towards the appraised value at 50 cents  
5 on the dollar for what the developer is putting into the  
6 property as they prepare it for market in the Broadway  
7 Corridor.  
8 **CHAIRMAN McCUSKER:** That wasn't a motion. So  
9 that's open for us to discuss. Unless, you want to make it  
10 a motion.  
11 **MS. COX:** I have a question. Are we -- and  
12 it's okay with me if we are, but it seems like we're setting  
13 a precedent so that the next developer we deal with on the  
14 next block, and then the next, we're going to offer the same  
15 thing. And I assume we're all comfortable with that. I am.  
16 **CHAIRMAN McCUSKER:** It's rare that we deal  
17 with existing structures. If you look at most of the GPLET  
18 work we've done it's on vacant land. So it's pretty easy to  
19 appraise and pretty good economics for the developer.  
20 This is the first time we've had properties.  
21 And even though they are dysfunctional, they apparently have  
22 a value greater than I think anybody of us anticipated.  
23 We're obliged to achieve that purchase price.  
24 There's nothing to prevent us from allowing the developers  
25 some offset to that; is that correct, Mr. Collins?

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1 **MR. COLLINS:** That's correct, Mr. Chairman.  
2 **CHAIRMAN McCUSKER:** And it may -- to Jannie's  
3 point, it may or may not set a precedent for other projects,  
4 but that's still our prerogative.  
5 **MR. COLLINS:** It is your prerogative.  
6 **MR. MARQUEZ:** In regards to setting a  
7 precedent, that's a great question, Jannie.  
8 And this is open to discussion. So instead  
9 of 50 cents on the dollar credited towards the appraised  
10 value, why don't we keep it easy and say they can earn a  
11 credit up to, in this case, this specific case, up to  
12 50 percent of appraised value. So they're still paying  
13 something for the property. But they're able to buy down  
14 basically that appraised value up front.  
15 Because our bottom line is that they invest  
16 in the property and they build the best possible sales tax  
17 generator within our Sunshine Mile.  
18 **MS. COX:** Exactly. I think that's fine with  
19 me.  
20 **MR. MARQUEZ:** Okay. So I'll make a motion,  
21 in this case here, in regards to the Bungalow Block, I move  
22 that we allow up to 50 percent credit towards the appraised  
23 value based on the amount of tenant improvement that they do  
24 on the property.  
25 **MS. COX:** Second.

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1 **CHAIRMAN McCUSKER:** Everybody understand that  
2 motion?  
3 So the developer would present their actual  
4 renovation costs to us and could receive a credit up to half  
5 of the appraised value.  
6 Any other questions, comments? If not,  
7 Brandi go ahead and call the roll.  
8 **MS. HAGA-BLACKMAN:** Edmund Marquez.  
9 **MR. MARQUEZ:** Aye.  
10 **MS. HAGA-BLACKMAN:** Jannie Cox.  
11 **MS. COX:** Aye.  
12 **MS. HAGA-BLACKMAN:** Chris Sheafe.  
13 **MR. SHEAFE:** Aye.  
14 **MS. HAGA-BLACKMAN:** Mark Irvin.  
15 **MR. IRVIN:** Aye.  
16 **MS. HAGA-BLACKMAN:** Fletcher McCusker. I  
17 vote aye.  
18 (The Board voted and the motion carries 5-0.)  
19 That should solve that. We'll reach out to  
20 the developers post-haste.  
21 The last item, Brandi, if you want to share  
22 your screen -- to refresh everybody's memory, we've  
23 suspended our entire marketing budget for -- going on 20  
24 months.  
25 The last meeting, we authorized a hundred

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1 thousand dollars to go toward events that create downtown  
2 pedestrian traffic. Historically, we've spent \$400,000 a  
3 year. So we're going to talk about where that hundred went  
4 and, what the ROI on that is, and then we have requests well  
5 above that amount that we want to discuss with the Board.  
6 So, Brandi, if you want to just walk through  
7 the -- this is the hundred that we authorized -- was that  
8 the last meeting or two meetings ago?  
9 **MS. COX:** It was two meetings ago.  
10 **CHAIRMAN MCCUSKER:** Two meetings ago. And  
11 this is the summary of where that money's been allocated.  
12 **MS. HAGA-BLACKMAN:** So it's pretty  
13 straightforward. Here are the events that we sponsored.  
14 This is their approximate attendance. If it hasn't yet  
15 happened, this is preCOVID numbers. This is our sponsorship  
16 for this year. And we're basing this economic impact on \$30  
17 a person, which is pulled from the International Festivals  
18 and Events Association economic numbers that they use.  
19 **CHAIRMAN McCUSKER:** The Mariachi Conference  
20 is a huge win, right? That's gone away for years to the  
21 casino, and that's coming back.  
22 **MR. MARQUEZ:** This originated downtown  
23 decades ago. It was an economic juggernaut with the  
24 festival that was multiple days within the TCC arena. And  
25 then they had Garibaldi, which was a massive party in Armory

1 Park.

2 Unfortunately, when the economy turned, they  
3 had to move it out to the casino. Many, many folks in the  
4 community, especially the Latino community, would love to  
5 move this thing back downtown. Not only Rio Nuevo's effort,  
6 but also the Mayor's Office is interested in this as well as  
7 bringing it back downtown where it started.

8 I think showing the attendance at 5,000 is  
9 going to be light based on what they'll be doing with  
10 Garibaldi.

11 Economic impact, I would even guess more so.  
12 But if you look at kind of Column G as you look at overall  
13 investment here, I don't see this as an expense, I see it as  
14 an investment.

15 If you look at the bottom line, you have a  
16 10,498-percent return on our dollars. Even if you chop that  
17 number in half, down to 5,000 percent, it's a great  
18 investment for our community. And the fact that we're  
19 bringing in, based on this, 350,000 people downtown, it's  
20 been a great investment by Rio Nuevo.

21 **CHAIRMAN McCUSKER:** Brandi, let's go on to  
22 the events that we couldn't fund, and then we'll open it up  
23 for the Board to ask questions.

24 So we spent the hundred, obviously. And then  
25 these are other items that -- and some of that is

1 **MR. MARQUEZ:** That's a great catch by you,  
2 Jannie. I was excited when you were telling about it. It  
3 literally is 3,000 people at one time. It's a community  
4 event as they all bring their spare bike parts and bikes.  
5 And they literally do a swap there on the spot. And talk  
6 about people having fun being downtown and drinking beer,  
7 eating in our restaurants, that's a home run, especially for  
8 \$2,500.

9 **MS. HAGA-BLACKMAN:** It is proven --  
10 statistically it is proven that cyclists do spend more money  
11 than drivers.

12 **MR. MARQUEZ:** Yeah.

13 **MS. COX:** Really?

14 **MR. IRVIN:** Jannie, do you know -- and I'll  
15 tell you something that would be really helpful with these,  
16 where are these events being held downtown? First of all, I  
17 love seeing this sort of data point information. What would  
18 be really helpful is to know where downtown they're doing  
19 these events. And I was familiar with all of them except  
20 for -- can you go back to the page before that, Brandi, if  
21 you would, please?

22 So who is LaCo? Who is that?

23 **MS. COX:** That's La Cocina.

24 **CHAIRMAN McCUSKER:** It's their new name for  
25 La Cocina. Their now hipster name is LaCo; that's to enable

1 historically items that we funded.

2 **MS. HAGA-BLACKMAN:** So these are the events  
3 remaining for the rest of the year that we have funded in  
4 the past, one preCOVID, one to two years before COVID.

5 **MS. COX:** Well, there is one on here that's  
6 new, the GABA swap meet. The GABA swap meet has been going  
7 on for, oh, I don't know how long, decades.

8 **MR. MARQUEZ:** 25 years.

9 **MS. COX:** Okay. No, it's got to be more than  
10 that.

11 **MR. MARQUEZ:** I heard that number this  
12 morning. I could be wrong.

13 **MS. COX:** Really? Anyhow, they bring 3,000  
14 people. It's been on Fourth Avenue since Day One. And FAMA  
15 used to support them and really help them put it on. But  
16 they're really frustrated because FAMA does nothing for them  
17 anymore.

18 I heard they were looking for another site.  
19 So I went to talk to the guy who runs it and I said why  
20 don't you bring it downtown and maybe we can help you. And  
21 he was thrilled. They've identified the space in Armory  
22 Park as being the ideal place for the swap meet. And  
23 they're really committed to bringing it there. And I think  
24 it will be better than and it will sure be good for us to  
25 bring those 3,000 people to our restaurants.

1 some outdoor dining at that site, temporary removable  
2 easement.

3 So just going through these mariachis,  
4 obviously, TCC, Meet Me at Maynards initiates at Maynards  
5 and covers a number of downtown destinations.

6 **CHAIRMAN McCUSKER:** Brandi, where is Queer  
7 for Good held?

8 **MS. HAGA-BLACKMAN:** That was over at the  
9 Annex. And I do have a table showing the exact locations  
10 for all events downtown in specific areas.

11 **CHAIRMAN McCUSKER:** Let's add that to the  
12 spreadsheet next time we run it. Roadrunners, obviously,  
13 Artisan's Market, that's at the Tucson Museum of Art,  
14 St. Patrick's Day Parade wanders around downtown. The  
15 ballet, obviously TCC, Cine Mexico, is that at the Fox?

16 **MS. HAGA-BLACKMAN:** Mm-hmm.

17 **MS. COX:** Yes.

18 **CHAIRMAN MCCUSKER:** Tucson Meet Yourself, of  
19 course mostly City Hall Plaza and Jacome Plaza, Opera,  
20 Symphony, Military Ball, is at TCC. Strong Towns talk.  
21 Brandi, what's that?

22 **MS. HAGA-BLACKMAN:** That's at the Annex  
23 taking place tonight and tomorrow.

24 **CHAIRMAN McCUSKER:** Also the procession just  
25 finished, ended up by the west side, the Mercado. Cyclovía

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1 this year, I believe there's a number of different events.  
 2 I believe this is the one that's downtown. Right?  
 3 **MS. COX:** Yeah. They only had one downtown.  
 4 So we didn't give them much. We only funded the portion  
 5 that's downtown.  
 6 **MR. MARQUEZ:** Exactly. Yeah, they had asked  
 7 for a much larger amount but we just specifically chose the  
 8 downtown piece.  
 9 **MR. IRVIN:** Let me ask a question on this:  
 10 Attendance, is that their projected numbers? Is that what  
 11 it was last year? What that number?  
 12 **MS. HAGA-BLACKMAN:** If the event has happened  
 13 this fiscal year since July, these are their numbers. If it  
 14 hasn't happened yet, then this is based on the preCOVID  
 15 attendance.  
 16 **MR. IRVIN:** Do we get an update from All  
 17 Souls? Because I was at All Souls and I would be surprised  
 18 if that was that well attended. Although I know it normally  
 19 is. Probably just a blip in their deal.  
 20 **MS. HAGA-BLACKMAN:** I haven't yet, no. I'll  
 21 be over there tonight and I'll see Nadia.  
 22 **MR. IRVIN:** The other thing is the LaCoTRE.  
 23 Seems to me we had a separate program that related  
 24 specifically to outdoor dining and easements. I think this  
 25 one is in the wrong place. I'm not saying it's not worthy.

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1 I'm not saying it's something we shouldn't consider, but  
 2 it's sure not a sponsorship.  
 3 **CHAIRMAN McCUSKER:** We tapped out those  
 4 funds. So this was a way to expedite getting their outdoor  
 5 dining approved. We can take it off of this, but then we'd  
 6 have to approve increasing the amount of money for the --  
 7 **MS. COX:** -- outdoor dining.  
 8 **MR. MARQUEZ:** And they are giving us some  
 9 signage, which is part of marketing.  
 10 **MR. IRVIN:** I don't like where it's buried.  
 11 I think that's my issue. I don't have a problem with it.  
 12 If we're going to do a sponsorship, let's call them  
 13 sponsorships.  
 14 **CHAIRMAN McCUSKER:** Brandi, go to the  
 15 requested events.  
 16 **MS. COX:** We just needed -- we needed to get  
 17 this done because it's too important. And we thought there  
 18 was money in the outdoor dining. And as it turned out,  
 19 there was some that we thought weren't going to happen. So  
 20 we were going to spend it at LaCo, but they happened after  
 21 all. So we did this to get it done, but you're right.  
 22 **MR. IRVIN:** It just shouldn't be buried in  
 23 there.  
 24 **CHAIRMAN McCUSKER:** Agave, HOCO Fest, these  
 25 are Hotel Congress events, Cultivate Tucson Market.

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1 Brandi, where is that one at?  
 2 **MS. HAGA-BLACKMAN:** Cultivate Tucson moves  
 3 around different locations in downtown.  
 4 **CHAIRMAN McCUSKER:** Parade of Lights has been  
 5 canceled for this year so you can scratch that one. The  
 6 Beer Crawl is the variety of downtown beer events. The Hip  
 7 Hop Festival, what's that?  
 8 **MS. HAGA-BLACKMAN:** That's usually on --  
 9 **MR. MARQUEZ:** -- yeah, TCC.  
 10 **MS. HAGA-BLACKMAN:** Oh, it's the TCC?  
 11 **CHAIRMAN McCUSKER:** So if you drop Parade of  
 12 Lights that would be roughly 70,000 of additional  
 13 sponsorships. We got a lot of mileage with Hotel Congress  
 14 partners not only just in attendance, but these are people  
 15 spending money. So they've been really very well received,  
 16 very popular. And we get a lot of mention, right, Jannie,  
 17 from them --  
 18 **MS. COX:** Well, we do.  
 19 **CHAIRMAN McCUSKER:** -- from Agave and  
 20 HocoFest.  
 21 **MS. COX:** They send out regular press  
 22 releases and sing our praises. So we're pretty pleased with  
 23 what they've done.  
 24 **CHAIRMAN McCUSKER:** We should talk about  
 25 Sugar Skulls. We gave them a lot of money last year.

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1 **MR. IRVIN:** What was their number for both  
 2 the Sugar Skulls and the Roadrunners? What are those two  
 3 separate? I can't see the other sheet.  
 4 **MS. HAGA-BLACKMAN:** What are you looking for,  
 5 attendance, or...?  
 6 **MR. IRVIN:** No. I wanted to know what we did  
 7 for last year for --  
 8 **CHAIRMAN McCUSKER:** Roadrunners was a dasher.  
 9 That's a dash earmark. And then the -- what did we do,  
 10 Brandi, for the Sugar Skulls?  
 11 **MS. HAGA-BLACKMAN:** Our sponsorship is at 25  
 12 for the Sugar Skulls.  
 13 **CHAIRMAN MCCUSKER:** Is it advertising, or do  
 14 we...?  
 15 **MS. HAGA-BLACKMAN:** Yeah. Both of them, I  
 16 think we get a like a three-minute video during the event,  
 17 during halftime. There's all kinds of different  
 18 dasherboards that we get for each of them. We get our logo  
 19 on the field for the Sugar Skulls.  
 20 **MR. MARQUEZ:** On the ball.  
 21 **CHAIRMAN MCCUSKER:** Oh, yeah, right on the  
 22 ball.  
 23 **MR. MARQUEZ:** Yeah, literally.  
 24 **MR. IRVIN:** So go back if you would, please,  
 25 to the one with the Roadrunners. So the Roadrunners we did

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1 ten. But as I'm understanding that was really ten that was  
2 tried really to our construction project. Right?  
3 **CHAIRMAN McCUSKER:** No, this is dasher. This  
4 is straight up dasher advertising on the glass. And it runs  
5 10 grand per column dasher. So it's a billboard basically.  
6 **MR. IRVIN:** Speaking only for myself, the  
7 only ones that I really have an issue with is the one that  
8 is really an outdoor construction. It should go into a  
9 different line item in the future, not that we wouldn't want  
10 to go ahead and get it done this time.  
11 I just would say in the future it would be  
12 different not to blend those things. If it is an  
13 honest-to-God true sponsorship then I think it makes a lot  
14 of sense, especially if it's something that's coming  
15 downtown.  
16 But I would say this is exactly the kind of  
17 data information -- I think it's just really helpful for a  
18 lot of us, you know, I think the sponsorship committee has  
19 done a great job in just figuring all this stuff out.  
20 But I'll tell you it is embarrassing when we  
21 hear there's an event we don't know really know that we were  
22 a sponsor of it. So I'd like - I like this process and I  
23 hope it's something that we continue. And with that vein,  
24 and mine, I'd make a motion we approve subject to, in the  
25 future, pulling out these temporary restraining -- excuse

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1 me --  
2 **CHAIRMAN McCUSKER:** So this is money spent.  
3 I mean, you can ratify this or not, although it's probably  
4 not necessary. You go to the requested events. These would  
5 be new money. And you're probably going to get additional  
6 ones that we haven't thought about. So if we're going to  
7 dribble money at this, it wouldn't be inappropriate to ask  
8 for another hundred thousand.  
9 **MS. COX:** I'd like to make a motion that we  
10 approve an additional \$100,000 to complete this fiscal year  
11 for sponsorships.  
12 **MR. IRVIN:** May I make the assumption,  
13 Jannie, that we'll get information back like we're seeing  
14 right now?  
15 **MS. COX:** Absolutely.  
16 **MR. IRVIN:** I don't want to micromanagement.  
17 I think you guys are doing a good job. I just want to be  
18 informed of what we're doing.  
19 **MS. COX:** You should be. And also, for the  
20 reasons you just mentioned, that we ought to know -- and I  
21 hope everyone will take a look at these as they happen. We  
22 will report back to you. But it is important that we know  
23 what we're sponsoring. And you will have a complete report.  
24 **MR. IRVIN:** I also think it's just important  
25 to say to these groups that are asking for money not to come

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1 to the 11th hour and ask for that money. I think we can't  
2 allow their lack of planning to become our new emergency.  
3 **MS. COX:** Correct.  
4 **CHAIRMAN McCUSKER:** Remember, we didn't have  
5 any money until two months ago.  
6 **MR. IRVIN:** I'm not sure we still do, but...  
7 **CHAIRMAN McCUSKER:** Well, I'm going to spend  
8 the million-three we're getting back from the City Park.  
9 **MS. COX:** I made a motion.  
10 **CHAIRMAN MCCUSKER:** I don't think I heard a  
11 second.  
12 **MR. IRVIN:** I said I second with the  
13 understanding that we would continue to get information like  
14 this in the future.  
15 **MR. MARQUEZ:** Understanding or amendment?  
16 **MR. IRVIN:** Just an understanding. I don't  
17 want to burden this thing. I just would like to have the  
18 ability to know what we're doing. I'm comfortable what you  
19 guys are doing and how you're allocating and I just don't  
20 want to find out we're doing stuff from other people. So  
21 with that caveat, I will second it.  
22 **MS. COX:** Okay. Good deal, thank you.  
23 **CHAIRMAN McCUSKER:** I have a motion and  
24 second to authorize another hundred to go toward the list  
25 that's been presented. There's 20,000 there that's --

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1 **MR. SHEAFE:** Point of clarification. We had  
2 a hundred from last year. This will be a hundred from this  
3 year.  
4 **CHAIRMAN McCUSKER:** No, you had a hundred two  
5 months ago. It's all going toward future projects as of  
6 September.  
7 **MS. COX:** This is all for fiscal year  
8 '21-'22.  
9 **MR. SHEAFE:** Are you saying 200 for fiscal  
10 year 2122?  
11 **MS. COX:** Correct. We've already spent one  
12 hundred and we would like to have the opportunity to spend  
13 another hundred.  
14 **MR. MARQUEZ:** Invest, not spend.  
15 **CHAIRMAN McCUSKER:** Any other questions --  
16 Comments?  
17 Brandy, call the roll.  
18 **MS. HAGA-BLACKMAN:** Edmund Marquez.  
19 **MR. MARQUEZ:** Aye.  
20 **MS. HAGA-BLACKMAN:** Jannie Cox.  
21 **MS. COX:** Aye.  
22 **MS. HAGA-BLACKMAN:** Chris Sheafe.  
23 **MR. SHEAFE:** Aye.  
24 **MS. HAGA-BLACKMAN:** Mark Irvin.  
25 **MR. IRVIN:** Aye.





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