

In The Matter Of:

*Rio Nuevo
Board Meeting*

*4/26/2022
April 26, 2022*

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

1 RIO NUEVO MULTIPURPOSE FACILITIES DISTRICT

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10 BOARD MEETING VIA ZOOM

11 Tucson, Arizona

12 April 26, 2022

13 1:03 p.m.

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21 REPORTED BY:

22 Thomas A. Woppert, RPR

23 AZ CCR No. 50476

24 KATHY FINK & ASSOCIATES

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1 **CHAIRMAN McCUSKER:** We're going to call this

2 meeting to order.

3 And, Brandi, if you have our virtual flag

4 handy, we'll do the virtual pledge of allegiance.

5 There you go .

6 (Pledge of Allegiance).

7 **CHAIRMAN McCUSKER:** Brandi, will you call the

8 roll? Mr. Hill is excused.

9 **MS. HAGA-BLACKMAN:** Chris Sheafe is here.

10 Fletcher McCusker.

11 **CHAIRMAN McCUSKER:** I'm here.

12 **MS. HAGA-BLACKMAN:** Ross McCallister.

13 **MR. McCALLISTER:** Here.

14 **MS. HAGA-BLACKMAN:** Jannie Cox.

15 **MS. COX:** Here.

16 **MS. HAGA-BLACKMAN:** Mike Levin.

17 **MR. LEVIN:** Here.

18 **MS. HAGA-BLACKMAN:** Edmund Marquez?

19 **MR. MARQUEZ:** Here.

20 **CHAIRMAN McCUSKER:** Thank you, everyone. In

21 our packet, you have the transcribed minutes from the

22 April 23rd meeting. They are verbatim. Unless you have a

23 change or comment, I just need a motion to approve.

24 **MS. COX:** So moved.

25 **MR. MARQUEZ:** Second.

1 **BOARD MEMBERS PRESENT:**

2 Fletcher McCusker, Chair

3 Chris Sheafe, Treasurer

4 Edmund Marquez, Secretary

5 Jannie Cox

6 Ross McCallister

7 Michael Levin

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9 **ALSO PRESENT:**

10 Brandi Haga-Blackman, Operations Administrator

11 Mark Collins, Board Counsel

12 Mr. Daniel Meyers, CFO

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15 BE IT REMEMBERED that a meeting of the Board of

16 Directors of the Rio Nuevo Multipurpose Facilities

17 District was held via ZOOM, in the City of Tucson, State

18 of Arizona, before THOMAS A. WOPPERT, RPR, Certified

19 Reporter No. 50476, on the 26th day of April 2022,

20 commencing at the hour of 1:03 p.m.

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1 **CHAIRMAN McCUSKER:** All in favor say aye.

2 (Motion made, seconded and passed unanimously)

3 **CHAIRMAN McCUSKER:** This is the time we set

4 aside for executive session. I would need a motion to

5 recess to exec.

6 **MS. COX:** So moved.

7 **MR. LEVIN:** Second.

8 **CHAIRMAN McCUSKER:** All in favor say aye.

9 (Motion made, seconded and passed unanimously)

10 **CHAIRMAN McCUSKER:** Okay. So for our public

11 participants, we'll be off line for about an hour. You

12 can come back to this link or you can stay here and chill

13 and we'll see you about 2:00 o'clock.

14 (Recess)

15 **CHAIRMAN McCUSKER:** I need a motion to

16 reconvene.

17 **MR. LEVIN:** So moved.

18 **MR. MARQUEZ:** Second.

19 **CHAIRMAN McCUSKER:** All in favor say aye.

20 (Motion made, seconded and passed unanimously)

21 **CHAIRMAN McCUSKER:** Thank you.

22 And good afternoon, everyone. Welcome to Rio

23 Nuevo April. You can see from our agenda a lot of

24 exciting, very iconic projects. May is our official

25 budget month, so we will actually have a budget hearing in

Page 5

1 May. You'll hear from Dan here in a minute, but I think
2 almost all of the news on the financial side is good.
3 Revenue is back to where it was pre COVID. We're seeing a
4 lot of inbound activity that creates construction sales
5 tax opportunities, and every week we meet with a
6 multi-family developer or hotel developer or restaurant
7 developer. And I think, you know, downtown Tucson is
8 really going to show that activity over the next couple of
9 years.

10 A number of big items today we're going to go
11 through, some of them just in the very northern side of
12 Rio Nuevo's district, Scott's project at 340 North 6th
13 Avenue, a new bar on Congress, some possibilities for some
14 retail. We're going to consider activating some valet
15 parking downtown for the benefit of our patrons. We're
16 going to talk to Page a little bit about Dusk and talk to
17 Zach a little bit about Riley's Rooftop.

18 So in the order of the agenda, Dan, are you
19 ready for your financial report?

20 **MR. MEYERS:** All right. This is Dan Meyers.
21 I'm the CFO at Rio Nuevo.

22 I want to dig into this schedule just a little
23 deeper than we normally do, but I think Fletcher's point
24 was spot on. It appears that we're back on track. As we
25 told you about many times, Brandi, especially with my

Page 6

1 help, we go back and try to find people that don't file
2 properly, and I think we've done almost all the
3 amendments. It has all come in and we've got it in our
4 converse.

5 It looks like we've settled in at about
6 \$1.2 million a month from just purely current TIF revenue.
7 So we just got the numbers for February today, and it was
8 just at 1.25 million, so I think that's great news.

9 As far as our cash balances at the end of
10 March, we've got about \$8.6 million dollars in the bank.
11 And as we go down this list of commitments here, some of
12 these things have been on for quite a while. You see the
13 ones in red. Those are either new or have been modified.
14 The Citizen Hotel last month, we committed \$300,000.
15 That's been paid. And also there was a rental assistance
16 with them. Well start paying that here when we cut the
17 first check today.

18 The television assistance has been dropped back
19 significantly. That was \$1.1 million. I think we're
20 going to just end up paying 1,00,000 on that, so I've
21 freed up a million dollars. And then the additional film
22 assistance we had in our budget, \$500,000, we've cut that
23 back to 200. So those two things alone freed up about
24 \$1.3 million.

25 The total commitments that we expect that are

Page 7

1 on the books now for the next year is about \$3.3 million,
2 so as we sit here today with today's balances and then
3 commitments we know of in the next year, we should have
4 about \$5.3 million in cash.

5 I know there's several things on our agenda
6 today that will attempt to spend some of that money, but I
7 think we're in really good shape right now.

8 I just started working on the budget, so I will
9 have something to present at our next meeting in May.

10 And then frequently we talk about having
11 projects that are not eligible for TIF dollars, and we've
12 been keeping track of that. Mark Collins and I have gone
13 through that list, and I think we had about \$4 million
14 before this month, and then with the television revenue
15 freed up, I think we're close to \$5 million funds
16 available to assist in projects that are not TIF related.

17 Anybody have any questions?

18 **CHAIRMAN McCUSKER:** We should mention, I think
19 it's public information, but you'll notice our commitment
20 to film has been reduced dramatically. If you follow big
21 media mergers, you probably know that HBO was sold to the
22 Discovery Channel. That literally closed a couple weeks
23 ago. And HBO is the one that committed to film the series
24 in Tucson that we had committed to help fund along with
25 the state, the county and the city. The new management at

Page 8

1 Discovery Channel pulled that show. And, you know, I
2 guess there's some good news. We will save the million
3 dollars we had committed to them, but the bad news is they
4 won't spend the \$60 million that they planned to spend
5 filming that series in Tucson, so that's a real blow to
6 our film industry.

7 There is a bill at the legislature, Senate Bill
8 1708, the got through the Senate, it's currently at the
9 House, that would provide for the first time in Arizona's
10 history a film subsidy. The people at Discovery told me
11 had that bill been in place, they probably would have
12 stayed here. But the economics of filming in New Mexico
13 are so compelling that the new management was much more
14 eager to enjoy the benefits over there than the benefits
15 we had rounded up here, so that drops that number
16 dramatically. That will also drop that to the bottom.

17 The good news about being, you know, 300 grand
18 or so a month in the good is that creates about \$4 million
19 a year that we can reinvest. Remember, the legislature
20 extended us a couple of sessions ago to 2035, so that's
21 almost \$60 million of money that will be available for us
22 to reinvest over the life of Rio Nuevo.

23 So we take this seriously, but we really do
24 have some opportunities now, and we are seeing a lot of
25 activity and interest in downtown, and we feel really

Page 9

1 obliged to help things like Dusk and Jazz and El Tour and
2 things that continue to attract people downtown.
3 So are there any questions for Dan?
4 (No oral response)
5 **CHAIRMAN McCUSKER:** Okay. Very good job as
6 usual. Thank you.
7 We'll move to item number seven on the agenda.
8 I think I saw Scott on the Zoom. We're really thrilled to
9 see you back. I know we had a conversation pre pandemic
10 with you on this project. The good news is I think it
11 evolved, and I really like where it's headed.
12 So you should have screen sharing capability.
13 And if you identify yourself when you start for Tom, who's
14 transcribing this, go ahead and launch.
15 **MR. STITELER:** All right. Hello, Rio Nuevo
16 board.
17 Fletcher, thank you.
18 Fletcher, can you see the screen in front of
19 you?
20 **CHAIRMAN McCUSKER:** Yes.
21 **MR. STITELER:** Okay. Great.
22 And hi, everyone, on the call.
23 I'll start with Darnet (ph), Fletcher, on the
24 HBO Max show. I followed that so closely. I was really
25 excited about it like a lot of other people. And I know

Page 10

1 how hard you worked on it, the board and, again, a lot of
2 other people to attract that to Tucson. Thanks for the
3 effort on that. I'm an HBO Max junky.
4 And then a quick intro of my partners, I can't
5 do this alone, who are for the most part on the call, my
6 in-laws, Paul and Matthew Chilgren (ph), and then Rudy,
7 Christina, Omar, Nick and Rudy's daughter, Mia, who
8 started with us about three years ago. And other than
9 Mia, you know, the rookie in our group, it has been
10 together for 17 years. And then Chris, who I didn't
11 mention, I've been with her closing on 30 years, so we
12 can't do what we do downtown alone.
13 And, Rio Nuevo, you're a partner for us also
14 along with the city. It's a great partnership. We've
15 been doing it now for quite a while and look forward to
16 doing more together.
17 Krystal Popov is going to present a little bit
18 later. That's a new relationship on what we're trying to
19 do with her in the Rialto Building and have started off
20 strong with Krystal. And she's behind the L Offices
21 co-working in the Chicago Music Store and a few other
22 things.
23 Our past quickly. I don't know everyone on
24 board, but welcome Mike and Ross to the board.
25 Ross, I think we may have met through mutual

Page 11

1 friends in the past. I'm not sure. Sorry about that.
2 And, Mike, I don't believe we've met, but nice
3 to see you all.
4 Our past, three blocks at the intersection of
5 5th and Congress. The first block was actually the 340
6 North 6th Avenue block we're going to be talking about in
7 a moment. That was purchased in 1999 from the Corbett
8 family, and then 2003 became active at 5th and Congress
9 and purchased the better part of three blocks, the 1 North
10 5th block, Depot Plaza block, that's A block, the AC Hotel
11 200 block where the Hub Restaurant is, that's a second
12 block, and then the rialto block the third block. And
13 we've spent the better part now of 18 years and definitely
14 the last 12 years working daily on -- on those blocks with
15 restaurants and a hotel, a second hotel coming soon we
16 hope, apartments, parking, and what we think is a positive
17 experience for downtown and a catalyst for downtown.
18 Moving forward, our focus is always to stay
19 close to what we've started, you know, the Hub being a
20 real highlight even though we've grown from other -- into
21 other projects. We don't want to lose sight of what we
22 started with. But the know projects will be about a
23 three-acre parcel at 340 North 6th Avenue. I'll show you
24 some slides here in a moment. And then we will be in
25 front of the board at some point in the future for Depot

Page 12

1 Plaza, where we would like to build a hotel, but today
2 we'll talk about 6th Avenue.
3 And, Mia, thank you for helping me with this
4 PowerPoint this morning.
5 All right. The site that we're talking about
6 is highlighted in the middle, 6th Avenue, where my cursor
7 is, 5th Avenue, Links project, Orange, the AC Hotel here,
8 Rialto Theater, Hotel Congress. The vacant side is where
9 we'd like to build a hotel in the near future, 1 North 5th
10 Apartments, so one, two, three blocks at the corner of 5th
11 and Congress, fourth block, which we call 340 North 6th
12 Avenue or the Corbett block.
13 And on the Corbett block, it will be two
14 phases. Phase one, we began construction in September of
15 last year. It's a little over an eight million-dollar
16 build not including land, 188 surface parking spots on the
17 south side of the property and then a -- we'll call it a
18 retail or restaurant row on the north side of the property
19 along 7th Street.
20 So for reference, Tap & Bottle and Excel are
21 over on this corner, and then as you walk easterly to 4th
22 Avenue and the streetcar, you end up at Shea's and so on
23 and so forth, and O'Malley's. And what's happening on
24 this block now, the Opus project, where they're going to
25 go up about 14 stories.

Page 13

1 On our site, this is a different view, sorry
2 about that. North is at the top of your screen, so
3 Corbett building built in the 1930s. We are renovating
4 it. It started out as about a half a million dollar
5 spend. I think we're north of a million three, a million
6 350 now. Can't wait for the community to come through
7 this building bringing it back to life. Pickle ball
8 you'll so in a moment in this tan area, a beer garden, and
9 then a new build 4,000 square foot, you know, old school
10 burger joint wrapped with a patio on three sides and then
11 again 188 parking spots.
12 And then something we probably spent an equal
13 amount of time planning and working with the city and
14 Downtown Links is on all four sides of the project, we
15 have right-of-way improvements to make access from Links
16 into this neighborhood, in and around this block, 6th
17 Avenue, 4th Avenue, et cetera, a better experience whether
18 you're walking, on a bike or driving.
19 Corbett Lane on the south side of the project
20 is a large investment on our part that just makes the
21 connectivity of this entire site and this neighborhood
22 much better, wider, better lighting, more landscaping,
23 friendlier, et cetera, et cetera.
24 If this is Love Burger, you're going to see a
25 portico share over these parking spots just to give it

Page 14

1 some flavor. So this is Love Burger on that corner.
2 Phase one will be finished October or November
3 this year.
4 This is a view looking toward the Corbett
5 building capitalizing on the pickle ball craze. I saw it
6 in San Antonio, Texas, about two years ago and fell hard
7 for it. I play more often now. Seems like all my friends
8 play all the time. We have two indoor pickle ball courts,
9 three outdoor pickle ball courts, cabanas, and then as you
10 are going on the site easterly, the beer garden, a lot of
11 outdoor games, and then the burger place.
12 This is a view of the Corbett building. Sadly,
13 the last 10 or 15 years a lot of homelessness, break-ins,
14 et cetera, et cetera, and we now are bringing it
15 completely back to life with the old scoring pattern, a
16 color that is from about 80 years ago, custom-made wood
17 windows, insulated wood windows, really a loving, you
18 know, rehabilitation of one of the signature buildings in
19 downtown Tucson with one of the signature families.
20 And then we have this incredible sense of entry
21 on the 6th Avenue side. And that is maybe 35 feet wide.
22 And that's a luxury in downtown Tucson when we do build a
23 hotel. I'll show you that in a momentum. You'll enter --
24 we probably have to change that car, but you'll enter here
25 into the old Corbett building and then walk into a new

Page 15

1 building maybe 10 stories high that is adjacent to,
2 connected to and on the south side of the Corbett
3 building.
4 I'm really excited about this building. I
5 mean, that's a passion of ours and my partners, what we
6 were able to at 200 Congress, again at the Rialto Building
7 and even 1 North 5th. I mean, that building probably
8 didn't win many awards back in the day. It was, you know,
9 public housing. But what we've done recently with the new
10 paint job and the mural on the 5th Avenue side as you
11 enter downtown Tucson is something we're really proud of.
12 We love how that mural turned out and the artist, Ignacio.
13 I think we have 70 or 75,000 social media
14 impressions, that's never happened to us before in our
15 company's history, just on the mural domestically and
16 internationally combined, so it's taking off as a mural
17 that people are drawn to.
18 This is north of 6th Avenue, so lower right of
19 the screen, Corbett Lane, sidewalks on both sides, trees
20 on both sides, custom lighting, a lot of landscaping, art,
21 et cetera, and then as you arrive at the -- at the Corbett
22 building.
23 Before our involvement with the city, and
24 thanks to the city for trusting us, a lot of what you see
25 in front of you was a single sidewalk, a 15-gallon tree, a

Page 16

1 modest light and -- and not at all a place where people
2 are going to circulate, you know, in an area.
3 Phase two -- and I'm sorry the pictures are so
4 small. I hope you can see it okay. So, again, I'll go to
5 numbers in a second here.
6 The north side of the project we've already
7 talked about, a hotel adjacent to, connected to and south
8 of the Corbett building, apartments behind. The scale of
9 this will be similar to probably from a massing
10 standpoint, because it steps up, which you see lower left.
11 We have more land than the Opus project on 4tyh Avenue,
12 which is 14 stories and fills a bunch of the site, but I
13 think it will be positive massing as it steps back from
14 single story on 7th Street to eight or 10 stories hotel
15 and then up to probably -- we're allowed to go to 15
16 stories on apartments.
17 And we will include structured parking. You
18 see lower left with the orange stripes. I mean, this is
19 just conceptual at this point.
20 When I say conceptual, we've already engaged
21 with Marriott. We have spent a year and three-quarters on
22 this project and have probably 300 pages of slides, so
23 we're having a lot of fun with it, but we'll have about
24 400 structured parking spots.
25 So when completed, phase one, this October,

Page 17

1 November, north side should be a lot of fun for the
2 neighborhood and downtown, I hope to play pickle ball with
3 all of you, I'm not very good but learning, and -- and
4 then a hotel behind it, parking behind it and -- and
5 market rate apartments.
6 A few numbers, and I'll listen -- I will
7 listen. And the ask. So the ask is a GPLET. Please, I
8 may get the wording wrong. I understand we would --
9 unless the city approves something, we would still -- or
10 may be required to pay the excise part of it, so it would
11 be a GPLET with Rio Nuevo, which saves us some tax, a
12 sales tax rebate. The numbers below, which I can share
13 with the board, suggest with these opening dates and a
14 2.4 percent sales tax rebate percentage, about \$4.4
15 million up to 2035.
16 Participation, cash participation up front of
17 \$500,000 on the right-of-way improvements that I just
18 presented. And I know everyone is going through this in
19 the world that we live in with construction. The project
20 started at about a 5.3, 5.4 million-dollar project and now
21 is north of 8. Over half of that is just delays and cost
22 overruns. Less than half of that is adding to the scope.
23 Pickle ball was a late entrant, and that was not in the
24 original bucket. But every day we're faced with 10, 20,
25 40 percent cost increases.

Page 18

1 **MR. SHEAFE:** Scott, the revised numbers there
2 then with the phase one that's used, is that where you get
3 the 8?
4 **MR. STITELER:** The 8 is what we're spending
5 currently and will have spent by the end of October in
6 phase one and then adding hotel parking and apartments to
7 it. The hotel budget comes from what we've already done,
8 what we did at AC, what we've budgeted for Depot. We have
9 all the Opus numbers. They've been terrific sharing their
10 numbers on the 350 apartments, you know, 14-story building
11 they're building. And then I used a purse-based number
12 for structured parking to come up with -- and then I added
13 8 million and I came up with about a 210 million dollar
14 project.
15 And without exception, the support Rio Nuevo
16 provides through GPLET and sales tax rebate goes a long
17 way in allowing projects like this to happen of any scale
18 but certainly a big part of the future of this project.
19 **MR. MARQUEZ:** So the part I was looking at was
20 the construction tax piece, because we get your
21 construction tax, or a percentage of it anyway.
22 **MR. STITELER:** Yeah. That -- we would like the
23 construction tax to be -- to either come our way or be
24 shared with you. I mean, that's something that I'd like
25 to learn more about. When -- Edmund, when I -- this was

Page 19

1 yesterday -- came up with 4.4 on sales tax, with the hotel
2 opening in 2026, the first phase pickle ball, beer garden
3 burger opening this year, I have revenue starting next
4 year. It's --
5 I'm sorry. I'm at 186.844 total project on
6 that, so I was a little more detailed yesterday when I did
7 this, not 210. That is a guess, of course.
8 The 4.4 million of sales tax rebate over the
9 total spend is 2.36 percent of the project. I do not
10 remember what the construction tax math is. It will be
11 sizable on the hotel and apartments and structured
12 parking. We would like to share in that. That's why I
13 have it down here, but I -- that needs further discussion.
14 **MR. MARQUEZ:** We've never done that. We've
15 never rebated back part of the construction tax.
16 **MR. STITELER:** My under -- I could easily be
17 wrong. My understanding is on AC there was a rebate.
18 **CHAIRMAN McCUSKER:** We did also on the Hilton
19 properties. It's been pretty rare. That works out to be,
20 Dan, correct me if I'm wrong, about one and a quarter
21 percent of construction sales tax, so, you know, that's an
22 18 million-dollar number, a million eight --
23 **MR. MEYERS:** Yeah, I think it's about
24 1.75 percent, because there's an allocation in there for
25 labor.

Page 20

1 **CHAIRMAN McCUSKER:** So a significant amount of
2 money, 20 million bucks or more.
3 **MR. MEYERS:** But we have done several projects
4 where we've done the construction rebated the construction
5 sales tax.
6 **MR. McCALLISTER:** Yeah, I calculate it about
7 \$2.7 million.
8 **CHAIRMAN McCUSKER:** Let's leave this slide up,
9 Scott, while we talk about you and your projects.
10 You know, I remember meeting you in 2010, when
11 I had moved my company downtown, and we both just kind of
12 wandered around, you know, wishing how things could
13 happen.
14 And, you know, your vision even then was
15 extraordinary. And you've made, you know, probably half a
16 dozen presentations to the board over the last 10 years.
17 And, you know, if you were to go back and look at that
18 presentation and compare it to the reality of your
19 project, they would look like they were as-built drawings.
20 Your ability to convert a vision to, you know, a hardscape
21 project is really quite extraordinary.
22 And, you know, you had the vision of our
23 downtown long before any of us had it. You put a serious
24 amount of skin in the game. You suffered with all of us
25 through the pandemic, and here you are with a 200 million

Page 21

1 dollar project. There isn't anybody with that kind of
2 scale, you know, contributing to downtown's evolution, so
3 I'm eager to help you any way that we can.
4 I think we might need Mr. Collins to talk about
5 how a GPLET works on properties that are phased over
6 several years, but, you know, for me personally, I have no
7 issue with the tax rebate. I think we should talk about
8 some sort of split on the construction tax. You know, I
9 like the idea of investing in your streetscape. So to get
10 this started is not a big commitment from us, half a
11 million bucks. We're paying you back our portion of the
12 sales tax you generate.
13 It's important that people remember, if we do
14 that, the city still gets their sales tax, the state gets
15 their sales tax, the school districts get their sales tax.
16 The only entity that's passed that back on to the
17 developer is Rio Nuevo, so everybody benefits from a
18 project of this magnitude.
19 Collins, how would a GPLET work on basically
20 ground that has several phases coming?
21 **MR. COLLINS:** Well, you could use a right of
22 entry agreement in the beginning with the right of
23 possession --
24 **CHAIRMAN McCUSKER:** We lost your audio.
25 **MR. SHEAFE:** I think your questioning goes to

Page 22

1 the economics, Fletcher.
2 **CHAIRMAN McCUSKER:** I think the structure --
3 Mark, we lost his audio -- but I think it's a ground
4 lease. We're basically doing a GPLET ground lease that
5 allows all the --
6 **MR. SHEAFE:** (Inaudible) numbers because it's a
7 GPLET ground lease, and then we can time the benefit based
8 on when funds actually are generated, because when you
9 look at something like this, you're looking at big
10 numbers, but, you know, we're not going to be playing
11 around with the 200 million. We'll be playing around with
12 about 8 million.
13 **CHAIRMAN McCUSKER:** What's your thinking,
14 Chris, on the construction sales tax split?
15 **MR. SHEAFE:** Well, I'm very
16 supportive anyway --
17 **MR. STITELER:** Fletcher and Chris, I'm sorry to
18 interrupt, I apologize. I want to -- I enjoyed such a
19 great relationship with Chris Sheafe and we've been
20 business --
21 **CHAIRMAN McCUSKER:** Oh, that's right. Sheafe
22 is conflicted.
23 **MR. STITELER:** We've been business partners for
24 a lot of years, so I want to make sure that we don't break
25 any rules.

Page 23

1 **CHAIRMAN McCUSKER:** Yeah, thank you for that.
2 Indeed he is, so let me ask the other board members then.
3 This is the biggest thing we're probably ever
4 going to see. You know, what's your thinking about
5 enabling a project of this scale and the menu that we have
6 available to us, the GPLET, a tax rebate and some cash?
7 **MR. MARQUEZ:** The \$500,000 to get it going is
8 relatively a small commitment when it comes to
9 186 million. I don't have a problem with the rebate. I
10 don't even have a problem with sharing in construction
11 tax.
12 I think we have to look at precedence in
13 regards to how long we typically will rebate. I think
14 we've done eight years, 10 years of rebate. If you look
15 and you kind of add up his RN available at 2.4 percent
16 number, I mean, that's -- in relation to the AC Marriott,
17 which was a 38 million-dollar project --
18 **MR. STITELER:** It ended up north of that, but
19 let's call it from 40 for now.
20 **MR. MARQUEZ:** Call it will 40. I think we
21 rebated a little short of eight. Is that about right, my
22 memory?
23 **MR. STITELER:** 7.2 million on the 40 and
24 what -- so less than 20 without question. No doubt that
25 helped that project happen.

Page 24

1 **CHAIRMAN McCUSKER:** If you look at the
2 schedule, Edmund, the hotel doesn't really come on until
3 2025.
4 **MR. MARQUEZ:** Right.
5 **CHAIRMAN McCUSKER:** So you do have a 10-year
6 run when the project scales up, you know, so we're really
7 only giving a 10-year rebate to the -- the sizable
8 project. The other projects are online in '23 and '24,
9 but, you know, there's not a lot of money available.
10 There's only a quarter of a million dollars there. So
11 most of that comes in the period when the hotel starts to
12 scale.
13 **MR. MARQUEZ:** And, Ross, you figure it's about
14 \$2.7 million, our portion of the -- of the construction
15 sales tax?
16 **MR. McCALLISTER:** Yeah. I just basically took
17 the construction cost on the -- on the hotel, the
18 apartments and the garage and used the formula we use for
19 estimating sales tax. It comes out to about 2.7.
20 **MR. MARQUEZ:** Gosh, I mean, it's the age old
21 question, I think. How much sales tax is the land
22 generating now, it's zero, how much construction sales
23 tax, zero. If we went all in to 2035 plus we did our --
24 even our full portion of the construction sales tax,
25 you're talking seven and a half million dollars of rebate.

Page 25

1 I mean, are we going there?
2 **CHAIRMAN McCUSKER:** For a 190 million-dollar
3 project.
4 **MR. MARQUEZ:** Yeah. We did the same for a --
5 for a 40.
6 **CHAIRMAN McCUSKER:** Yeah. Yeah. No, we have
7 been in a 10 X range. This is 20 times leverage. I don't
8 have any issue with sharing everything Scott's asked for.
9 And we may -- I mean, we can do that today or we can take
10 it under advisement.
11 Scott, what's the timing of the decisions you
12 have to make? I know you're eager to get started.
13 **MR. STITELER:** Make sure I'm not on mute.
14 The sooner the better. I mean, we are in full
15 speed ahead mode, so I'll defer to you. If you are in a
16 position to vote on this today, I guess instruct counsel
17 to come back with something, that's terrific. If you'd
18 like some more time, then I understand.
19 **CHAIRMAN McCUSKER:** The GPLET, just to remind
20 everybody, is a 25-year lease, so those benefits enure to
21 you even beyond the 2035. The 2035 date is the date at
22 which our tax sharing with the state terminates. Rio
23 Nuevo survives until 2050, so, you know, agreements that
24 we enter into post 2035 survive, but right now, the
25 funding for Rio Nuevo is designed to terminate in 2035.

Page 26

1 **MR. McCALLISTER:** So what's our up-front
2 commitment here, anything?
3 **CHAIRMAN McCUSKER:** \$500,000.
4 **MR. McCALLISTER:** \$500,000. Okay. And the
5 rest of this is based on as we collect it, then we rebate
6 it back. So I don't know -- I don't know --
7 **CHAIRMAN McCUSKER:** We can only give what we
8 receive. We've never tried to compel the state or the
9 city into any kind of rebates, so what he showed there is
10 basically the maximum amount of our contribution.
11 **MR. McCALLISTER:** I sort of -- I have no
12 problem with -- with, obviously, the GPLET or the rebate
13 or the rebate on the sales tax, the 2.4 percent. I'm
14 having a little trouble with the construction -- with a
15 full rebate of the construction, because we will collect
16 that basically between now and 2026, right, Scott?
17 **MR. STITELER:** Correct.
18 **MR. McCALLISTER:** Which gives us some, you
19 know, powder for other projects, so I think we should
20 consider something less than 100 percent, maybe 50.
21 **MS. COX:** I agree.
22 **CHAIRMAN McCUSKER:** And, Scott, you seemed
23 amenable to that. I don't want to put words in your
24 mouth, but you did seem amenable to that.
25 **MR. STITELER:** I like when we win together.

Page 27

1 **MR. LEVIN:** I concur with --
2 Oh, go ahead.
3 **MR. MARQUEZ:** Go ahead, Mikey.
4 **MR. LEVIN:** I concur with what Ross said. I
5 think, you know, somewhere closer in the 50 percent range,
6 you know, just to have additional resources to work with.
7 **MS. COX:** Here, here.
8 **CHAIRMAN McCUSKER:** If somebody wants to make a
9 motion, I think we're ready.
10 **MR. McCALLISTER:** I'll make that motion. Do I
11 need to restate it, because I'm not sure I remember it?
12 **CHAIRMAN McCUSKER:** Yeah, go ahead and make a
13 move, and then fill in the blanks.
14 **MR. McCALLISTER:** So I move that we approve
15 Scott's request, which includes the GPLET, the 500,000
16 dollar up-front participation, complete rebate of the
17 sales tax between now --
18 Am I saying between now and 2035?
19 **CHAIRMAN McCUSKER:** Yes.
20 **MR. McCALLISTER:** And 50 percent of the sales
21 tax generated from the construction cost.
22 **MR. LEVIN:** I second.
23 **CHAIRMAN McCUSKER:** Nicely done.
24 Any questions for the developer?
25 Scott, this is okay with you?

Page 28

1 **MR. STITELER:** It is Fletcher. Thank you.
2 **CHAIRMAN McCUSKER:** Okay. Brandi, call the
3 roll.
4 **MS. HAGA-BLACKMAN:** Scott, can you stop sharing
5 your screen.
6 **CHAIRMAN McCUSKER:** You can drop your screen
7 share.
8 Nice job by the way.
9 **MR. STITELER:** I appreciate it. Thank you,
10 everyone.
11 **MS. HAGA-BLACKMAN:** Okay. Mike Levin.
12 **MR. LEVIN:** Aye.
13 **MS. HAGA-BLACKMAN:** Ross McCallister.
14 **MR. McCALLISTER:** Aye.
15 **MS. HAGA-BLACKMAN:** Chris Sheafe.
16 **MR. SHEAFE:** Aye.
17 **MS. HAGA-BLACKMAN:** Edmund Marquez.
18 **MR. MARQUEZ:** Aye.
19 **MS. HAGA-BLACKMAN:** Jannie Cox.
20 **MS. COX:** Aye.
21 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
22 **CHAIRMAN McCUSKER:** I vote aye. That's
23 unanimous, so we'll get Mr. Collins to work, Scott, right
24 away. It's a ground lease, so that GPLET can be put into
25 place before you ever build a tree.

Page 29

1 And then God bless Scott Stiteler. I just
2 think it's remarkable what you've done for Tucson and
3 continue to do, so that's a privilege.
4 **MR. STITELER:** Thank you. We're in it
5 together. Thanks, everyone.
6 **MR. MARQUEZ:** Congrats, Scott.
7 **MR. STITELER:** Okay. Thanks, Edmund.
8 **MS. COX:** Congrats.
9 **CHAIRMAN McCUSKER:** Reserve us a pickle ball
10 court.
11 **MR. STITELER:** Okay. You're on.
12 **CHAIRMAN McCUSKER:** Okay, Taboo. I'm sorry you
13 guys had to follow that 200 million-dollar project, you
14 know, it's a little humbling but equally as much fun and
15 as important, what you're doing, guys. If you want to
16 unmute and introduce yourself. I think you also have a
17 presentation, so --
18 **MR. SAINZ:** Yes, we do. Let's see.
19 **CHAIRMAN McCUSKER:** So get your names on the
20 record and then launch.
21 **MR. SAINZ:** Hi. My name is Zeus Sainz, and
22 this is my partner, Mario, Jesus Mario Ramirez, and we
23 also have Paul Mendoza.
24 **MR. MENDOZA:** Good afternoon, everybody.
25 **MR. SAINZ:** All right. Can everyone look at

Page 30

1 the screen?
2 **CHAIRMAN McCUSKER:** Not yet.
3 Here it comes. We have IT now, Zeus.
4 **MR. SAINZ:** All right. Perfect.
5 So our business is a restaurants/bar. The name
6 is called TABU. TABU is pretty much a mythical, magical,
7 mysterious place.
8 We -- A little bit of our background is I've
9 been in business for -- my family's been in business in
10 the restaurant industry for 25 years, and my partner's
11 been in business for 35 years. He -- we currently own a
12 dealership, and he also owns a wood shop.
13 TABU is pretty much -- we got our idea for TABU
14 from traveling to places in Mexico. We brought that
15 idea -- we want to bring that idea to downtown Tucson,
16 because we feel like that's what's missing to have people
17 stay in Tucson and not go to other places to spend their
18 money pretty much.
19 TABU will be having music. The concept of the
20 music is going to be house music. We will have our DJ
21 playing with instruments as well like guitar, violin,
22 saxophone. We also going to have live performances,
23 dancers and other excitement things going on to have the
24 excitement for the customers, for our guests.
25 Now, this is a type of entertainment that we

Page 31

1 want to have for our guests. We want our guests to be
2 involved with the music and to be able to talk as well
3 while we're playing the music, and the instruments will
4 make a good example of it.
5 Our design -- this is our design on the outside
6 part. As you can see, we're going to switch all the
7 facade. Our floor plan is pretty much open space. Our
8 main attraction is going to be the bar. We going to have
9 wood floors made of mesquite. We're going to have brick
10 cleaned up, so we're going to have the whole part of the
11 building. We also going to have on the back a little
12 mezzanine where we can sit the DJ and put customers up
13 there.
14 This is where we get our inspiration for the
15 bar. So this is how the bar is actually going to look.
16 We got this idea from the bars in Mexico, so this is the
17 how the bars are actually going to look.
18 **MR. RAMIREZ:** And then here with the
19 marketing -- and I'm going to interject here. So the
20 marketing strategy behind TABU is not just to have the
21 people from downtown coming and enjoying a place like
22 this. We understand the market is changing, and we want
23 to bring like an experience that is unique to that, so we
24 know that to be able to do that, we have to use different
25 channels to be able to communicate with our future guests,

Page 32

1 so definitely with the website, social media, the printing
2 and, of course, the TV and radio. So basically each one
3 is going to have their over market audience they're going
4 to be targeted to be able to attract that traffic to
5 downtown, especially right now that we have the Monica and
6 different examples of other restaurants down there.
7 They're opening, having high success.
8 We know the influx of new buildings that are
9 coming in and new apartment -- apartments that are going
10 to be in the future in the downtown area, so we want to
11 bring that experience in for that. We know that we need
12 to have a strong marketing agenda for us to be able to
13 attract those people. We know how Tucson -- or normally
14 to have a good experience and a different experience, the
15 majority of the restaurants are on the outskirts of the
16 city, not anything downtown, but we want to be that unique
17 restaurant that is going to be that focal point that is
18 going to have a (inaudible) kitchen with a unique menu and
19 with a unique experience where we can actually engage with
20 different types of customers and be able to bring a
21 different experience to downtown Tucson.
22 **MR. SAINZ:** We know that one of our things
23 that's going to make us more successful is our team, is to
24 hire the right people. Everyone is going to be pretty
25 much general managers, sous chef, bartenders, hostess,

Page 33

1 waitresses.
2 **MR. RAMIREZ:** As we all know, right, the
3 biggest experience with any restaurant is not just the
4 cuisine or the ambiance, it's the customer service that
5 you get, so one of biggest things that we focus in on is
6 definitely bringing the right people for the right role.
7 I know the struggle that we have all right now with hiring
8 people and finding good people, but one of the main
9 focuses to able to have a successful business is the
10 investment in the people that we want to bring into the
11 team.
12 **MR. SAINZ:** Our menu is pretty much based on
13 that infusion. We made the menu based on places that we
14 were traveling and all that. We made sure that our menu's
15 not in downtown. We want to make TABU so special that no
16 one else is offering the same thing that we are. It's
17 pretty much based on -- the first page is based on our
18 entrees. This is one of our plates that we have. It's
19 Ahi tuna with a special sauce. We will have -- our menu
20 has 16 entrees. This is our chicken and dumplings with
21 mole sauce. We also going to have chile en nogada,
22 chimmichuri with other as well. We also going to have
23 desserts.
24 Let's see. Our target market, we want to
25 target people from 30 and up. We want to have that people

Page 34

1 that are going out of town to have fun to stay in Tucson
2 and invest their money -- or spend their money in downtown
3 Tucson. We want to bring Tucson locals, businesses to
4 stay in downtown area and not go to Encantada and spend
5 their money over there whether it can have more as a
6 dinner and talk instead of staying in Tucson, I mean,
7 downtown Tucson.
8 Prices and invoices, right here we're going to
9 see our floor plan. So this is -- the architect -- our
10 architect gave us this floor plan pretty much. Our
11 architect is Vince Catalano. He made Union, Continua
12 Reforma plus other restaurants.
13 This is our facade, the way we're going to
14 switch it. We're going to switch the door and all that.
15 This was made that by Bill Mackey, which he
16 also made one of the restaurants downtown, which is the
17 Hub.
18 So far, this is our invoices. So our total
19 budget that we are investing or we're trying to invest is
20 9,223. So far we have invested out of our pocket 267,000.
21 That's paying architects, our liquor license, which we
22 already have, part of the plumbing, which we're at
23 60 percent so far, and the facade, which that's already
24 paid off, we just need to install it, waiting on permits
25 on that part, and booths and tables that have already been

Page 35

1 purchased as well.
2 So this is a picture of the front of the
3 building, which is right next to --
4 What was it?
5 **MR. RAMIREZ:** The Chicago Store.
6 **MR. SAINZ:** Yeah.
7 **MR. RAMIREZ:** It used to be Gus Taylor.
8 **MR. SAINZ:** Yes.
9 And this is how we've got the building pretty
10 much on the inside part. As you can see, the left one --
11 the left side is going to be where the kitchen is. As you
12 can see, we removed all the floor part. That way we can
13 start putting the plumbing and sewer inside. The left
14 side is where the mezzanine is going to be where we're
15 going to have some booths on top and the DJ on top. That
16 way they can look into the dining area. Right here we're
17 already framing the restrooms.
18 And this is a video where we going to show
19 where my partner is doing the mesquite floor, which is
20 already on process. We're at 50 percent. Almost done
21 with that.
22 And this is where we stand right now. We have
23 the restrooms all framed and the bar starting to be
24 framed. Like I mentioned before, plumbing is 60,
25 65 percent almost done to it.

Page 36

1 And that's all.
2 **MR. MARQUEZ:** Go ahead and stop sharing so we
3 can see you guys better.
4 **CHAIRMAN McCUSKER:** Let's talk about your
5 economics. I don't know if you have a slide that shows
6 kind of what you expect the restaurant to do from a
7 revenue perspective. I know we've seen some numbers.
8 Anything in the presentation, or do you want to just talk
9 to it, Zeus, or --
10 **MR. SAINZ:** Yeah. We didn't put on the
11 presentation. We just made this real quick. But our
12 numbers --
13 Let me see if I can find something real quick.
14 **CHAIRMAN McCUSKER:** Also something worth
15 researching, I think that block is considered historical,
16 and you may not be able to do what you want to do to the
17 facade. I like the way you say facade better than I say
18 facade. So, you know, we have some historical consultants
19 that could help you determine if there's really any
20 barriers to doing that. That's a beautiful rendition, but
21 oftentimes there may be issues about the historical nature
22 of that facade, so let's find that out.
23 Have you done any work in that regard?
24 **MR. RAMIREZ:** The actual -- right now, the
25 actual building is not the original one. We're trying to

Page 37

1 go back to the original 19 --
2 **MR. SAINZ:** Yeah. So Bill is actually an
3 architect specializing on keeping the downtown area back
4 the way it should it be, so he's --
5 **CHAIRMAN McCUSKER:** This may require an
6 historical review.
7 **MR. SAINZ:** Yes. We're already going through
8 it. And we already have one permit just missing to be
9 able to go back to what it used to be before this red
10 building was before.
11 **CHAIRMAN McCUSKER:** Okay. Did you plan your
12 budget or do you want to just talk about it?
13 **MR. SAINZ:** We'll talk about this. I haven't
14 found it yet.
15 Well, you're talking about --
16 **CHAIRMAN McCUSKER:** That's the construction
17 budget.
18 **MR. SAINZ:** Yeah.
19 **CHAIRMAN McCUSKER:** So what's the gap -- I
20 mean, you're showing a 600,000 dollar gap. How much help
21 do you need from us, do you think, to finish the
22 construction?
23 **MR. SAINZ:** So the 600 -- the invoices all
24 right here pretty much is the kitchen supplies, what we
25 haven't purchased yet, the restaurant equipment that we

Page 38

1 haven't purchased yet, the sound equipment and the rest of
2 the construction, which is the 6,093.
3 **MR. RAMIREZ:** 600.
4 **MR. SAINZ:** 693. Pretty much that's what we
5 still missing. Like I mentioned before, the investment,
6 so far, we have that, and we don't even have 30 percent of
7 the building yet.
8 **CHAIRMAN McCUSKER:** I have a note from Paul if
9 you can make Paul -- give him screen share, Sam.
10 **MR. McCALLISTER:** He has the numbers available.
11 Can we put those numbers up?
12 **CHAIRMAN McCUSKER:** Yeah. So they're going
13 to -- Paul, they're going to let you screen share so you
14 can go ahead and screen share your budget.
15 What I was trying to get to, Zeus, is let's
16 assume the number \$600,000. You know, we're not going to
17 give you all that, I think, to be perfectly blunt, but
18 we'd like to participate. I'm just excited about your
19 project, no disrespect to Scott Stiteler, but to see
20 people like you put the kind of energy and sweat and tears
21 and, you know, vision into a small venue downtown, it's
22 really what makes downtowns great, to have that kind of
23 culture and eclectic menu and lively, you know, music. We
24 know that's what draws people to downtown, so we really
25 want you to succeed.

Page 39

1 So I think the first thing we've got to do is
2 identify how much we can contribute to your million dollar
3 construction budget, and then this will help us --
4 Is there a way, Paul, to condense it into kind
5 of monthly or quarterly?
6 **MR. SHEAFE:** He's kind of got up there,
7 Fletcher, if you -- you know, we've got to do a little
8 math here, but he's projecting -- let's call it \$3,500 a
9 day in gross.
10 **CHAIRMAN McCUSKER:** Okay.
11 **MR. SHEAFE:** All right. And you're open -- I
12 want to remind myself. Are you open or closed Monday and
13 Tuesday in your projections?
14 **CHAIRMAN McCUSKER:** So there you go. There we
15 have a quarterly budget now.
16 **MR. SHEAFE:** Yeah, okay.
17 **CHAIRMAN McCUSKER:** Yeah.
18 **MR. SHEAFE:** The first quarterly total's
19 410,000?
20 **CHAIRMAN McCUSKER:** That's the -- is that the
21 quarterly total, Paul?
22 **MR. MENDOZA:** Correct. This is -- this is for
23 Q1.
24 **CHAIRMAN McCUSKER:** Yeah. So 400 is the total
25 for the quarter.

Page 40

1 **MR. SHEAFE:** So they need a million six.
2 **CHAIRMAN McCUSKER:** Right. So you're looking
3 at a \$1,600,000 restaurant, which is a nice -- that's a
4 very nice business.
5 **MR. SHEAFE:** And sales tax --
6 **CHAIRMAN McCUSKER:** 30 grand a year.
7 **MR. SHEAFE:** Will we take two and a half
8 percent of that?
9 **CHAIRMAN McCUSKER:** Yeah. It's like 30 grand a
10 year for us.
11 **MR. MARQUEZ:** 41,000.
12 **CHAIRMAN McCUSKER:** Thank you.
13 **MR. SHEAFE:** 41,000?
14 **MR. MARQUEZ:** Yeah.
15 **MR. SHEAFE:** Yeah, let's say 40,000. Okay. So
16 this generates 41,000 in district-oriented --
17 **CHAIRMAN McCUSKER:** And, you know, another 150
18 or so in construction sales.
19 Make sure you guys are filing your construction
20 sales tax report.
21 So we get 150 in construction sales tax without
22 a minimum. We could give that back to them.
23 **MR. MARQUEZ:** I could see us doing something
24 two phase. We typically -- I know we like organizations
25 to ask us once, but I can see this being a two-phase

Page 41

1 situation.

2 First of all, you guys did a great job on your
3 presentation. I'm excited that you're bring this
4 downtown. I know that, Zeus, your family has been
5 involved with Mr. Don's for years and you're venturing out
6 on your own. I appreciate the fact that you guys have
7 moved forward expeditiously, the fact that you've already
8 started construction, you already have a plan, you have
9 designs, you've already paid for a liquor license, et
10 cetera. I think the part that we're trying to wrap our
11 mind around is you've got another, you know, \$600,000 to
12 go.

13 I could see us doing something two phased
14 possibly where we came in with some money now to help you
15 get your construction done and then do some last-in
16 dollars to kind of help you as you need some cash flow, et
17 cetera, as you've just got done spending money on
18 construction. You need to actually open and then
19 normalize the business operations and cash flow.

20 So I could see us doing -- I don't know what
21 the number is yet. I mean, typically for the last couple
22 restaurants, we have done half a million. I mean, does
23 that mean 250 up front, 250 on the back end? I think it
24 would be whatever the board's pleasure is.

25 **MR. SHEAFE:** Well, Edmund, would you entertain

Page 42

1 200,000? You don't need to double phase it, because the
2 second phase would come, you know, if the volume is there
3 and we have the ability to expand what we're doing. But
4 up front, would you entertain 200,000?

5 **MR. MARQUEZ:** 200,000 just period?

6 **MR. SHEAFE:** Well, it would be qualified to go
7 into the project. That in fact reflects the construction
8 tax rebate in addition to what we would assume is the
9 first year's volume.

10 **MR. MARQUEZ:** Non-TIF dollars?

11 **CHAIRMAN McCUSKER:** They're non-TIF dollars.

12 **MR. SHEAFE:** They have to be non TIF.

13 **MS. COX:** They have to be.

14 **MR. MARQUEZ:** Yeah, I'd like to see us do 250,
15 if we could do 250, if you guys are comfortable with that.

16 **CHAIRMAN McCUSKER:** So you lost me a little bit
17 about the second phase piece. It sounds like you may want
18 to revisit this, say, you know, six months from now.
19 Let's get them open, see how they're doing, and then maybe
20 we need to contribute additionally to the operating gap.
21 Right now, we're just trying to get it open.

22 **MR. SHEAFE:** Yeah. Nobody is precluded from
23 coming back and saying here's what we're doing and here's
24 our expansion possibilities and whatnot.

25 **MR. MARQUEZ:** Yeah, I think if --

Page 43

1 **CHAIRMAN McCUSKER:** If we participate 250, 300
2 level, can you get -- raise the rest of the money to build
3 out the restaurant?

4 **MR. MENDOZA:** Yes. 300 will be the best ideal
5 for us thinking that we -- we'll put the rest of the money
6 so we can also survive by opening the -- or a year or so
7 with salaries and all that.

8 **CHAIRMAN McCUSKER:** And this is not borrowed
9 money. This is your family money you guys are investing
10 in this restaurant?

11 **MR. SAINZ:** Yes. We understand.

12 **CHAIRMAN McCUSKER:** I want to make sure my
13 board understands, because we don't see a lot of people
14 spending their own money on their own restaurant. Almost
15 everybody borrows.

16 **MR. MARQUEZ:** I'd like to make a motion that we
17 do \$300,000 for this project.

18 **MR. LEVIN:** Second.

19 **CHAIRMAN McCUSKER:** Any questions, any comments
20 to the motion?

21 **MS. COX:** I have a question. I'm all for this,
22 but just before we close it out with a vote, I have a
23 question of -- an operating question.
24 You talked about how you recognize the
25 challenge now in hiring quality staff. You speak to your

Page 44

1 excellent service. Do you have some kind of a formula
2 that's going to allow you to hire staff when the rest of
3 the restaurants in Tucson are clamoring for staff and are
4 struggling every day? What is your formula for making
5 that work?

6 **CHAIRMAN McCUSKER:** Drop your screen, Paul.

7 **MR. MENDOZA:** No problem.

8 Actually, yes, we do have a plan. I've been
9 working with these guys for like over two years with this
10 idea and this concept. On my previous job, I used to work
11 retail for over 14 years. One of my things was actually
12 building a cohesive team, especially on retail that is
13 like really hard.

14 Right now in my current job, what I do is I
15 help -- with my other business, I help staff local
16 businesses. And one of the things that we have
17 established for TABU is to have a succession plan, not
18 only that you can start of a hostess or as a bartender but
19 for us to be able to implement a system where they can
20 actually see growth within the structure of the workplace.

21 So I think that's one of the biggest keys for
22 us to be able to help other businesses retain staff, but I
23 think the majority of the problem when it comes to a local
24 company is that they don't have a succession plan, because
25 they're operating on a -- not a day-to-day basis that you

Page 45

1 just have a plan, but there's a plan to grow the business,
2 but the majority of them don't have a plan to grow their
3 staff and build opportunities within the company. So one
4 of biggest things that we work in just the staffing part
5 is to be able to establish a system where they can
6 actually invest not only their time but invest in an
7 opportunity for them to be able to grow with TABU in
8 regards to be able to have a position where they can
9 become a supervisor or just be able to move from a
10 bartender to a bar manager and be able to do that.
11 I had the pleasure to work with a couple of
12 restaurants here in Tucson, and, of course, like I
13 mentioned, it's been a big struggle to be able to retain
14 staff, but what we have identified is that there has been
15 no plan implemented. There's just a plan to hire, but
16 there's not a plan to retain the staff.
17 And one of the biggest things as well is not
18 about how much they get paid, it's the opportunity and the
19 knowledge they get in the workforce for them to be able to
20 be better at their job.
21 So that's the theory that we have, and that's
22 the practice that we going to implement to be able to hire
23 the right people for the right spot for TABU.
24 **MS. COX:** Thank you.
25 **CHAIRMAN McCUSKER:** Thank you, Paul.

Page 46

1 We have a motion and a second to contribute 300
2 grand toward TABU's construction.
3 Brandi, call the roll.
4 **MS. HAGA-BLACKMAN:** Mike Levin.
5 **MR. LEVIN:** Aye.
6 **MS. HAGA-BLACKMAN:** Ross McCallister.
7 **MR. McCALLISTER:** Aye.
8 **MS. HAGA-BLACKMAN:** Chris Sheafe.
9 **MR. SHEAFE:** Aye.
10 **MS. HAGA-BLACKMAN:** Edmund Marquez.
11 **MR. MARQUEZ:** Aye.
12 **MS. HAGA-BLACKMAN:** Jannie Cox.
13 **MS. COX:** Aye.
14 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
15 **CHAIRMAN McCUSKER:** Aye.
16 So, guys, we'll work with you on setting up an
17 account where you can draw this money as quickly as we can
18 get the paperwork done, so let's get you open. We're
19 excited to see you downtown and we're going to do
20 everything we can to help you be successful.
21 **MR. SAINZ:** Thank you. Hope to see you soon.
22 **CHAIRMAN McCUSKER:** I'll be the first in line
23 when you open. Probably not the dancing part but the
24 eating part.
25 **MR. MARQUEZ:** Congratulations, guys.

Page 47

1 **CHAIRMAN McCUSKER:** Congratulations. We're
2 excited to see you guys downtown.
3 **MR. SAINZ:** Thank you so much. Appreciate it.
4 **CHAIRMAN McCUSKER:** Item number nine, to take
5 the mystery out of this, this is the property on the south
6 side of Broadway formerly known as the Country Home
7 Furniture/La Bahuadilla (ph) store in that block at
8 basically Tucson Boulevard and Broadway. Those properties
9 are being deeded over to Rio Nuevo along with the
10 properties on the north.
11 A couple meetings ago, we authorized what
12 Mr. Collins would call a request for qualifications for
13 developers that might be interested in building the
14 northern blocks. We have title coming to us on these
15 properties, so the opportunity is for us to advertise
16 similarly to attract a developer to see if someone wants
17 to develop any or all of that block in partnership with
18 Rio Nuevo.
19 I don't have a name for that. The other sites
20 we actually have catchy names, the Solot Plaza, the
21 Friedman block. You know, I don't know what we'd call
22 this. Maybe somebody else has an idea. But what we're
23 asking is to authorize Mr. Collins to release a request
24 for qualifications to solicit a private sector partner or
25 partners.

Page 48

1 **MR. SHEAFE:** I'll make that motion.
2 **MR. MARQUEZ:** I'll second that motion.
3 **MR. SHEAFE:** Authorize counsel to prepare for
4 an RFP -- or RFQ for what we affectionately call The Old
5 Country Home Furniture block.
6 **CHAIRMAN McCUSKER:** There you go.
7 So Mr. Collins tried to interrupt you.
8 **MR. COLLINS:** Yeah, a solicit --
9 **CHAIRMAN McCUSKER:** Solicitation.
10 **MR. MARQUEZ:** Solicitation.
11 **CHAIRMAN McCUSKER:** You're having some kind of
12 audio disruption, or it might be -- maybe it's God just
13 muting lawyers.
14 **MR. MARQUEZ:** It sure makes for a peaceful
15 meeting.
16 **CHAIRMAN McCUSKER:** It may be affecting all
17 lawyers simultaneously.
18 **MR. MARQUEZ:** I will second Chris's motion.
19 **CHAIRMAN McCUSKER:** We've got that.
20 So we have a motion and a second to authorize
21 Mr. Collins to release the solicitation for what we now
22 call the Country Home block.
23 Any other questions?
24 (No oral response).
25 **CHAIRMAN McCUSKER:** We're so efficient.

1 Brandi, call the roll.
2 **MS. HAGA-BLACKMAN:** Mike Levin.
3 **MR. LEVIN:** Aye.
4 **MS. HAGA-BLACKMAN:** Ross McCallister.
5 **MR. McCALLISTER:** Aye.
6 **MS. HAGA-BLACKMAN:** Chris Sheafe.
7 **MR. SHEAFE:** Aye.
8 **MS. HAGA-BLACKMAN:** Edmund Marquez.
9 **MR. MARQUEZ:** Aye.
10 **MS. HAGA-BLACKMAN:** Jannie Cox.
11 **MS. COX:** Aye.
12 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
13 **CHAIRMAN McCUSKER:** Aye. That passes
14 unanimously.
15 So, Krystal, if I had a drum, I'd give you a
16 drum roll. I think you're still around.
17 The property here is the so-called Rialto
18 block. Scott mentioned it in his presentation, but
19 Krystal is up to something and needs our help.
20 So, Krystal, are you still online?
21 **MS. POPOV:** Yes. And if, Brandi, you can allow
22 me to -- oh, you already did. You're on it. Okay.
23 **CHAIRMAN McCUSKER:** Introduce yourself so we
24 get your name in the record, and then tell us what you're
25 up to.

1 **MS. POPOV:** Perfect.
2 So my name is Krystal Popov. I am the current
3 owner of the L Offices in downtown Tucson. We're in the
4 top floor of the Chicago -- the former Chicago Music
5 Store. And we are actually over the new TABU, so we also
6 took that space as well.
7 We opened mid-pandemic in 2021, yet now we only
8 have three available offices and we are hopping.
9 One thing that I did in 2021 when we were not
10 getting people to come rent office space is we started in
11 adapting a little retail, so we had the L Boutique, which
12 was located upstairs. It's now a barber shop upstairs
13 with us. And then we did some vendor events. Venders
14 were really having trouble transitioning to being
15 completely online when they used to do vendor events,
16 right, that were closed down during COVID. So we were
17 very spaced out and we allowed people to come in and sell
18 in our space.
19 So I already had this vision in mind of a pop
20 up retail style in downtown Tucson. It's happening all
21 over the United States in major cities, and I think Tucson
22 is ready for this. And Scott has presented, I think, the
23 best corner in downtown for this opportunity, which is in
24 the old proper space and then downstairs, an old connect
25 building.

1 So let's talk about first of all what is pop
2 up. Pop-up shops are also called a flash retail store.
3 Think of it as semi-permanent. It does two things for
4 retailers. It gives emerging online brands the
5 opportunity to sell in a brick and mortar so that
6 customers can actually touch and feel their product. It
7 also allows, and I think this is at big opportunity for
8 us, other retail boutiques around the city to almost test
9 out downtown without the fear of going downtown, right?
10 If they can get six months or a year inside our pop-up
11 shop and they start building this clientele, this customer
12 base, downtown, our goal is to help them move maybe into a
13 more permanent retail space downtown once they have
14 established their business downtown. So I think it's a
15 benefit of downtown for people that want to go downtown
16 but maybe are nervous to sign that big lease.
17 So our focus, of course, is to grow retail
18 downtown to support these small businesses that want to
19 open up yet don't know if they want to take that big --
20 big lease sign, and then, of course, activate this corner.
21 It's a major corner in downtown at 5th Avenue and
22 Congress. And we will also activate with this project the
23 beautiful patio behind the current Love Burger.
24 So we will have the semi-permanent mid to
25 high-end retail. I want to stress that this is not a

1 vendor event. I love the 4th Avenue Street Fair, but this
2 isn't a pop up for a weekend and break down. This is
3 people that I believe will leave their merchandise there
4 even when we're not open.
5 And we will initially open during high traffic
6 periods. So if you take an example like Julie Penny, who
7 owns Piece by Piece Ware in St. Philips Plaza, she's a
8 good friend of mine, she's always wanted to go downtown.
9 This gives her a chance to have a 100 square space in
10 downtown, do this pop up and then staff it only during
11 high traffic periods.
12 So what does sales revenue look like for this
13 space. These semi-permanent shops, we can sit about 24
14 inside the building at this space. And these are real
15 numbers, this 2,800 a month that we believe these retail
16 will average. The L Boutique inside of the L Offices
17 upstairs, almost no foot traffic, did a little under
18 \$2,000 a month in sales. And I would say they were mid to
19 low-end retail, so I believe this is actually a
20 conservative number, this 2,800 per shop, which gives a
21 great annual revenue we also will do for those four days a
22 week.
23 And we will have a lot of vendors in that patio
24 area. This will be more of a pop-up table. This will be
25 a little bit more of a vendor both, let's say. We have

Page 53

1 108 opportunities throughout the month for someone to rent
2 one of those. I gave them an average of about 160 per
3 event, which is what our vendors are doing in our Women &
4 Wine Wednesday events that we are hosting for the last
5 time this month, so we'll hopefully transition that.
6 And then some other revenue, with this bar
7 revenue, imagine going in, shopping these nice retailers,
8 having a glass of wine, going out on the patio listening
9 to live music and really just kind of mingling in there.
10 We believe that will raise bar revenue either for Love
11 Burger or we'll add a bar inside our space. We're working
12 out those details.
13 And then we can do cool things like a cabana
14 event, girl's night out, bachelorette party, right, where
15 they reserve this cabana outside on the patio or this
16 booth inside and they pay per event, maybe get a discount
17 for the retailers.
18 And then the last item that I have on here is
19 maybe a special ticket event. So maybe a nonprofit wants
20 to have a fundraiser in this space and 15 percent of sales
21 the vendors agree will go back to that nonprofit. We sell
22 tickets for the event. They get a couple glasses of wine
23 and they're able to shop benefiting their nonprofit. So
24 there's lots of creative things we can do within this
25 space to drive people to this corner and make the space

Page 54

1 really nice.
2 So our ask is 150,000. So 100,000 of this will
3 go directly into our vendors' pockets more for
4 reimbursement for their build-out. So you've got to think
5 about a retail store that has to open and display products
6 in maybe 100 square feet or a 10 by 10 square in the
7 middle of this building. They're going to need some space
8 planners. They're going to need some designs. They might
9 even need to put up a temporary type of wall with shelving
10 on it, so --
11 And we want these spaces to not look like they
12 just popped up overnight. We really do want them to look
13 nice, to have a more mid to high-end feel as you're
14 walking through this, so we do not want to skimp on the
15 build-out or the reimbursement that we can give these --
16 those retailers as they are building out their space. You
17 know, we want each shop to have their own personality.
18 They may bring in rugs, they may bring in their own
19 lighting, so there's lots of different things that they
20 can do.
21 And then 50,000 of it will go towards making
22 this space known before it opens. And if there's one
23 thing that I learned when I opened the L Offices is to get
24 your website SEO up and running and your social media up
25 and running before you open your doors like crazy. I

Page 55

1 didn't do that enough. And so it's really important to me
2 that the retailers have the traffic that we promise them,
3 and so we want to put a lot into our website, our social
4 media marketing, adds, printed material, some banners and
5 invitations are really nice, maybe higher soft opening
6 invites.
7 **CHAIRMAN McCUSKER:** Will you go back to your
8 last slide, to the number of vendors slide?
9 **MS. POPOV:** Uh-huh.
10 **CHAIRMAN McCUSKER:** Okay. So you have 25
11 interior vendors, right, and you're showing, you know, a
12 crate and a coat hanger. What does it cost like per
13 vendor to activate a space, Krystal, because that's
14 maybe --
15 **MS. POPOV:** Good question. For the
16 semi-permanent shops, it's anywhere from 800 on a smaller
17 size shop up to 1,750 with a larger shop.
18 **CHAIRMAN McCUSKER:** So \$1000 or \$2,000 to
19 activate a semi-permanent space?
20 **MS. POPOV:** To activate or how much they're
21 paying monthly?
22 **CHAIRMAN McCUSKER:** So you're just leasing them
23 a taped off space, and you make your money from rent, or
24 do you participate in the revenue?
25 **MS. POPOV:** No, we make our rent money similar

Page 56

1 to co-working from leasing that space.
2 **CHAIRMAN McCUSKER:** Okay. So you lease a whole
3 bunch of spaces, they have to build it out, furnish it,
4 man it and collect the revenue.
5 And I can see Dan going, oh, my God, they have
6 to pay sales tax. So we're now chasing 200 vendors, 150
7 vendors. You know, we might ask you to help us with that.
8 **MS. POPOV:** Hopefully it would be an onboarding
9 process. We'll make sure that they are -- they have the
10 right coding.
11 **MR. MARQUEZ:** Fletcher, you read my mind on
12 that. So yeah, they would have to almost -- I don't know
13 about sign an agreement, but I love the fact of
14 onboarding, because they all have to code their says tax
15 directly or this is -- this is empty for us.
16 **CHAIRMAN McCUSKER:** So I can identify 25 grand
17 needed for vendors to launch. How does that work in the
18 patio? Same dollar amount relatively or -- is that kind
19 of where you got your 100 grand number from?
20 **MS. POPOV:** Oh, no. So the 20 -- the \$1000 a
21 month I think -- I thought you should talking about --
22 **CHAIRMAN McCUSKER:** No, I'm talking about what
23 it costs -- if I want to come to your place and sell
24 guitars --
25 **MS. POPOV:** Yeah.

Page 57

1 **CHAIRMAN McCUSKER:** -- you know, how much is
2 that going to cost me to -- for me to build out that
3 little space?
4 **MS. POPOV:** Yeah. So --
5 **CHAIRMAN McCUSKER:** \$1,000, \$700?
6 **MS. POPOV:** \$1,000 -- let's say you rent --
7 **CHAIRMAN McCUSKER:** Are you doing anything for
8 them or do they -- so there's some consistency and it
9 doesn't look like, you know, it's just, you know, a
10 hoarder's nest? Do you manage the esthetic or do you
11 install the kiosk or how -- tell us how that that works.
12 **MS. POPOV:** Yeah. Good question. So the
13 process for the -- for the vendor, for the -- the retail
14 owner would come, they fill out an application and they
15 have to submit a design of what their vendor shop will
16 look like. And we will have a variety of different --
17 variety is important, and we also want these retail spaces
18 to look nice. I would imagine they're probably going to
19 spend somewhere between 6 to 10,000 to get their shop, if
20 they have one of the larger shops, up and running and then
21 inventory if they need it, right? And -- and we will
22 collect a security deposit -- a one-month security deposit
23 and their first month up front, so they'll -- it will be,
24 you know, a couple thousand for them just to secure the
25 space and then about 8 to 10,000 for them to get their pop

Page 58

1 up open.
2 What we do is we provide the marketing, we
3 provide the staffing for the bar, we provide security
4 staffing at the door, and all of -- yeah, basically the
5 security in the space, cameras, secure space, and it's a
6 flexible -- kind of like co-working, it's a flexible
7 lease.
8 **CHAIRMAN McCUSKER:** How about point of sales
9 systems? Are they all on their own? Do you have a common
10 point of sale? Is there something that will help us track
11 all this?
12 **MS. POPOV:** Yeah. I have two visions in my
13 mind. Number one, in Phoenix, they just opened -- it used
14 to be like an old Mervyn's or Dillard's or something and
15 they just opened this style up there. And in that space,
16 they don't even man their booths. They go up to the
17 register and the main owner -- it's kind of like checking
18 but you've got a bunch of different (inaudible). So we
19 could do it one of two ways. And this is what I've got --
20 I've got to think through this, but the problem is sales
21 and mechanizing. So we could QR code everything and do
22 one checkout up front and then divvy back the sales or we
23 could do sales independently, in which case we would have
24 to make sure before they even sign that they're a
25 registered business in downtown Rio Nuevo. And this can

Page 59

1 benefit you because a lot of them have home offices where
2 they run an online business at home and they don't have
3 that code.
4 And I thought about this when we were running
5 the vendors events in the L Offices. I would say
6 80 percent of the people there are running an online
7 business and they just want some face to face. And all --
8 none -- I would guess none of them, unless they lived
9 downtown, have a Rio Nuevo code, so I think this could
10 actually bring businesses' codes into downtown that maybe
11 are not in downtown, if that makes sense.
12 **MR. SHEAFE:** Krystal, do you have from your
13 side an investment in this? You're leasing the space from
14 Scott, and then you're looking for the district to come
15 in --
16 By the way, your district -- if we believe your
17 revenue stream, it's about \$30,000 a year in taxes that
18 come back to the district, so if you're asking us to put
19 up the promotional dollars, which is really what your
20 budget does, what are you putting in?
21 **MS. POPOV:** Yeah. So we're doing all of the
22 setup and leasing of the space. And I don't know if
23 you've been that in building, but it does need some
24 modifications, so all the tenant improvement modifications
25 of the building --

Page 60

1 **MR. SHEAFE:** Well, you were talking about your
2 tenants giving you plans and they would do that, so how
3 much are you actually putting in as the development side?
4 **MS. POPOV:** Yeah. Yeah. No, I get that. The
5 building right now needs -- I don't know, Scott, if you
6 know a number, but it also needs to be up to date. Right
7 now, there's a kitchen in it, there's a food service bar,
8 so there's a lot of stuff within the space that needs to
9 get taken out, that needs to get repainted. Some of the
10 lights work, there's no sound system in the space, the
11 patio needs furniture, so there's a lot of stuff that
12 needs to go into the space just to get the space to the
13 point that it's even attractive for the retail person.
14 **MR. SHEAFE:** Can you leave that out and figure
15 out what the economics are of that?
16 **MS. POPOV:** Like --
17 **MR. STITELER:** Chris and Krystal, this is
18 Scott.
19 Krystal, think you've done an excellent job.
20 Thank you.
21 We are not charging rent. We are -- this is
22 something where the \$100,000, if you approve it, is going
23 to help these small businesses have a chance in downtown
24 Tucson and a great location to start a business and
25 hopefully it grows into something.

Page 61

1 The \$50,000 is helping Krystal for a lot of
2 work. It may not sound like a lot, but we've all -- most
3 of us have started companies. To get something started
4 is -- is more than just time consuming.
5 **CHAIRMAN McCUSKER:** Scott, how about the TI and
6 the common area prep that --
7 **MR. STITELER:** Paying for all of it out of --
8 **CHAIRMAN McCUSKER:** Expand on that.
9 **MR. STITELER:** I'm paying for it out of pocket
10 with Rudy, I mean, Rudy and I control the space, and we're
11 not asking anybody for a nickel, so it just allows us to
12 activate a space right now that is dark and --
13 **CHAIRMAN McCUSKER:** Who's the master tenant
14 here, you or Krystal? There's no -- you're not collecting
15 rent, so --
16 **MR. STITELER:** Yeah. So --
17 **CHAIRMAN McCUSKER:** -- Krystal would create
18 revenue by charging the vendors rent?
19 **MR. STITELER:** Correct. And then to be
20 transparent, if there is any net after all of this, I
21 think it was probably a thin margin opportunity, then we
22 are splitting that 50/50. And that would go to --
23 **CHAIRMAN McCUSKER:** Chris, that probably knocks
24 you off the dice. If Stiteler's participating
25 financially, you're now conflicted.

Page 62

1 Okay. It's a little clearer to me now. You're
2 basically contributing the space to Krystal's mastermind
3 idea to create semi-permanent retail. She's going to
4 collect rent. A whole bunch of little people hopefully
5 come downtown and sell a bunch of stuff and pay taxes.
6 And you'd be fine if the money we contributed went to
7 those vendors, not to either of you?
8 **MR. STITELER:** Correct. Don't want to --
9 **CHAIRMAN McCUSKER:** Krystal, you would like to
10 see something to help you launch?
11 **MS. POPOV:** Yes.
12 **MR. LEVIN:** This is Mike. I have a question.
13 From the word go, what do you think the timeframe is for
14 being up and running?
15 **MS. POPOV:** I think it would only take -- and I
16 just opened a second L Offices, which is -- we're open and
17 flourishing, but this space I really think we could get up
18 and running in a couple months. And that would give us
19 one more to get the stuff -- the -- the spots rented out
20 and filled. However, we're in the middle of summer, and
21 so we really are looking at maybe a September 1 launch.
22 **MR. MARQUEZ:** To put a cherry on the top of
23 Chris's question, even though he's going to have to
24 abstain from this, it sounds like you're getting free
25 rent, sounds like Scott's doing the TI, the vendors

Page 63

1 obviously will come in and have to build out their space,
2 but there's not a whole lot of money out of your pocket for
3 you, so -- so if we don't give you the money, how much --
4 how much money are you putting into this to get this
5 business rolling?
6 **MS. POPOV:** Yeah. And I don't know if it's not
7 good to bring in other projects into this, but I will tell
8 you that I didn't -- I didn't ask for the L Offices and I
9 have -- Marcel did the build-out for me, but I have funded
10 that entire project and opened it up in January of 2021.
11 I had to start paying my lease. And so, I --
12 **CHAIRMAN McCUSKER:** How much did you invest in
13 L, Krystal?
14 **MS. POPOV:** 225,000.
15 **CHAIRMAN McCUSKER:** Yeah, I thought it was a
16 big number.
17 **MS. POPOV:** And we --
18 **CHAIRMAN McCUSKER:** One way we could do this,
19 if the board was willing to do this, we do this around the
20 rescue dollars, is you create a grant, a 100,000-dollar
21 fund, and vendors could apply for that directly to Rio
22 Nuevo, and then our money's going directly to the vendor,
23 and then we just have to decide if we want to do something
24 to help Krystal attract people to this. And maybe 50
25 grand is -- is too much, but maybe, you know, 20 or 15 or

Page 64

1 some number to market the venue.
2 She's basically proposing she puts her sweat
3 equity into managing this and attracting vendors that will
4 pay, you know, 35 grand a year in sales tax.
5 **MR. MARQUEZ:** I like that a lot. I mean, it's
6 naive of us to think it's a one size fits all for these
7 companies that are coming into the space. One might need
8 nothing and one might need five grand. I like that idea a
9 lot.
10 **MS. COX:** Let me just clarify. Are we
11 talking -- Fletcher, are you saying that -- that the
12 vendors would individually come to Rio Nuevo for that
13 grant? So who's going to make those decisions?
14 **CHAIRMAN McCUSKER:** Well, we have some sort of
15 committee or group of people, sorry, Collins --
16 **MR. COLLINS:** Thank you.
17 **CHAIRMAN McCUSKER:** -- people that would
18 evaluate those, nothing like we did for the
19 rescue dollars, and say yes, no, maybe and negotiate.
20 It's a lot of work on our part. You know, it puts you in
21 a direct relationship to vendor attraction, or you may
22 want to let Krystal do that and we just commit to her an
23 amount and, you know, we look at it in, you know, a few
24 months to see how it's working.
25 **MR. MARQUEZ:** Krystal could bring us batches of

Page 65

1 them at a time in phases. That might help us.
2 **CHAIRMAN McCUSKER:** Yeah, it puts a lot of
3 hands on Rio Nuevo that we normally don't do to a
4 developer.
5 **MR. McCALLISTER:** How about if we do this. If
6 Krystal wants \$100,000, what if we gave her tranches of
7 like 25 grand apiece, and as she -- and which she can do
8 whatever she wants, and we can evaluate -- before we do
9 another tranche, we evaluate her, you know, that it's
10 actually -- that she's actually making progress? Then we
11 don't have to get involved in negotiating with
12 individuals.
13 **CHAIRMAN McCUSKER:** And maybe throw in 25
14 grand, Ross, for marketing the business?
15 **MR. McCALLISTER:** Yeah, I think that's a great
16 idea.
17 **MR. LEVIN:** I support that. One thing that --
18 and I appreciate the fact that it would take the work off
19 of Brandi and Dan as far as trying to track down the tax
20 dollars, but I'd like to have a bit more of a discussion
21 as to what that's going to look like and make sure for the
22 purpose of opening it up that the education of those
23 vendors coming in is done in a correct way so that we can
24 verify that we're getting all the revenue from what the
25 productions are.

Page 66

1 **MS. COX:** Let me clarify. So what we're
2 proposing or what we're discussing is up to \$100,000 --
3 **CHAIRMAN McCUSKER:** 125.
4 **MS. COX:** -- up to \$100,000 to support the
5 vendors' move in in 25,000-dollar increments up to
6 \$100,000 and then \$25,000 toward the marketing. Is that
7 correct?
8 **CHAIRMAN McCUSKER:** That's absolutely correct.
9 **MR. MARQUEZ:** Yes.
10 **MS. COX:** Then I move that we move forward with
11 Krystal's request and that we authorize up to \$100,000 in
12 25,000-dollar increments for Krystal to recruit and assist
13 vendors and that we provide \$25,000 for the pre-marketing
14 to get things up and running.
15 **MR. LEVIN:** If I understand correctly, so the
16 first round of --
17 **CHAIRMAN McCUSKER:** Mike, hang on. Let's see
18 if we get a second to that.
19 **MR. McCALLISTER:** I'll second.
20 **CHAIRMAN McCUSKER:** Okay. Now go ahead.
21 **MR. LEVIN:** So the initial contribution would
22 be 50,000, the 25 for the marketing and 25 for helping
23 with the vendors? Am I understanding that correct?
24 **MS. COX:** Yes.
25 **CHAIRMAN McCUSKER:** I see. Yeah.

Page 67

1 **MS. COX:** Yeah.
2 **CHAIRMAN McCUSKER:** Then she comes back to who?
3 Who's going to make the determination about the next
4 tranche.
5 **MS. COX:** The executive officers is what I'd
6 propose.
7 **CHAIRMAN McCUSKER:** Make that a part of your
8 motion.
9 And who was the second?
10 **MR. MARQUEZ:** Ross was.
11 **MR. McCALLISTER:** I'll second it.
12 **MS. COX:** Okay. We'll accept that --
13 **MR. MARQUEZ:** Amendment.
14 **MS. COX:** Amendment? Okay.
15 **CHAIRMAN McCUSKER:** The motion and the amended
16 motion is that we provide up to \$100,000 to Krystal.
17 I assume you have some sort of legal entity,
18 Krystal, an LLC or something, you're going to do this out
19 of at \$25,000 a tranche. The executive officers will have
20 the authority to advance tranche two, three and four, and
21 then we send you directly 25 grand to launch the business.
22 **MS. POPOV:** Thank you.
23 **CHAIRMAN McCUSKER:** Let's do a roll-call.
24 I'm sorry?
25 **MR. MEYERS:** May I interrupt? This is Dan

Page 68

1 Meyers.
2 **CHAIRMAN McCUSKER:** Go ahead, Dan.
3 **MR. MEYERS:** So what we typically do in these
4 situations is -- is we make the owner responsible for
5 getting Brandi and I a list of every merchant in there
6 with their sales tax numbers and all that stuff, we do
7 this for several of our projects, so then -- then we can
8 track how much revenue we're actually receiving.
9 **CHAIRMAN McCUSKER:** Yeah, you're basically a
10 mall, Krystal. You know, I mean, we would look to you to
11 make sure that the vendors know how to code and that
12 they're filing their tax returns and, you know, we'd come
13 to you as the master tenant.
14 Okay. Brandi, call the roll.
15 **MS. HAGA-BLACKMAN:** Krystal, can you -- there
16 we go -- stop screen sharing? There we go.
17 Mike Levin?
18 **MR. LEVIN:** Aye.
19 **MS. HAGA-BLACKMAN:** Ross McCallister.
20 **MR. McCALLISTER:** Aye.
21 **MS. HAGA-BLACKMAN:** Chris Sheafe.
22 **MR. SHEAFE:** Aye.
23 **MS. HAGA-BLACKMAN:** Edmund Marquez.
24 **MR. MARQUEZ:** Aye.
25 **MS. HAGA-BLACKMAN:** Jannie Cox.

Page 69

1 **MS. COX:** Aye.
2 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
3 **CHAIRMAN McCUSKER:** And I vote aye, so that
4 carries unanimously.
5 Krystal, you've bitten off a big bullet, but we
6 love the idea and downtown desperately needs the retail,
7 so hopefully all these people will be so successful they
8 can't wait to move into a bigger store.
9 **MS. POPOV:** That's right.
10 **CHAIRMAN McCUSKER:** That's the plan. All
11 right. Thank you.
12 Okay. Item number 11, El Presidio. So
13 pre-COVID, Rio Nuevo engaged with our friends at the
14 Project for Public Spaces to look at the Presidio
15 neighborhood, this is over by the Presidio museum in and
16 around the Museum of Art and El Charro, to see how we
17 might improve that neighborhood and help create a more
18 attractive several block area.
19 They had a beautiful plan, and we had an
20 unbelievable amount of stakeholder involvement and a
21 number of us walked the neighborhood and wrote this
22 beautiful, you know, 80-page document, and then COVID hit,
23 so it's all been deferred.
24 Jannie was instrumental in the leadership to
25 activate that space. Jannie's been instrumental in the

Page 70

1 renovation of the duplex, which is done thanks in large
2 part to Jannie's tenacity in that project, and we really
3 want today to talk about is now the time for us to
4 reactivate the Destination El Presidio project.
5 And I think we have a few slides, Brandi, but I
6 don't know who owns them. Do you have the slides, Brandi,
7 or does Jannie?
8 **MS. COX:** I have the slides up, but I've not
9 done screen sharing, so I'm not sure --
10 **CHAIRMAN McCUSKER:** Okay. So, Sam, if you'll
11 enable Jannie.
12 At bottom of your Zoom, you see a little green
13 thing that says share screen.
14 **MS. COX:** Okay.
15 **CHAIRMAN McCUSKER:** Now, wait a minute, because
16 when you click on that, it's going to show us whatever's
17 on your computer.
18 **MS. COX:** Okay.
19 **MR. SHEAFE:** It's right in the middle on the
20 bottom line.
21 **CHAIRMAN McCUSKER:** So you see --
22 **MS. COX:** I see -- oh, share. Well, I can
23 share.
24 **CHAIRMAN McCUSKER:** Yeah, it's going to share
25 your computer, so pull up the document you want --

Page 71

1 **MS. COX:** Whatever is on my computer it's going
2 to share. All right.
3 **CHAIRMAN McCUSKER:** Pull up the document you
4 want to share and then do that, otherwise we see all your
5 e-mails.
6 **MS. COX:** All right. Can you see it?
7 **MR. McCALLISTER:** You're online shopping if you
8 don't.
9 **CHAIRMAN McCUSKER:** So far nothing.
10 **MS. COX:** Well, I clicked share and my project
11 is up on the screen.
12 **CHAIRMAN McCUSKER:** Sam, have you enabled her?
13 **SOUND MAN:** Yes, she is enabled.
14 **MS. COX:** Okay. Should i go back to Zoom and
15 see why I'm not --
16 **CHAIRMAN McCUSKER:** Make sure you're clicking
17 on the right button. So the bottom row, if you scroll
18 down, you see mute, stop video, participants, chat, share
19 screen. Hit screen.
20 **MS. COX:** Right.
21 **CHAIRMAN McCUSKER:** Click on that.
22 **MS. COX:** Click on it. All right.
23 **CHAIRMAN McCUSKER:** And, Sam, where did he go?
24 **MR. SHEAFE:** Are you left clicking on that?
25 **MS. COX:** I've clicked on it, and now I have

Page 72

1 all of these options. Do I click share at the -- on the
2 bottom right.
3 **MR. SHEAFE:** Yes.
4 **MS. COX:** Brandi, you tell me what to do.
5 **MS. HAGA-BLACKMAN:** Do you just want me to run
6 it?
7 **CHAIRMAN McCUSKER:** If you have it, let's do
8 that.
9 **MS. COX:** That would be fine.
10 **MS. HAGA-BLACKMAN:** Why don't I just run it.
11 This is the eight-page one, not the whole thing. Yeah, I
12 got it. Let me just run it.
13 **CHAIRMAN McCUSKER:** We'll send Jannie to share
14 screen school.
15 **MS. HAGA-BLACKMAN:** Okay. There we go.
16 **CHAIRMAN McCUSKER:** There we go.
17 **MS. COX:** Okay. There we go.
18 **CHAIRMAN McCUSKER:** Ms. Cox.
19 **MS. COX:** All right. As Fletcher said,
20 Destination El Presidio started in 2019 with PPS, with
21 Project for Public Spaces. And we had huge stakeholder
22 involvement, months of meetings. We came up with a list
23 of opportunities to activate the space surrounding the
24 Presidio museum, LaCo, Tucson Museum of Art. We put
25 together a terrific, I think, 12-member work group, and

Page 73

1 they were at work. And there were a couple of things that
2 were -- we decided that we were going to focus our first
3 efforts in the -- in the middle. You'll see on the upper
4 right of your screen on Court Avenue --
5 Well, actually let's go to the next slide.
6 You'll see this is Court Avenue. And on the
7 upper right is the duplex that Rio Nuevo owns. Lower
8 right is the Presidio Museum, and over here we have Tall
9 Boys on the other side of the street.
10 Do you see my cursor?
11 **MS. HAGA-BLACKMAN:** No, but I'll --
12 **MS. COX:** Okay.
13 **CHAIRMAN McCUSKER:** Brandi's running it.
14 **MS. COX:** Okay. We have Tall Boys and LaCo,
15 and then left and not in this screen is the Tucson Museum
16 of Art. We -- we decided that we would focus our efforts
17 in the very beginning on this area along Court Avenue
18 between Alameda and Washington at the very beginning. So
19 we -- we put together go a plan that's called lighter,
20 quicker, cheaper where we would bring life to this space,
21 bring color and a comfortable environment that would
22 invite people to walk down this desolate, wide, dark
23 street.
24 And a couple of things that we started with --
25 and the committee met on March 20th, 2020. I was

Page 74

1 surprised when I saw that, that we were actually still
2 meeting on March 20th, but we -- Jeremy from the Museum of
3 Art was going to look into having a mural painted on the
4 Transamerica building.
5 Another initiative we were working on in this
6 plan was to close Washington Street, work with the city on
7 getting Washington closed, so that LaCo could expand out
8 into the street.
9 Now, during COVID -- the good news is that
10 during COVID, both of those things have happened. The El
11 Tour de Tucson was seeking a location to put a mural, and
12 they called me and we ended up putting a beautiful mural
13 on the Transamerica building, so that building is bright
14 and beautiful and inviting.
15 Since that time also, Jo Schneider continued to
16 work with the city and I helped her out when I could. She
17 did get permission to close Washington and it is closed.
18 She will now be -- and she applied for a grant from Rio
19 Nuevo, and we -- I think it was a 15,000-dollar grant that
20 she got to put lighting and shade over Washington Street.
21 That hasn't all happened yet. It's a work in progress
22 right now.
23 But even through COVID, some of our plans
24 started to come together. And a lot of us feel like this
25 is the optimum time to bring that working group back

Page 75

1 together to make this plan a reality.
2 Could I have the next slide, Brandi, please?
3 This is just another view on the bottom of
4 screen. You're looking down Court from Alameda. And on
5 your left is Tellez where it turns left. This is the --
6 you see the color in the slide. This is a wider sidewalk.
7 Just to the right of that color, you see the sidewalk that
8 exists. The color is paint in the street, high quality
9 permanent paint that makes that sidewalk four feet wider
10 than it is today, then planters and tables and chairs,
11 things that invite people to linger would be in that space
12 along that block. And then you see some other decorative
13 pieces on the left on the corner of Tellez and on the
14 corner outside of what is now Tall Boys.
15 This is not permanent. This is to get things
16 off the ground to bring people to the space. And once
17 that happens and businesses grow and businesses develop,
18 we have an opportunity to grow our tax revenue for this
19 entire area.
20 So let's look at the next slide. I'm just
21 going to show you a few of them. There are many. But
22 here we are looking east from Meyer down Tellez to Court.
23 And you'll see on the right that's the Tucson Museum of
24 Art building. And interestingly the -- Visit Tucson is
25 looking to put a mural on that wall, a beautiful, big

Page 76

1 mural to celebrate Mexican-American heritage, which would
2 be perfect for this neighborhood. I was hoping to find
3 out where that project is before today, but I haven't
4 heard back yet. But I'm anticipating that this mural,
5 which will be fully funded, is going to go on this wall.
6 And that was another thing that we thought would be great
7 for this block that we will not have to do ourselves.
8 On the left-hand side, you'll see tables and
9 chairs and the entrance to the -- what are they called,
10 the (inaudible) inside the LaCo building. And so this is
11 just a way to make the street an inviting and attractive
12 place.
13 This is going to take away a few parking
14 spaces, but we feel like we've worked through that with Jo
15 Schneider, that's a work in progress, to have -- be able
16 to bring the street to life without giving up too many
17 existing parking places.
18 Can we look at the next slide?
19 This slide is the -- okay. This is -- okay.
20 This is the view from Alameda looking down --
21 No, I'm sorry, it's not. This is --
22 **MS. HAGA-BLACKMAN:** Washington?
23 **MS. COX:** Yes, it is. I'm sorry. It is
24 Washington Street looking east from Meyer. And this is
25 what it would look like. As you can see, there's shade

1 structure and lighting over the street, street tables and
2 chairs in the street for expanding the dining capability
3 of LaCo. I understand they will be able to seat 60 people
4 in that space once it's completed, which is going to be
5 huge. So far Jo Schneider's limitation on what she can
6 generate is space. She is so successful and she does such
7 a great job that if she has more space, she's going to
8 fill it.

9 On the left of Washington is -- you probably
10 are familiar with Sari's, which is a takeout food vendor,
11 and they now have a liquor license. They've been all
12 takeout up to this point, but they -- and they will
13 continue to do that, but they have a liquor license. They
14 are moving into the duplex that Rio Nuevo has allowed to
15 have renovated, and it's almost complete, and they will
16 open a bar and restaurant for indoor dining in that duplex
17 building. They will continue their takeout. People can
18 get their food and sit down at a table anywhere within the
19 district and enjoy their meal, anywhere within our -- our
20 activation district.

21 Next slide.

22 And this is Alameda looking east -- looking
23 north on Court. You see the Transamerica building on the
24 right. There's a mural in this slide. That's not the
25 mural that's there today, but there is a mural in that

1 last slide?

2 This is eight. Okay. That's the last one.

3 We cannot spend money in this area, because
4 it's outside of our district, so we're hoping that the IDA
5 will partner with us and help us toward getting this done.

6 The PPS put together a budget for us two years
7 ago. That budget to do it on the cheap was \$300,000, to
8 do it right was about \$550,000. Two years have now
9 passed, but another change is that the parking lot that we
10 used to own at Council and Church we no longer own and we
11 might reduce the size of our project by that space, which
12 would reduce some of our expense, but we anticipate it
13 will be about \$500,000 to make this project a reality.

14 And I'd like to propose that Rio Nuevo
15 contribute \$400,000 to this project and that we ask the
16 IDA to contribute another \$100,000, which will give us a
17 full budget to make it happen.

18 **MR. SHEAFE:** Jannie, could I ask a question?

19 **MS. COX:** Sure.

20 **MR. SHEAFE:** You have a lot of space within the
21 traffic lanes. And, you know, we've kind of learned over
22 on Congress that city staff has not been very helpful.
23 They haven't quite figured out how to deal with that.

24 **MS. COX:** Yeah. Well, they helped us put
25 together this plan. Diana Alarcon was at the table when

1 place. And you'll see that we have pretty much decided to
2 take the colors from the courthouse dome and use those as
3 the colors to carry all the way down Court and throughout
4 this activation project where there'll -- the crosswalk
5 will be in those colors and another crosswalk over to the
6 other side of Court and then an expanded sidewalk down
7 Court. And it will be -- it will really beautify that
8 area. And that's just another view of the same thing.

9 This is -- was a conundrum for us, because this
10 is block 175 of Franklin, Franklin between Council and
11 Franklin. It's on Court between Council and Franklin.
12 It's owned by the IDA. That is outside of the Rio Nuevo
13 district. Our district ends at Washington Street, does
14 not include El Charro Restaurant. I don't know if
15 anyone's ever been able to determine exactly how that
16 happened, but we are not allowed to invest any of our
17 dollars in that area of Court north of Council.

18 So Fletcher and I talked to Dre Thompson, who
19 is the new CEO of the IDA, and she really likes our plan,
20 and she is asking her board for permission to invest an
21 additional \$100,000 to help us implement this plan.

22 I say a plan, but the truth is the working
23 group, when they come back together, will determine what
24 the final plan will be, but these are just a few examples.

25 Let's look at the last slide, or is that the

1 we came up with this plan, so we did have some support.
2 We don't know what our support is today. I have not met
3 our new director of transportation, but we -- Koren
4 Manning is on the working group, so she's been involved in
5 every step of this plan, and Diana Alarcon was supportive.

6 And, of course, this would need the endorsement of the
7 TMA, that uses a lot of this space for traffic and
8 deliveries for the museum. So we've worked through a lot
9 of the potential resistance, and we feel pretty
10 comfortable.

11 Fletcher, you might want to talk to the
12 possibility of getting the city to become a partner in
13 facilitating our plan rather than being a barrier to our
14 plan.

15 **CHAIRMAN McCUSKER:** Yeah. You know, Chris is
16 right. What we're not doing today is launching a plan to
17 remodel the city streets, but -- and we do have a new
18 director of transportation, just two weeks on the job, so
19 I think what's incumbent of this working group is to, A,
20 revisit the plan from two years ago, see how much of that
21 is still viable, doable and desirable, sit down with our
22 colleagues at city, particularly parking and
23 transportation, to get their endorsement, and then subject
24 to that, try to advance a plan.

25 I think what Jannie's looking for today is are

Page 81

1 we willing -- if all that occurs, are we willing to put as
2 much as 400 grand into the beautification of a public
3 space, several public spaces.
4 **MS. COX:** I'd say if we can do that --
5 **MR. SHEAFE:** It would be TIF money; correct?
6 **CHAIRMAN McCUSKER:** This would be -- yeah, we
7 could use this -- going into public right-of-way, we can
8 use tax dollars all day long.
9 **MR. MARQUEZ:** Are you saying something, Jannie?
10 **MS. COX:** Well, I would like to see us
11 authorize up to \$400,000. I'd like to see the IDA as a
12 partner. I think it's going to cost \$500,000 to get this
13 project done. And I don't want to half do it. I don't
14 want us to get down the line and not be able to do it high
15 quality and in a timely manner, so -- and the IDA, their
16 board met last week and they like the idea, but they want
17 to look at it on, I think, May 11th in another meeting to
18 talk about how it fits in with their entire master plan,
19 which they don't have complete yet. But I know they're
20 very interested. We don't have their commitment yet,
21 but --
22 **CHAIRMAN McCUSKER:** You could make a motion
23 subject to their commitment, and you could also include in
24 that motion subject to city approval.
25 **MS. COX:** Well --

Page 82

1 **CHAIRMAN McCUSKER:** That way we're not spending
2 any money, but we're committing the dollars to your
3 project, which would allow it to move forward.
4 **MR. SHEAFE:** If we made a commitment here, what
5 would be the allocation time-wise and would -- what are
6 the -- you know, it isn't just writing a check into a -- I
7 mean, is there a process that would be followed, because
8 while we're ready to do this and --
9 **MS. COX:** Yes, Chris, there would. The working
10 group will -- the working group will take the plan, review
11 the plan -- the opportunities again and devise a new plan
12 based on today, because, as I said, the size of the
13 project has changed and the -- some of the work has
14 already started. So we need to relook at it, but I
15 wouldn't want to get them started and then not have them
16 be able to implement it. It will cost probably 500,000.
17 I would like to see us allocate up to 400,000.
18 **CHAIRMAN McCUSKER:** You would need a project
19 manager, too. You know, someone has to run the project.
20 The IDA's expressed some interest in doing that. There
21 are other people that could be hired to be project
22 manager. But once it's approved, it would work like any
23 other project. Somebody would identify the scope, the
24 cost and request the dollars. Probably and hopefully, I
25 think, Jannie, you would want to do it quickly. You don't

Page 83

1 want this to take two years, but --
2 **MS. COX:** No.
3 **CHAIRMAN McCUSKER:** -- you want it to move
4 quickly, literally a matter of months.
5 **MS. COX:** Look at the new restaurant. Seri's
6 is opening. This would do great things to draw people
7 down that street to their restaurant, and then the tax
8 revenue generated is going to be great A La Cart is going
9 to benefit from it. The Transamerica building is working
10 to recruit a large restaurateur into their remodeled
11 space, which I saw the other day and it's beautiful.
12 **CHAIRMAN McCUSKER:** For our new members, we
13 have invested in streetscapes on occasion. It's not our
14 primary mission, but we invested in the renovation of
15 Scott Avenue between Pennington and Congress. We invested
16 in the renovation of 13th that runs along the Cathedral
17 Square. So if we can make the case that we're creating a
18 more desirable pedestrian location, more people are going
19 to come. And there are things for them to spend money on.
20 You know, we have some latitude to invest in street
21 improvements. These are not the kind of things that the
22 department of transportation do. They stripe, pave, curb
23 you know, it takes some vision to create a streetscape,
24 and they're generally not funded by the government.
25 **MR. MARQUEZ:** Jannie, I see the -- I definitely

Page 84

1 see the importance of activating this area. I think it's
2 way more than the streetscape to Fletcher's point. I also
3 kind of hate to see you tie yourself to having to get the
4 money from the IDA, because, I mean, they're under new
5 leadership. I haven't seen them investing in a lot with
6 my own two eyes yet.
7 **MS. COX:** They haven't yet, but I think great
8 things are coming from the IDA.
9 **MR. MARQUEZ:** I know of communities that
10 activated an IDA and done real well with it, but yeah, I
11 mean, definitely see the importance of activating this
12 area.
13 **MS. COX:** Yeah.
14 **MR. MARQUEZ:** Yipee.
15 **MS. COX:** And other thing to think about is the
16 deck. When 6th Avenue is finished, there's going to be a
17 pedestrian walkway right into that area. We want to pull
18 those people down Court Street to El Charro, which
19 obviously is not in our district, but it's still a great
20 thing for Tucson's economy to bring them down Court
21 Street, bring them to the new Seri's, bring them to A La
22 Carte and to LaCo and hopefully a new restaurant in the
23 Transamerica Building. And we've really brought -- we've
24 made that an economic engine, and today it's just a dark
25 street with some nice amenities like LaCo on it.

Page 85

1 **CHAIRMAN McCUSKER:** What you could do, Edmund,
2 if you had the will, all of us, is to authorize up to
3 \$500,000. That way you know the project is funded with
4 the caveat that we try and find some financial partners.
5 But if you don't, then, you know, we know that the project
6 could be completed with Rio Nuevo dollars.
7 **MR. MARQUEZ:** I would like to make a motion
8 then to authorize up to \$500,000 for the Presidio
9 activation.
10 **MR. LEVIN:** Second.
11 **CHAIRMAN McCUSKER:** Any other questions,
12 comments?
13 There are some pieces that have to happen here,
14 namely coordination with the city. So Jannie's done an
15 unbelievable job getting us here, and we'll continue to
16 shepherd this project. And we do have some --
17 **MS. COX:** But I also -- I know we need to vote,
18 but I also wanted to mention that now that Edmund is an
19 executive officer, he has authorized us to replace him on
20 the Destination El Presidio project with Mike Levin. And
21 Mike Levin has graciously accepted that position, so it
22 would be Fletcher, Mike Levin and myself from Rio Nuevo on
23 the project. But I think we want to be sure that the
24 working group has the ownership over the project. I
25 don't -- I don't think we want to go in it like we own it.

Page 86

1 We need to let --
2 **CHAIRMAN McCUSKER:** We've offered to fund it.
3 We hadn't done this two years ago. There was a big gap in
4 where the money was going to come from.
5 **MR. SHEAFE:** Would it be helpful to you if our
6 motion put a qualification in there from the IDA so that
7 they could go back to theirs and say, look, we've got all
8 this money, but we need to contribute our, part rather
9 than just a blank check?
10 **CHAIRMAN McCUSKER:** I think you leave the
11 motion the way it is. We're going to do the project.
12 We're going to ask people to help us, but we can't
13 obligate another organization. And I really don't like
14 cornering other organizations.
15 **MR. SHEAFE:** That was just a question.
16 **CHAIRMAN McCUSKER:** Yeah.
17 So we have a motion and a second. Unless
18 there's any further questioning, Brandi, you can call the
19 roll.
20 **MS. HAGA-BLACKMAN:** Mike Levin.
21 **MR. LEVIN:** Aye.
22 **MS. HAGA-BLACKMAN:** Ross McCallister.
23 **MR. McCALLISTER:** Aye.
24 **MS. HAGA-BLACKMAN:** Edmund Marquez.
25 **MR. MARQUEZ:** Aye.

Page 87

1 **MS. HAGA-BLACKMAN:** Jannie Cox.
2 **MS. COX:** Aye.
3 **CHAIRMAN McCUSKER:** I vote aye. That's
4 unanimous as well.
5 Nice work, Jannie. I know you've been hanging
6 in there for years. I think the people over there --
7 **MR. LEVIN:** Did we miss Chris on the vote?
8 **MR. MARQUEZ:** He's an aye. He's fine.
9 **CHAIRMAN McCUSKER:** Did we miss Sheafe?
10 Put your vote in the record. Say aye or nay.
11 Do you vote aye?
12 We lost him entirely. There he goes. Okay.
13 That's unanimous. Thank you.
14 Jannie, thank you.
15 Item number 12, this is my item, so if anybody
16 want to ridicule anybody for this idea, it's entirely
17 mine.
18 I've talked to the folks at LAZ Parking,
19 probably the largest valet service in the region. They
20 park all the cars for Banner and a number of others. You
21 know, a lot of merchants and a lot of people that frequent
22 our merchants still have issues with parking. This would
23 be an experimental plan to launch valet parking in two
24 locations, one at the southwest side of downtown at Toole
25 and 7th and one kind of the northeast at the chamber of

Page 88

1 commerce block.
2 So LAZ would bill us an hourly rate, straight
3 hourly rate, 24 bucks an hour, for manning the service.
4 They charge basically \$6 bucks a car. If the revenue
5 exceeds our hourly rate, we keep that. If it doesn't,
6 then we -- you know, we still have to pay the hourly rate.
7 It's designed to be temporary, three months,
8 four months. We can terminate whenever we want. Our only
9 commitment to them would be \$24 an hour times however many
10 hours we want to enable valet.
11 They're thinking Thursday, Friday, Saturday,
12 probably, you know, dinner hours, and they would handle
13 all the logistics. They're insured. We don't really have
14 to do anything except pay the bill to see how this works.
15 Did the proposal go around, Collins, or did --
16 **MR. COLLINS:** Did I put them in the e-mail? I
17 don't remember, but I can get it. Hang on.
18 **MR. MARQUEZ:** It is not in the e-mail. And you
19 might have mentioned this at the very end, but maybe not.
20 So I was part of the e-mails with Fletcher originally.
21 They were talking about a one-year contract, and they
22 talked about doing a trial period.
23 Do you mention that?
24 **CHAIRMAN McCUSKER:** Yeah. They've come back
25 since the formal proposal to basically say, you know, you

Page 89

1 can terminate it at any time, so this would basically be a
2 commitment that we can terminate.
3 **MR. MARQUEZ:** Yeah.
4 **CHAIRMAN McCUSKER:** And the simple thing to do
5 would be to authorize Collins and the officers to execute
6 a plan knowing that our commitment is basically 24 bucks
7 an hour offset by the parking revenue for some short
8 period of time.
9 **MR. SHEAFE:** Well, why don't I just make that
10 motion that we authorize a 90 day -- no, probably a
11 180-day test at the time of --
12 **CHAIRMAN McCUSKER:** I do have it now. Sam, if
13 you want to enable me, I can show everybody the proposal.
14 **SOUND MAN:** You are enabled.
15 **MR. SHEAFE:** Everybody should have it now,
16 Fletcher.
17 **CHAIRMAN McCUSKER:** I'm going to bring it up.
18 Okay. So this is the full -- can everybody see
19 that? This is LAZ. This is who they are. This is where
20 they currently park, the billing rate, 24 bucks an hour.
21 They charge a flat fee. Typically they waive that.
22 They're showing a revenue projection based upon their
23 experience per car over a, you know, annual period. If
24 they do this at a minimum, we would lose 25 grand. I
25 think we'll do better than that.

Page 90

1 And here are the locations, Toole and 7th. The
2 greeting zone would be on the corner there and the storage
3 is at the city lot across the street, and then the one at
4 the chamber, this would be the greeting zone. They park
5 in chamber parking.
6 **MR. MARQUEZ:** I think, if I remember correctly
7 from the last e-mail, they are waiving the flat fee for
8 the first three months. We can always -- you know,
9 Chris's motion is for 180 days, but we can always evaluate
10 at that point as well to see if we're wanting to pay the
11 flat fee or their cash is flowing well enough that they
12 continue to waive it.
13 **CHAIRMAN McCUSKER:** So did you drop my screen,
14 Sam?
15 Yeah.
16 So I think we had a motion. Sheafe, was that
17 you that made a motion?
18 **MR. SHEAFE:** Yeah.
19 **MR. MARQUEZ:** Yeah, I'll second the motion.
20 **CHAIRMAN McCUSKER:** Okay. So we have a motion
21 and a second to enable LAZ's parking proposal for at least
22 three months. We won't go beyond that without coming back
23 to the board. And we should have some pretty good data
24 from these guys.
25 So, Brandi, let's go ahead and call the roll.

Page 91

1 **MR. MARQUEZ:** Just for clarity, Chris's motion
2 was for 180 days.
3 **MR. SHEAFE:** Right, but --
4 **CHAIRMAN McCUSKER:** So a six-month trial.
5 Okay. I stand corrected.
6 **MR. MARQUEZ:** Is it up to 180 days, Chris?
7 **MR. SHEAFE:** It is for 180 days. Well, up to.
8 We can get out of it in any 30 day if I remember right.
9 But we'll see, because I actually think it probably has a
10 lot of merit. I'm just wondering how far people have to
11 walk from the valet point to where they want to get, and
12 I'm not sure of the locations. You know, typically the
13 location ought to be about where you're trying to get to.
14 **CHAIRMAN McCUSKER:** We'll see, because, you
15 know, there's a lot of happening at 7th and Toole,
16 Borderlands, you know, the stuff that's happening in the
17 Presidio. It's not a far walk. And then there's a lot
18 around, you know, Broadway and 5th.
19 **MR. MARQUEZ:** And so we --
20 **CHAIRMAN McCUSKER:** We can downsize it, we
21 could move it, we could upsize it. I just think it's
22 really nice of us to enable some --
23 **MR. SHEAFE:** We need time to figure all that
24 out.
25 **MR. MARQUEZ:** So we don't get Collins nuts, if

Page 92

1 that was an amendment for up to 180 days, I accept it in
2 my second.
3 **CHAIRMAN McCUSKER:** I think we're tracking.
4 Collins, are you okay with the motion and the
5 second?
6 **MR. COLLINS:** I understand what the board
7 wants. Thank you.
8 **CHAIRMAN McCUSKER:** Okay. Brandi, you can call
9 the roll.
10 **MS. HAGA-BLACKMAN:** Mike Levin.
11 **MR. LEVIN:** Aye.
12 **MS. HAGA-BLACKMAN:** Ross McCallister.
13 **MR. McCALLISTER:** Aye.
14 **MS. HAGA-BLACKMAN:** Edmund Marquez.
15 **MR. MARQUEZ:** Aye.
16 **MS. HAGA-BLACKMAN:** Jannie Cox.
17 **MS. COX:** Aye.
18 **MS. HAGA-BLACKMAN:** Chris Sheafe.
19 **MR. SHEAFE:** Aye.
20 **CHAIRMAN McCUSKER:** We didn't forget him this
21 time.
22 Aye.
23 That's unanimous. Thank you, everybody.
24 Dusk. Page, thanks for hanging in there with
25 us. I'm a huge admirer of the Dusk Festival. It gets the

Page 93

1 award for sticktoitiveness. They started out at the race
2 track, the Rillito Racetrack. Page, who I would nominate
3 as a downtown rat, really wanted to bring the event
4 downtown and initially worked with us on launching it at
5 Armory Park. That created a lot of noise, no pun
6 intended, maybe pun intended, and they moved to the Jacome
7 Plaza and even through the pandemic years have a very
8 sustainable show that attracts an audience unlike anything
9 else in our region.

10 So, Page, with that introduction, I'll turn it
11 over to you.

12 **MR. REPP:** Thank you.
13 Can I share the screen?

14 **CHAIRMAN McCUSKER:** Sam, have you got him?
15 **SOUND MAN:** Yeah, you're enabled.

16 **MR. REPP:** Okay. Thank you very much,
17 Fletcher.

18 Thank you, everybody else, for allowing us to
19 be on here today.

20 Like Fletcher said, we started -- this will be
21 our sixth year, sixth festival that we've had. Our first
22 two were at Armory Park. We have only wanted to be
23 downtown. We're focused on the downtown area. I have
24 other businesses in the downtown area and it's -- it's a
25 place we always knew we wanted to be and a place we, you

Page 94

1 know, support a lot, so downtown has a very special place
2 in my heart.

3 So we started this festival six years ago, and
4 we invested, you know, all of our own money. It was very
5 difficult at the beginning, but it's been getting better
6 and better each year.

7 So we are very focused on the downtown to do as
8 much as we possibly can downtown, and so in the past
9 years, we have held other events downtown as well. So
10 Dusk also does a DJ competition where we -- the winner
11 gets a spot on stage with us. We do a battle of the bands
12 at Hotel Congress that the winner gets a place on the
13 stage at the festival.

14 And what's been great about that, like we did
15 the battle of the bands last year at -- at Hotel Congress
16 and we had probably 800 to 1,000 people there. And the
17 performances were amazing, first of all, but then,
18 secondly, we ended up taking three of the bands. We only
19 promised that one person would get to play, but we ended
20 up taking all three of them. And for all three people
21 that played, it was their very first time playing on a
22 stage where they actually got paid for it, so they
23 technically, you know, became professional musicians
24 because of what we were able to provide there for them.

25 One other thing that we do downtown is we also

Page 95

1 host various bar nights, promotional nights that we do for
2 Dusk throughout the year. So in the lead-up to Dusk, it
3 basically started in May or something like that. We
4 started every few weeks doing an event, you know, like at
5 Cobra Arcade or at High Five where we bring in a DJ, we
6 market it, we bring in people and we, you know, try to --
7 try to attract as much attention to the festival as
8 possible. We've done events at Rialto, we've done events
9 at Hub and Playground. We try to focus as much of that as
10 we can in the downtown area.

11 And the other thing that we've been able to
12 successfully do is show -- you know, try to get people to
13 come downtown, spend their money down there, stay down
14 there. All of our hotel partners are in downtown, AC
15 Marriott, the Doubletree, Hotel Congress, that kind of
16 thing. So we've really tried to get people to come down
17 and stay down there.

18 So this past year was our very first year down
19 at Jacome Plaza. So Jacome Plaza was a place the city
20 manager asked us to move based on we had a few complaints
21 at Armory Park. We actually had a total of six
22 complaints. That was enough to have them ask us to move.
23 And so Armory Park was great. We loved being there, but,
24 you know, if we can't come back, we can't come back.

25 What's great about Jacome Plaza is it's a

Page 96

1 little bit further from a lot of other neighborhoods.
2 It's right in the heart of downtown and offers a very
3 unique urban setting, but those are all the good things
4 about it. The challenge of it is logistically it's
5 extremely to pull off an event there of the size that we,
6 you know, aspire to.

7 So last year we had about 11,000 people that
8 came to our festival over the two days. And that -- that
9 is a slight dip from the previous years, because with the
10 pandemic, we just -- we just saw a decrease in the number
11 of folks that came out.

12 We also, you know, had a -- had a policy that
13 you had to either be vaccinated or have a negative COVID
14 test in order to come in. I think that at the last minute
15 maybe scared some people away, because Omicron had just
16 kind of taken off and I think it kept a few people away.

17 But we did have a very successful event. We've
18 had our highest bar sales that we've ever had, so I don't
19 know -- I don't know what that means, but it went really
20 well.

21 So what Dusk is is a two-day festival, and it's
22 a multi-genre festival. We try to bring in as many parts
23 of the community together as possible. We bring in a lot
24 of U of A students, we bring in a lot of folks that aren't
25 quite my age, maybe a little bit younger, you know, young

Page 97

1 professionals and that kind of thing, but it's a pretty
2 diverse lineup. And we -- we put a ton of focus in art
3 and culture and just transforming that space into
4 something that you would never expect in downtown Tucson.
5 I know some of you have gone in the past, but
6 what we do to that park is unbelievable. It's a complete
7 and total transformation and it's kind of an immersive
8 experience.
9 We do a ton or marketing, a ton of advertising.
10 We had over 35 million media impressions last year during
11 our entire marketing campaign. And on each of those
12 impressions, you know, Rio Nuevo is listed as a sponsor.
13 You guys have supported us a ton over the years, and, you
14 know, we hope that relationship to continue. We could not
15 be where we are today or where we hope to be without the
16 support of Rio Nuevo, and so we can't thank you enough for
17 that.
18 So our attendees are kind of maybe what you
19 would suspect. There's a lot of college-age students,
20 there's a lot of people from, you know, 18 to 44, and then
21 there's a few in the older demographics.
22 And then in our -- and so all of this data that
23 we get, we get it because a couple years ago, three years
24 ago now, we implemented an RFID wristband system, so in
25 order to enter into Dusk or go to any venue or pay for

Page 98

1 anything, you lend your credit card to your wristband, and
2 so it serves as the access into every single venue inside
3 and it gives us an incredible amount of data. So these
4 numbers that we show here are all extremely accurate and
5 they are indicative of what our actual -- our actual crowd
6 is.
7 So one thing that we've always focused on doing
8 is trying to make the festival bigger and bigger to try to
9 attract more and more out-of-town attendees, so this past
10 year, we -- these are our numbers from -- from the average
11 of the last three years, so -- and we get this information
12 again from the wristband data, so in order to activate a
13 wristband, you have to go through a series of questions.
14 You have to answer those questions in order to activate
15 it, so these are the responses that we get.
16 So approximately 29 percent of our festival
17 attendees identified that they were staying in a hotel or
18 Airbnb and with 70 percent of those people staying two or
19 more nights. So we think we sell about a little under
20 2,100 rooms a year. And so this is -- this slide here
21 just shows kind of what our out of town spend is for those
22 people that come to Dusk from either Phoenix, Nogales, San
23 Diego and L.A., anyone that's outside of the Tucson
24 market.
25 So, again, this is also because of the way we

Page 99

1 do our wristband system. These are all the states that we
2 ship our wristbands to, so it's a decent amount of the
3 country, 24 different states. Obviously most of them are
4 in the southwest states, but that's where we actually ship
5 them to, and those are verified addresses.
6 And so kind of the overall look at what Dusk
7 does, we commissioned and paid for an economic impact
8 study by Pride Economics, and this is something that we're
9 going to update again this year officially. And so
10 this -- this shows kind of exactly what we do. It's the
11 direct impact, indirect impact, and then the (inaudible)
12 impact and then the total impact. Our 2021 numbers were a
13 little bit lower than our 2019 numbers.
14 And then -- so this next slide here shows what
15 we anticipate Dusk's economic impact will be over the next
16 five years, so almost \$40 million. And that's based on a
17 very modest 20 percent per year growth. So besides last
18 year, we've averaged about 26 percent growth per year year
19 over year, and then last year was -- the total revenue was
20 flat, but the total number of attendees was down, and
21 that's because we -- we did better on bar sales and we
22 did -- and we had a slightly higher ticket price. So
23 overall it was about even, but our total number of
24 attendees was lower.
25 So this -- this chart here kind of shows where

Page 100

1 we expect to be in five years. And at the end of five
2 years, we expect our economic impact to be approaching \$10
3 million a year with just, you know, the future being
4 extremely bright.
5 So what's great about Tucson is, you know, that
6 it has great weather, has a great -- you know, a great
7 music scene, incredible food scene and just a burgeoning
8 artist community. So what Dusk tries to do is we try to
9 combine all three of those. That's in our tag line. It's
10 music, food and art. And so we try to use the best of the
11 best of all local things, so we have a lot of restaurant
12 partners that are local restaurant partners, a few of them
13 are downtown partner, and then we -- and then on an artist
14 level, we put out a call for artists in Tucson. And
15 that's not just music, it's also just physical artists.
16 So last year we probably hired 15 different artists
17 whether they be sculptors, painters or people that made
18 various installations. We have a lot of outreach from the
19 U of A for that, and then we had just tremendous support
20 from the local community. And if you are able to come out
21 to Dusk, you'll see some pretty amazing pieces and some
22 great work on other there if you get a chance to see it.
23 So we feel like Dusk is just starting on its
24 growth path. Like we're having, you know, just a ton of
25 year-over-year growth. We as a group are absolutely

Page 101

1 committed to staying in Tucson, staying in downtown. We
2 want to stay where we are.
3 We -- you know, one of the things that we do,
4 we look at other festivals and other things that occur
5 around the country. And obviously we're not ACL, Austin
6 city limits, but Austin has a similar demographic to
7 Tucson, a similar number of people, and they have one of
8 the biggest festivals in the west, because they have great
9 weather, they have all these amazing other things happen.
10 But they have 200,000 people from out of market come into
11 their festival every single year. It's over two weekends
12 and it's three days each time. I mean, I'm not trying to
13 compare ourselves to them, but, I mean, they're able to
14 generate \$305 million a year in economic impact. They
15 started all these other cottage industries that are just
16 around the festival, and they, you know, just created a
17 ton of jobs.
18 So one of the things that we look at when we --
19 you know, our wanting to stay downtown is just -- you
20 know, I touched on it a little bit -- just how difficult
21 it is logistically to work within parking, work within,
22 you know closing the streets down and that kind of thing.
23 So that is an expense for us, but it's still worth it to
24 us, because we feel like downtown is the heart of Tucson.
25 It's where -- it's where this type of event should be.

Page 102

1 It's where, you know, everything is buzzing, where
2 everything is just more lively. And so, you know, in
3 spite of parking challenges and barricades and traffic
4 control and that kind of thing, we're definitely committed
5 to staying down there.
6 And so what we're asking of Rio Nuevo is to
7 help us continue our growth trajectory in supporting us,
8 but what we're really asking is to help us make a quantum
9 leap.
10 So the biggest thing that Rio Nuevo can do to
11 help us is to put additional money into our lineup. If
12 we're able at the top of our lineup to spend a certain
13 amount of more money, it will then bring in 2,500 more
14 people a day and it will allow us to grow at an almost
15 exponential rate, and it makes it so that instead of doing
16 20 percent year over year, maybe we hit 40 percent or 50
17 percent where we can make this festival -- put this really
18 on the map and make it a regional festival and attract
19 more people. And all that does is generate more revenue,
20 generate more hotel rooms, generate more tax revenue
21 within the district and -- and that kind of thing.
22 So what we're -- what we're asking for is
23 financial support to improve our lineup, improve our
24 attendee amenities' experience, increase our marketing and
25 advertising. And then one of the things that -- so what

Page 103

1 we're asking for is \$125,000. And about \$50,000 of that
2 is used for the traffic expenses, barricade costs, the
3 fencing cost and that be kind of thing, but we would put
4 75,000 directly to our top headliner. And we believe that
5 top headliner will lead to about 2,500 more tickets sold
6 on that day, which is -- which we think is going to be a
7 couple million dollar total economic impact.
8 And so the other things that we're -- you know,
9 that we do and that we're committed to continue doing is,
10 you know, all of this -- as many things as possible we
11 contract through the city of Tucson or through local
12 vendors. All of our police and EMTs are provided by the
13 city of Tucson. We didn't do it last year, because the
14 streetcar was free, but up until then, every single year
15 we bought out the street car so people could safely get to
16 Dusk and safely get back home.
17 We have a full-time risk assessment manager
18 that we have on staff. He is the one that tells us if we
19 need more police, less police, and he is there to make
20 sure everybody is absolutely safe.
21 One thing that we've done since -- since our
22 very first year is -- and we've gotten better and better
23 and better at it, is we've done everything we can to
24 mitigate the sound impact for the neighborhoods and that
25 kind of thing, so we have professional engineers, we have

Page 104

1 acoustic engineers and we have professional sound monitors
2 that monitor our sound levels out at basically the edges
3 of our event to make sure that we're following the spirit
4 of the -- of the noise ordinance and the special event
5 exemption that we get for Dusk.
6 So just as a recap, some of the things that we
7 do in Tucson are each year we have a two-day music
8 festival downtown. We expect closer to 15,000 people this
9 year. This year we added a new event. It's actually this
10 Saturday. We're doing a concert at the MSA Annex on the
11 west side, which is in the district. We expect 1,200
12 people. We're at about 950 sold as of today. We believe
13 we'll get a sellout. We've added you guys as a sponsor
14 for that on our website.
15 We also have all these other events that I
16 already touched on that we hold in the district, our DJ
17 contest, battle of the bands, and then at these other
18 venues, we have these other events throughout the year.
19 You can see our hotel partners, AC Marriott.
20 And so AC Marriott, we -- that is our official Dusk hotel,
21 so that's where we currently send all of our artists to
22 stay there.
23 And then the last thing that I want to just
24 touch on was that -- what's great about when we do this
25 event, it's a -- our liquor licenses get done through a

Page 105

1 special event process, so that special event process,
2 25 percent of our revenue we designate to a charity. And
3 so last year, we had about \$230,000 in liquor revenue, so
4 about \$60,000 we were able to distribute to charities.
5 And by dumb luck, most of that happened to be occurring in
6 the downtown area, so our primary beneficiaries are the
7 Rialto Theater, Downtown Tucson Partnership, the YMCA, the
8 children's museum. It lists Fox Theater here. We
9 actually haven't donated to Fox Theater yet, but they are
10 on our list for this coming year.
11 So that's in general kind of all I have and --
12 **CHAIRMAN McCUSKER:** What was our contribution
13 to Dusk last year?
14 **MR. REPP:** Last year Rio Nuevo did \$30,000, but
15 then in the pandemic year when we were dark, you guys also
16 contributed \$10,000. I believe we were on the schedule
17 for 50, but, you know, with the pandemic, it was -- it was
18 difficult to --
19 **CHAIRMAN McCUSKER:** I do think you're right.
20 We had approved 50 and then backed off.
21 **MR. REPP:** Yeah.
22 **CHAIRMAN McCUSKER:** Question about timing. Our
23 budget hearing is May. Is there any issue if we put you
24 in the pile and discuss this in the context of the rest of
25 our budget?

Page 106

1 **MR. REPP:** No, there's -- we are pursuing that
2 major headliner right now. If we knew we had a
3 commitment, that would make the decision to get them a lot
4 simpler. And so, you know, as you know, in this industry,
5 it's first come, first served, whoever's offering --
6 **CHAIRMAN McCUSKER:** That's an important --
7 yeah, that's an important consideration I hadn't thought
8 about, that there may be some booking advantage to you
9 going out early.
10 **MR. REPP:** The sooner the better on that,
11 because, you know, these folks, once they announce a tour,
12 then, you know, they get a little bit hotter and their
13 prices go up. We had one artist we were looking at
14 last -- a week or so back. Her name was Anita, or her
15 name is Anita. She's a huge artist, Latin artist, and she
16 just had the best -- the best set possible at Coachella
17 and her price went from \$80,000 to \$160,000 in one day.
18 **MR. MARQUEZ:** Man, I want to have a good set
19 one day.
20 **MR. REPP:** I know.
21 **MR. LEVIN:** Would there be -- I mean, what I'm
22 thinking right now, you know, if it is something that
23 where time is of the essence, I think, if I remember
24 correctly, you had mentioned that 50,000 was for event
25 operations, and then the 75,000 was for going after this

Page 107

1 other talent.
2 **MR. REPP:** Yes.
3 **MR. LEVIN:** I mean, I personally am leaning
4 towards perhaps helping out. I'd be interested in the
5 board's opinion on doing the 75,000 towards it so that
6 they can do that and then during our budget meeting
7 discuss what additional funds we'd be interested in
8 contributing.
9 **MR. MARQUEZ:** That's very smart, Mike.
10 **CHAIRMAN McCUSKER:** That's a great idea. That
11 allows you, Page, to get on top of booking and you still
12 get another bite at the apple.
13 **MR. LEVIN:** Page, just for your knowledge, I
14 just want to say you did a great job with your
15 presentation. I appreciated the fact you have an outside
16 firm doing your economic impact analysis, and those
17 numbers are very helpful, so thank you very much.
18 **MR. MARQUEZ:** For my fellow board members, I
19 sat with Page the first time yesterday, and I get a little
20 bit defensive from a fiscal conservative perspective when
21 people ask for money, but sitting with Page, I can tell
22 you this event is an absolute home run for downtown. I
23 think actually when he originally presented to me, I
24 wanted to help adjust his sales pitch to me, because every
25 sentence should finish with in downtown. And he does.

Page 108

1 And think about the fact that he's got a risk manager on
2 his payroll, he does decibel readings, he's got
3 security -- third-party security, Tucson Police
4 Department, and this guys -- I know he's an architect, but
5 he might as well be an engineer for the attention to
6 detail. And I think what this is coming down to is number
7 one is commitment to downtown, the fact that everything up
8 and around this event, he tries to focus it on downtown.
9 I think the only piece we could think of that's not with a
10 downtown vendor -- I mean, even his catering is through a
11 downtown restaurant, but the one piece is audio-visual.
12 And there is no audio-visual downtown that we know of.
13 But everything else from hotels to you name it is in the
14 downtown area, even the charities receiving funds.
15 This is an absolute home run. And I think it's
16 coming down to him wanting to just simply attract better
17 talent, and with the better talent, the event continues to
18 grow.
19 **CHAIRMAN McCUSKER:** Ross, was that you?
20 **MR. McCALLISTER:** Yeah. I mean, after that
21 speech, I'm going to suggest that we go the whole 125.
22 **MR. LEVIN:** I'd second that.
23 **MR. MARQUEZ:** He didn't say I move yet. And we
24 may want to consider saying \$125,000 in the '22-'23
25 budget.

Page 109

1 **CHAIRMAN McCUSKER:** Let him make his own
2 motion.
3 Go ahead, Ross.
4 You know what I mean?
5 **MR. MARQUEZ:** Hold on. I'll send you a text.
6 You'll be fine.
7 **MR. McCALLISTER:** Well, we had another
8 question, and that is, Is it any advantage to us to be the
9 headliner sponsor?
10 **CHAIRMAN McCUSKER:** Absolutely. I mean, it's
11 on everything, 35 million web hits. It's huge for us.
12 **MR. McCALLISTER:** So would you mind making us a
13 headliner sponsor?
14 **MR. REPP:** No, we could absolutely do that.
15 And, you know, one thing I just wanted to
16 clarify is that when you look at our economic projections,
17 we feel that this type of investment allows us to skip two
18 years. It skips us two years ahead to where we -- you
19 know, we go from four and a half million dollars a year to
20 six and a half million dollars a year, so I think you'll
21 see a direct impact in the tax revenue. And I don't know
22 if Brandi's still on, but she did mention the other day
23 that, when you guys get a report on sales tax, you
24 actually see the Dusk Music Festival as a line item what
25 you get the money back from the state, so all of our

Page 110

1 direct tax money you see. You don't see the indirect, of
2 course, but you do see all the direct.
3 **CHAIRMAN McCUSKER:** And you're right. They
4 have more data than any production I've ever seen in
5 downtown, out of downtown, TCC. I mean, they do an
6 unbelievable job of tracking their data.
7 **MR. McCALLISTER:** So --
8 **CHAIRMAN McCUSKER:** Ross, go ahead and make a
9 motion.
10 **MR. McCALLISTER:** I'm going to make the motion,
11 Edmund. You tell me if I do it wrong.
12 **MR. MARQUEZ:** All right.
13 **MR. McCALLISTER:** So I move that we contribute
14 \$125,000 to the Dusk Festival to be --
15 Let me put it another way. I move we include
16 in the 2022-23 budget a line item for \$125,000 to be the
17 headliner sponsor of the Dusk Festival.
18 **MR. LEVIN:** Second.
19 **CHAIRMAN McCUSKER:** Nicely done. Even Edmund
20 likes that motion.
21 **MR. MARQUEZ:** That was a good one.
22 **CHAIRMAN McCUSKER:** Okay. I don't think we
23 have any other questions.
24 Brandi, can the roll.
25 Nice job, Page.

Page 111

1 **MS. HAGA-BLACKMAN:** Stop sharing your screen,
2 please.
3 **CHAIRMAN McCUSKER:** Jannie has --
4 Dusk, drop your screen.
5 Jannie has dropped off. She had a hard stop.
6 **MS. HAGA-BLACKMAN:** Mike Levin.
7 **MR. LEVIN:** Aye.
8 **MS. HAGA-BLACKMAN:** Chris Sheafe.
9 **MR. SHEAFE:** Aye.
10 **MS. HAGA-BLACKMAN:** Edmund Marquez.
11 **MR. MARQUEZ:** Aye.
12 **MS. HAGA-BLACKMAN:** Ross McCallister.
13 **MR. McCALLISTER:** Aye.
14 **MS. HAGA-BLACKMAN:** Fletcher.
15 **THE WITNESS:** I vote aye. That's unanimous.
16 Nice job, Page.
17 **MR. REPP:** Thank you so much.
18 **CHAIRMAN McCUSKER:** I just want all you old
19 folks to understand you've obligated yourselves to be
20 there now. You're in that two percent category.
21 Page, thank you very much. Good luck next
22 year.
23 **MR. REPP:** Thank you.
24 **CHAIRMAN McCUSKER:** All right, Zach. Thanks
25 for hanging in there with us. The last item on the agenda

Page 112

1 today is Reilly's Rooftop Bar. For those of you that
2 weren't around a few months ago, as COVID was winding
3 down, Reilly's, one of my favorite pizza places, wanted to
4 build a rooftop bar and made a really nice presentation
5 for us to help do that and have had nothing but issues
6 with the city since trying to get a permit. So we all
7 know what's happened to construction in the interim. I'll
8 let Zach fill in the blanks, but basically the cost of our
9 project has doubled.
10 **MR. FENTON:** Correct. So it's a little more
11 than a few months now. It's about a year ago that we made
12 the request and then were approved for 100,000, which was
13 half of the budget at the time. I provided you with the
14 updated budget, which is just shy of 400, so it's gone up
15 by a factor of two. So the request -- the good news now
16 is that we have a permit finally. We're ready to break
17 ground tomorrow once we get our funding. The request is,
18 if you can, I wasn't keeping the tally over the last
19 couple hours, but -- so I don't know what you guys have
20 left in your coffers, but --
21 **MR. MARQUEZ:** We're out of money.
22 **MR. FENTON:** What's that?
23 **MR. MARQUEZ:** I said, we're out of money.
24 **THE WITNESS:** Yeah. Yeah, we're just hoping
25 that you'll help us bridge the gap and give us -- I put in

Page 113

1 the exact amount in there, which is 299 some odd thousand.
2 We will contribute 100,000.
3 And then the other part of my request, when we
4 were approved the first time, the structure of the deal
5 was such that we had to complete all the improvements,
6 spend the 200,000, and then we would get 100 back. And we
7 were able to make that work, but at this point with the
8 number having gone up to 400, even if you guys approved us
9 for 300 and we were still only coming up with 100, it
10 would be really difficult for us to outlay the full amount
11 and get reimbursed after the fact. So I think there were
12 some other groups earlier today that got approved for a
13 different structure. I'm hoping we can tweak our
14 arrangement to make it a little easier for us to be able
15 to spend money as we construct the project.
16 **CHAIRMAN McCUSKER:** I think, Zach, too, you
17 boosted the revenue forecast, because, you know, post
18 pandemic, you're doing a little better than --
19 **MR. FENTON:** Correct. So -- very good point.
20 And when we first made this request over a year ago, the
21 world was in a different place, and so our projections
22 were reflective of where we were at at the time. I'm
23 happy to report now that Reilly has come back and the
24 numbers are stronger than -- than they were before. We're
25 not -- mostly due to staffing issues, we're not quite at

Page 114

1 full capacity in terms of our hours, we're just dinner
2 only, whereas before the pandemic, we were offering lunch.
3 But despite that, the numbers are really strong, so I
4 revised our projections for this beer garden project.
5 And just for -- I sort of glazed over this, but
6 for the new board members, I think this is a really unique
7 opportunity for a space that will serve a variety of uses
8 but with a particular focus on events. And we do events
9 now in the beer garden, but being able to have a
10 designated space that we could run out and keep the rest
11 of the space open to the public is really important.
12 We're doing another single-occupancy restaurant there, so
13 it will really be a self-contained space. And -- and so,
14 that's it.
15 **MR. MARQUEZ:** Can you give us some clarity,
16 please? I just looked through my e-mails and I don't have
17 your numbers. What's the total budget? I mean, sorry,
18 what's the total bid for the construction and how much are
19 you asking for?
20 **MR. FENTON:** The total bid is 399,083.71, and
21 we're asking for \$299,000 -- yeah, you get -- you get the
22 idea.
23 **MR. MARQUEZ:** So typically we're not putting in
24 the majority of money. I mean, we're usually just, you
25 know --

Page 115

1 **MR. SHEAFE:** If you say the total is basically
2 four and we're being asked to put in three, that's more
3 than --
4 **CHAIRMAN McCUSKER:** I think the percentage of
5 the -- did it go from 200 to 400? Originally, Zach, we
6 were 100 of 200, you know, so if you kept that math,
7 Edmund, we'd be 200 of 400. I don't know if that delivers
8 the rooftop bar or not.
9 Can you speak to that, Zach? If we offer you
10 200, can you fund the difference?
11 **MR. FENTON:** If you offer us 200 with the
12 ability to start drawing that right away or -- as long as
13 we don't have to outlay the 400, if you give us 200, we
14 can get it done.
15 **MR. SHEAFE:** Just to make this simple, why
16 don't I make the motion that we increase our support from
17 100 to 200 and you may bill us as construction progress
18 occurs and we will respond with payments, which will be
19 organized through our office and paid out within 30 days
20 so you'll be able to pay those contractors as they
21 complete the work.
22 **CHAIRMAN McCUSKER:** Mr. Collins?
23 **MR. COLLINS:** Is that going to --
24 **MR. MARQUEZ:** We can't hear you.
25 **CHAIRMAN McCUSKER:** We're losing your again.

Page 116

1 You're going to have to learn sign language. We're losing
2 your audio.
3 **MR. COLLINS:** I don't know what's going on with
4 my machine, so I'm fine with that.
5 **MR. SHEAFE:** We can hear you.
6 **CHAIRMAN McCUSKER:** We heard that. We heard
7 that. I didn't hear a second to that motion.
8 **MR. LEVIN:** I'll second.
9 **CHAIRMAN McCUSKER:** All right. Mike seconded
10 that.
11 Tom, you got that?
12 Any other conversation for Reilly. We love
13 Reilly. And you guys have done an unbelievable thing, I
14 mean, just really a nice addition to downtown.
15 Edmund.
16 **MR. MARQUEZ:** Yes, the pata is very nice. I
17 ate there. It's yummy.
18 **MR. FENTON:** I was just going to say, I hope
19 everyone's been there.
20 **MR. MARQUEZ:** Yeah, it's very good.
21 So I just -- this is more of a comment. So we
22 did this before and we did the 100,000 when the budget was
23 200,000. Now it's 400,000. We got asked for three of the
24 four. So you have your permits. I'm just hoping you now
25 build, and then -- we love you, we love your food, but

Page 117

1 then just don't come back to us and say now it costs 600
2 and I need 500.
3 **MR. FENTON:** I will not. You can say no to me
4 if I come back with that request.
5 **MR. MARQUEZ:** I will actually make that motion
6 of no if you come back again, but other than that --
7 **CHAIRMAN McCUSKER:** All right. We have a
8 motion and a second.
9 Brandi call the roll.
10 **MS. HAGA-BLACKMAN:** Mike Levin.
11 **MR. LEVIN:** Aye.
12 **MS. HAGA-BLACKMAN:** Chris Sheafe.
13 **MR. SHEAFE:** Aye.
14 **MS. HAGA-BLACKMAN:** Ross McCallister.
15 **MR. McCALLISTER:** Aye.
16 **MS. HAGA-BLACKMAN:** Edmund Marquez.
17 **MR. MARQUEZ:** Aye.
18 **CHAIRMAN McCUSKER:** I vote aye.
19 It didn't cost you too much, Zach, being last,
20 so --
21 **THE WITNESS:** Yeah. Thank you very much,
22 everyone.
23 **CHAIRMAN McCUSKER:** I'm glad you have the
24 permit. That's been a real challenge, I know. Let's
25 launch.

Page 119

1 (4:43 p.m.)
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Page 118

1 **MR. FENTON:** Okay.
2 **CHAIRMAN McCUSKER:** The motion is approved
3 unanimously.
4 **MR. SHEAFE:** And, Zach, I'm sorry you went
5 through all the problems with the city. It is continually
6 interesting how difficult -- the difficulties that
7 different businesses are experiencing down there.
8 **MR. FENTON:** I'll tell you, it's very
9 frustrating. There's --
10 **CHAIRMAN McCUSKER:** On a side note, and I'm
11 not -- I don't want to over promise this, but the city is
12 very aware of the challenges Rio Nuevo's developers have
13 had with permits, and they've offered me a very
14 interesting solution, which I will probably talk to you
15 about in May, so stand by for that.
16 I can entertain a motion to adjourn.
17 **MR. MARQUEZ:** So moved.
18 **MR. McCALLISTER:** Second.
19 **CHAIRMAN McCUSKER:** All in favor say aye.
20 (Motion made, seconded and passed unanimously)
21 **CHAIRMAN McCUSKER:** Thank you, everybody.
22 Zach, thanks. Good job.
23 **MR. FENTON:** Thanks.
24 **CHAIRMAN McCUSKER:** Happy Mother's Day.
25 **MR. MARQUEZ:** Happy Mother's Day to all of you.

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	\$500,000 (9) 6:22;17:17;23:7; 26:3,4;79:13;81:12; 85:3,8	51:20,22;55:13,19, 20;61:12;69:25;72:23; 98:12,14	25:10	alone (3) 6:23;10:5,12
\$			affecting (1) 48:16	along (7) 7:24;10:14;12:19; 47:9;73:17;75:12; 83:16
\$1,000 (2) 57:5,6	\$550,000 (1) 79:8	activated (1) 84:10	affectionately (1) 48:4	always (6) 11:18;52:8;90:8,9; 93:25;98:7
\$1,600,000 (1) 40:3	\$6 (1) 88:4	activating (3) 5:14;84:1,11	afternoon (2) 4:22;29:24	amazing (3) 94:17;100:21;101:9
\$1.1 (1) 6:19	\$60 (2) 8:4,21	activation (3) 77:20;78:4;85:9	again (10) 10:1;13:11;15:6; 16:4;82:11;98:12,25; 99:9;115:25;117:6	ambiance (1) 33:4
\$1.2 (1) 6:6	\$60,000 (1) 105:4	active (1) 11:8	age (2) 24:20;96:25	amenable (2) 26:23,24
\$1.3 (1) 6:24	\$600,000 (2) 38:16;41:11	activity (3) 5:4,8;8:25	agenda (6) 4:23;5:18;7:5;9:7; 32:12;111:25	amended (1) 67:15
\$10 (1) 100:2	\$700 (1) 57:5	actual (4) 36:24,25;98:5,5	ago (15) 7:23;8:20;10:8;14:6; 16:47;11:79;7:80;20; 86:3;94:3;97:23,24; 112:2,11;113:20	Amendment (3) 67:13,14;92:1
\$10,000 (1) 105:16	\$8.6 (1) 6:10	actually (32) 4:25;11:5;22:8; 31:15,17;32:19;37:2; 41:18;44:8,11,20;45:6; 47:20;50:5;51:6;52:19; 59:10;60:3;65:10,10; 68:8;73:5;74:1,91:9; 94:22;95:21;99:4; 104:9;105:9;107:23; 109:24;117:5	agreement (2) 26:21;53:21	amendments (1) 6:3
\$100,000 (9) 60:22;65:6;66:2,4,6, 11;67:16;78:21;79:16	\$80,000 (1) 106:17	adapting (1) 50:11	agreements (1) 25:23	amenities (1) 84:25
\$1000 (2) 55:18;56:20	A	add (2) 23:15;53:11	ahead (13) 9:14;25:15;27:2,3, 12;36:2;38:14;66:20; 68:2;90:25;109:3,18; 110:8	amenities' (1) 102:24
\$125,000 (4) 103:1;108:24; 110:14,16	ability (3) 20:20;42:3;115:12	added (3) 18:12;104:9,13	ahh (1) 33:19	amount (12) 13:13;20:1,24;26:10; 56:18;64:23;69:20; 98:3;99:2;102:13; 113:1,10
\$160,000 (1) 106:17	able (36) 15:6;31:2,24,25; 32:4,12,20;33:9;36:16; 37:9;44:19,22;45:5,7,8, 9,10,13,19,22;53:23; 76:15;77:3;78:15; 81:14;82:16;94:24; 95:11;100:20;101:13; 102:12;105:4;113:7, 14;114:9;115:20	adding (2) 17:22;18:6	Ahi (1) 33:19	analysis (1) 107:16
\$2,000 (2) 52:18;55:18	absolute (2) 107:22;108:15	addition (2) 42:8;116:14	Airbnb (1) 98:18	Anita (2) 106:14,15
\$2.7 (2) 20:7;24:14	absolutely (5) 66:8;100:25;103:20; 109:10,14	additional (5) 6:21;27:6;78:21; 102:11;107:7	Alameda (4) 73:18;75:4;76:20; 77:22	Annex (1) 104:10
\$230,000 (1) 105:3	abstain (1) 62:24	additionally (1) 42:20	Alarcon (2) 79:25;80:5	announce (1) 106:11
\$24 (1) 88:9	AC (8) 11:10;12:7;18:8; 19:17;23:16;95:14; 104:19,20	addresses (1) 99:5	allegiance (2) 3:4,6	annual (2) 52:21;89:23
\$25,000 (3) 66:6,13;67:19	accept (2) 67:12;92:1	adds (1) 55:4	allocation (2) 19:24;82:5	anticipate (2) 79:12;99:15
\$299,000 (1) 114:21	accepted (1) 85:21	adjacent (2) 15:1;16:7	allow (4) 44:2;49:21;82:3; 102:14	anticipating (1) 76:4
\$3,500 (1) 39:8	access (2) 13:15;98:2	adjourn (1) 118:16	allowed (4) 16:15;50:17;77:14; 78:16	Antonio (1) 14:6
\$3.3 (1) 7:1	account (1) 46:17	adjust (1) 107:24	allowing (2) 18:17;93:18	apartment (1) 32:9
\$30,000 (2) 59:17;105:14	accurate (1) 98:4	Administrator (1) 2:10	allows (5) 22:5;51:7;61:11; 107:11;109:17	apartments (10) 11:16;12:10;16:8,16; 17:5;18:6,10;19:11; 24:18;32:9
\$300,000 (3) 6:14;43:17;79:7	ACL (1) 101:5	admirer (1) 92:25	almost (12) 5:2;6:2;8:21;35:20, 25;43:14;51:8;52:17; 56:12;77:15;99:16; 102:14	apiece (1) 65:7
\$305 (1) 101:14	acoustic (1) 104:1	advance (2) 67:20;80:24		apologize (1) 22:18
\$4 (2) 7:13;8:18	across (1) 90:3	advantage (2) 106:8;109:8		appears (1) 5:24
\$4.4 (1) 17:14	activate (10)	advertise (1) 47:15		apple (1) 107:12
\$40 (1) 99:16		advertising (2) 97:9;102:25		application (1) 57:14
\$400,000 (2) 79:15;81:11		advisement (1)		applied (1)
\$5 (1) 7:15				
\$5.3 (1) 7:4				
\$50,000 (2) 61:1;103:1				

<p>74:18 apply (1) 63:21 appreciate (4) 28:9;41:6;47:3; 65:18 appreciated (1) 107:15 approaching (1) 100:2 approval (1) 81:24 approve (3) 3:23;27:14;60:22 approved (7) 82:22;105:20; 112:12;113:4,8,12; 118:2 approves (1) 17:9 approximately (1) 98:16 April (3) 2:19;3:22;4:23 Arcade (1) 95:5 architect (5) 34:9,10,11;37:3; 108:4 architects (1) 34:21 area (22) 13:8;16:2;32:10; 34:4;35:16;37:3;52:24; 61:6;69:18;73:17; 75:19;78:8,17;79:3; 84:1,12,17;93:23,24; 95:10;105:6;108:14 Arizona (1) 2:18 Arizona's (1) 8:9 Armory (4) 93:5,22;95:21,23 around (15) 13:16;20:12;22:11, 11;41:11;49:16;51:8; 63:19;69:16;88:15; 91:18;101:5,16;108:8; 112:2 arrangement (1) 113:14 arrive (1) 15:21 art (8) 15:20;69:16;72:24; 73:16;74:3;75:24;97:2; 100:10 artist (6) 15:12;100:8,13; 106:13,15,15 artists (4) 100:14,15,16;104:21</p>	<p>as-built (1) 20:19 aside (1) 4:4 aspire (1) 96:6 assessment (1) 103:17 assist (2) 7:16;66:12 assistance (3) 6:15,18,22 assume (3) 38:16;42:8;67:17 ate (1) 116:17 attempt (1) 7:6 attendee (1) 102:24 attendees (5) 97:18;98:9,17;99:20, 24 attention (2) 95:7;108:5 attract (10) 9:2;10:2;32:4,13; 47:16;63:24;95:7;98:9; 102:18;108:16 attracting (1) 64:3 attraction (2) 31:8;64:21 attractive (3) 60:13;69:18;76:11 attracts (1) 93:8 audience (2) 32:3;93:8 audio (4) 21:24;22:3;48:12; 116:2 audio-visual (2) 108:11,12 Austin (2) 101:5,6 authority (1) 67:20 authorize (9) 47:23;48:3,20;66:11; 81:11;85:2,8;89:5,10 authorized (2) 47:11;85:19 available (7) 7:16;8:21;23:6,15; 24:9;38:10;50:8 Avenue (21) 5:13;11:6,23;12:2,6, 7,12,22;13:17,17; 14:21;15:10,18;16:11; 51:21;52:1;73:4,6,17; 83:15;84:16 average (3)</p>	<p>52:16;53:2;98:10 averaged (1) 99:18 award (1) 93:1 awards (1) 15:8 aware (1) 118:12 away (5) 28:24;76:13;96:15, 16;115:12 aye (52) 4:1,8,19;28:12,14,16, 18,20,22;46:5,7,9,11, 13,15;49:3,5,7,9,11,13; 68:18,20,22,24;69:1,3; 86:21,23,25;87:2,3,8, 10,11;92:11,13,15,17, 19,22;111:7,9,11,13, 15;117:11,13,15,17,18; 118:19</p>	<p>B</p> <p>bachelorette (1) 53:14 back (46) 4:12;5:3,24;6:1,18, 23;9:9;13:7;14:15; 15:8;16:13;19:15; 20:17;21:11,16,25;17; 26:6;31:11;37:1,3,9; 40:22;41:23;42:23; 53:21;55:7;58:22; 59:18;67:2;71:14; 74:25;76:4;78:23;86:7; 88:24;90:22;95:24,24; 103:16;106:14;109:25; 113:6,23;117:1,4,6 backed (1) 105:20 background (1) 30:8 bad (1) 8:3 Bahuadilla (1) 47:7 balances (2) 6:9;7:2 ball (8) 13:7;14:5,8,9;17:2, 23;19:2;29:9 bands (4) 94:11,15,18;104:17 bank (1) 6:10 Banner (1) 87:20 banners (1) 55:4 bar (18) 5:13;31:8,15,15; 35:23;45:10;53:6,10, 11;58:3;60:7;77:16; 95:1;96:18;99:21; 112:1,4;115:8 barber (1) 50:12 barricade (1) 103:2 barricades (1) 102:3 barrier (1) 80:13 barriers (1) 36:20 bars (2) 31:16,17 bartender (2) 44:18;45:10 bartenders (1) 32:25 base (1) 51:12 based (10) 22:7;26:5;33:12,13, 17,17;82:12;89:22; 95:20;99:16 basically (19) 21:19;22:4;24:16; 26:10,16;32:2;47:8; 58:4;62:2;64:2;68:9; 88:4,25;89:1,6,95:3; 104:2;112:8;115:1 basis (1) 44:25 batches (1) 64:25 battle (3) 94:11,15;104:17 beautification (1) 81:2 beautiful (8) 36:20;51:23;69:19, 22;74:12,14;75:25; 83:11 beautify (1) 78:7 became (2) 11:8;94:23 become (2) 45:9;80:12 beer (5) 13:8;14:10;19:2; 114:4,9 began (1) 12:14 beginning (4) 21:22;73:17,18;94:5 behind (6) 10:20;16:8;17:4,4; 31:20;51:23 below (1) 17:12 beneficiaries (1)</p>	<p>105:6 benefit (5) 5:15;22:7;51:15; 59:1;83:9 benefiting (1) 53:23 benefits (4) 8:14,14;21:17;25:20 besides (1) 99:17 best (6) 43:4;50:23;100:10, 11;106:16,16 better (20) 11:9,13;13:17,22,22; 25:14;36:3,17;45:20; 89:25;94:5,6;99:21; 103:22,22,23;106:10; 108:16,17;113:18 beyond (2) 25:21;90:22 bid (2) 114:18,20 big (14) 5:10;7:20;18:18; 21:10;22:9;45:13;51:7, 16,19,20;63:16;69:5; 75:25;86:3 bigger (3) 69:8;98:8,8 biggest (8) 23:3;33:3,5;44:21; 45:4,17;101:8;102:10 bike (1) 13:18 bill (8) 8:7,7,11;34:15;37:2; 88:2,14;115:17 billing (1) 89:20 bit (13) 5:16,17;10:17;30:8; 42:16;52:25;65:20; 96:1,25;99:13;101:20; 106:12;107:20 bite (1) 107:12 bitten (1) 69:5 blank (1) 86:9 blanks (2) 27:13;112:8 bless (1) 29:1 block (26) 11:5,6,10,10,10,11, 12,12,12;12:11,12,13, 24;13:16;36:15;47:7, 17,21;48:5,22;49:18; 69:18;75:12;76:7; 78:10;88:1 blocks (5)</p>
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<p>11:4,9,14;12:10; 47:14 blow (1) 8:5 blunt (1) 38:17 BOARD (19) 2:1,11,15;9:16;10:1, 24,24;11:25;17:13; 20:16;23:2,43:13; 63:19;78:20;81:16; 90:23;92:6;107:18; 114:6 board's (2) 41:24;107:5 booking (2) 106:8;107:11 books (1) 7:1 boosted (1) 113:17 booth (1) 53:16 booths (3) 34:25;35:15;58:16 Borderlands (1) 91:16 borrowed (1) 43:8 borrows (1) 43:15 both (5) 15:19,20;20:11; 52:25;74:10 Bottle (1) 12:20 bottom (6) 8:16;70:12,20;71:17; 72:2;75:3 bought (1) 103:15 Boulevard (1) 47:8 Boutique (2) 50:11;52:16 boutiques (1) 51:8 Boys (3) 73:9,14;75:14 Brandi (20) 2:10;3:3,7;5:25; 28:2;46:3;49:1,21; 65:19;68:5,14;70:5,6; 72:4;75:2;86:18;90:25; 92:8;110:24;117:9 Brandi's (2) 73:13;109:22 brands (1) 51:4 break (3) 22:24;52:2;112:16 break-ins (1) 14:13</p>	<p>brick (2) 31:9;51:5 bridge (1) 112:25 bright (2) 74:13;100:4 bring (28) 30:15;31:23;32:11, 20;33:10;34:3;41:3; 54:18,18;59:10;63:7; 64:25;73:20,21;74:25; 75:16;76:16;84:20,21, 21;89:17;93:3;95:5,6; 96:22,23,24;102:13 bringing (3) 13:7;14:14;33:6 Broadway (3) 47:6,8;91:18 brought (2) 30:14;84:23 bucket (1) 17:24 bucks (6) 20:2;21:11;88:3,4; 89:6,20 budget (24) 4:25,25;6:22;7:8; 18:7;34:19;37:12,17; 38:14;39:3,15;59:20; 79:6,7,17;105:23,25; 107:6;108:25;110:16; 112:13,14;114:17; 116:22 budgeted (1) 18:8 build (13) 12:1,9,16;13:9; 14:22;28:25;43:2;45:3; 56:3;57:2;63:1;112:4; 116:25 Building (40) 10:19;13:3,7;14:5, 12,25;15:1,3,4,6,7,22; 16:8;18:10,11;31:11; 35:3,9;36:25;37:10; 38:7;44:12;47:13; 50:25;51:11;52:14; 54:7,16;59:23,25;60:5; 74:4,13,13;75:24; 76:10;77:17,23;83:9; 84:23 buildings (2) 14:18;32:8 build-out (3) 54:4,15;63:9 built (1) 13:3 bullet (1) 69:5 bunch (5) 16:12;56:3;58:18; 62:4,5 burgeoning (1)</p>	<p>100:7 burger (7) 13:10,24;14:1,11; 19:3;51:23;53:11 business (19) 22:20,23;30:5,9,9, 11;33:9;40:4;41:19; 44:15;45:1;51:14; 58:25;59:2,7;60:24; 63:5;65:14;67:21 businesses (9) 34:3;44:16,22;51:18; 60:23;75:17,17;93:24; 118:7 businesses' (1) 59:10 button (1) 71:17 buzzing (1) 102:1</p>	<p>91:8,20;92:8;93:13; 94:8;95:10;102:10,17; 103:23;104:19;107:6, 21;110:24;112:18; 113:13;114:15;115:9, 10,14;116:5;117:3; 118:16 capability (2) 9:12;77:2 capacity (1) 114:1 capitalizing (1) 14:5 car (4) 14:24;88:4;89:23; 103:15 card (1) 98:1 carries (1) 69:4 carry (1) 78:3 cars (1) 87:20 Cart (1) 83:8 Carte (1) 84:22 case (2) 58:23;83:17 cash (7) 6:9;7:4;17:16;23:6; 41:16,19;90:11 Catalano (1) 34:11 catalyst (1) 11:17 catchy (1) 47:20 category (1) 111:20 catering (1) 108:10 Cathedral (1) 83:16 caveat (1) 85:4 celebrate (1) 76:1 CEO (1) 78:19 certain (1) 102:12 certainly (1) 18:18 Certified (1) 2:18 cetera (8) 13:17,23,23;14:14, 14;15:21;41:10,17 CFO (2) 2:12;5:21 Chair (1)</p>	<p>2:2 CHAIRMAN (187) 3:1,7,11,20;4:1,3,8, 10,15,19,21;7:18;9:5, 20;19:18;20:1,8;21:24; 22:2,13,21;23:1;24:1, 5;25:2,6,19;26:3,7,22; 27:8,12,19,23;28:2,6, 22;29:9,12,19;30:2; 36:4,14;37:5,11,16,19; 38:8,12;39:10,14,17, 20,24;40:2,6,9,12,17; 42:11,16;43:1,8,12,19; 44:6;45:25;46:15,22; 47:1,4;48:6,9,11,16,19, 25;49:13,23;55:7,10, 18,22;56:2,16,22;57:1, 5,7;58:8;61:5,8,13,17, 23;62:9;63:12,15,18; 64:14,17;65:2,13;66:3, 8,17,20,25;67:2,7,15, 23;68:2,9;69:3,10, 70:10,15,21,24;71:3,9, 12,16,21,23;72:7,13, 16,18;73:13;80:15; 81:6,22;82:1,18;83:3, 12;85:1,11;86:2,10,16; 87:3,9;88:24;89:4,12, 17;90:13,20;91:4,14, 20;92:3,8,20;93:14; 105:12,19,22;106:6; 107:10;108:19;109:1, 10;110:3,8,19,22; 111:3,18,24;113:16; 115:4,22,25;116:6,9; 117:7,18,23;118:2,10, 19,21,24 chairs (3) 75:10;76:9;77:2 challenge (3) 43:25;96:4;117:24 catering (1) 102:3;118:12 chamber (3) 87:25;90:4,5 chance (3) 52:9;60:23;100:22 change (3) 3:23;14:24;79:9 changed (1) 82:13 changing (1) 31:22 Channel (2) 7:22;8:1 channels (1) 31:25 charge (2) 88:4;89:21 charging (2) 60:21;61:18 charities (2) 105:4;108:14</p>
		C		
		<p>cabana (2) 53:13,15 cabanas (1) 14:9 calculate (1) 20:6 call (22) 3:1,7;9:22;10:5; 12:11,17;23:19,20; 28:2;39:8;46:3;47:12, 21;48:4,22;49:1,68:14; 86:18;90:25;92:8; 100:14;117:9 called (5) 30:6;51:2;73:19; 74:12;76:9 came (7) 18:13;19:1;41:14; 72:22;80:1;96:8,11 cameras (1) 58:5 campaign (1) 97:11 can (97) 4:12,12,23;8:19; 9:18;16:4;17:12,21;3; 22:7;25:9,9;26:7;28:4, 6,24;29:25;31:6,12; 32:19;34:5;35:10,12, 12,16;36:3,13;38:9,11, 14;39:2;40:25;43:2,6; 44:18,19;45:5,8;46:17, 17,20;49:21;51:6,10; 52:13;53:13,24;54:15, 20;56:5,16;58:25; 60:14;65:7,8,23;68:7, 15;70:22;71:6;76:18, 25;77:5,17;81:4,7; 83:17;86:18;88:8,17; 89:1,2,13,18;90:8,9;</p>		

<p>charity (1) 105:2</p> <p>Charro (3) 69:16;78:14;84:18</p> <p>chart (1) 99:25</p> <p>chasing (1) 56:6</p> <p>chat (1) 71:18</p> <p>cheap (1) 79:7</p> <p>cheaper (1) 73:20</p> <p>check (3) 6:17;82:6;86:9</p> <p>checking (1) 58:17</p> <p>checkout (1) 58:22</p> <p>chef (1) 32:25</p> <p>cherry (1) 62:22</p> <p>Chicago (4) 10:21;35:5;50:4,4</p> <p>chicken (1) 33:20</p> <p>children's (1) 105:8</p> <p>chile (1) 33:21</p> <p>Chilgren (1) 10:6</p> <p>chill (1) 4:12</p> <p>chimmichuri (1) 33:22</p> <p>Chris (19) 2:3;3:9;10:10;22:14, 17,19;28:15;46:8;49:6; 60:17;61:23;68:21; 80:15;82:9;87:7;91:6; 92:18;111:8;117:12</p> <p>Chris's (4) 48:18;62:23;90:9; 91:1</p> <p>Christina (1) 10:7</p> <p>Church (1) 79:10</p> <p>circulate (1) 16:2</p> <p>cities (1) 50:21</p> <p>Citizen (1) 6:14</p> <p>City (27) 2:17;7:25;10:14; 13:13;15:23,24;17:9; 21:14;26:9;32:16;51:8; 74:6,16;79:22;80:12, 17,22;81:24;85:14;</p>	<p>90:3;95:19;101:6; 103:11,13;112:6; 118:5,11</p> <p>clamoring (1) 44:3</p> <p>clarify (3) 64:10;66:1;109:16</p> <p>clarity (2) 91:1;114:15</p> <p>cleaned (1) 31:10</p> <p>clearer (1) 62:1</p> <p>click (4) 70:16;71:21,22;72:1</p> <p>clicked (2) 71:10,25</p> <p>clicking (2) 71:16,24</p> <p>cliente (1) 51:11</p> <p>close (5) 7:15;11:19;43:22; 74:6,17</p> <p>closed (5) 7:22;39:12;50:16; 74:7,17</p> <p>closely (1) 9:24</p> <p>closer (2) 27:5;104:8</p> <p>closing (2) 10:11;101:22</p> <p>Coachella (1) 106:16</p> <p>coat (1) 55:12</p> <p>Cobra (1) 95:5</p> <p>code (5) 56:14;58:21;59:3,9; 68:11</p> <p>codes (1) 59:10</p> <p>coding (1) 56:10</p> <p>coffers (1) 112:20</p> <p>cohesive (1) 44:12</p> <p>colleagues (1) 80:22</p> <p>collect (5) 26:5,15;56:4;57:22; 62:4</p> <p>collecting (1) 61:14</p> <p>college-age (1) 97:19</p> <p>Collins (22) 2:11;7:12;21:4,19, 21;28:23;47:12,23; 48:7,8,21;64:15,16;</p>	<p>88:15,16;89:5;91:25; 92:4,6;115:22,23; 116:3</p> <p>color (5) 14:16;73:21;75:6,7,8</p> <p>colors (3) 78:2,3,5</p> <p>combine (1) 100:9</p> <p>combined (1) 15:16</p> <p>comfortable (3) 42:15;73:21;80:10</p> <p>coming (14) 11:15;21:20;31:21; 32:9;42:23;47:14;64:7; 65:23;84:8;90:22; 105:10;108:6,16;113:9</p> <p>commencing (1) 2:20</p> <p>comment (2) 3:23;116:21</p> <p>comments (2) 43:19;85:12</p> <p>commerce (1) 88:1</p> <p>commissioned (1) 99:7</p> <p>commit (1) 64:22</p> <p>commitment (12) 7:19;21:10;23:8; 26:2;81:20,23;82:4; 88:9;89:2,6;106:3; 108:7</p> <p>commitments (3) 6:11,25;7:3</p> <p>committed (7) 6:14;7:23,24;8:3; 101:1;102:4;103:9</p> <p>committee (2) 64:15;73:25</p> <p>committing (1) 82:2</p> <p>common (2) 58:9;61:6</p> <p>communicate (1) 31:25</p> <p>communities (1) 84:9</p> <p>community (4) 13:6;96:23;100:8,20</p> <p>companies (2) 61:3;64:7</p> <p>company (3) 20:11;44:24;45:3</p> <p>company's (1) 15:15</p> <p>compare (2) 20:18;101:13</p> <p>compel (1) 26:8</p> <p>compelling (1)</p>	<p>8:13</p> <p>competition (1) 94:10</p> <p>complaints (2) 95:20,22</p> <p>complete (6) 27:16;77:15;81:19; 97:6;113:5;115:21</p> <p>completed (3) 16:25;77:4;85:6</p> <p>completely (2) 14:15;50:15</p> <p>computer (3) 70:17,25;71:1</p> <p>concept (2) 30:19;44:10</p> <p>conceptual (2) 16:19,20</p> <p>concert (1) 104:10</p> <p>concur (2) 27:1,4</p> <p>condense (1) 39:4</p> <p>conflicted (2) 22:22;61:25</p> <p>Congrats (2) 29:6,8</p> <p>Congratulations (2) 46:25;47:1</p> <p>Congress (12) 5:13;11:5,8;12:8,11; 15:6;51:22;79:22; 83:15;94:12,15;95:15</p> <p>connect (1) 50:24</p> <p>connected (2) 15:2;16:7</p> <p>connectivity (1) 13:21</p> <p>conservative (2) 52:20;107:20</p> <p>consider (3) 5:14;26:20;108:24</p> <p>consideration (1) 106:7</p> <p>considered (1) 36:15</p> <p>consistency (1) 57:8</p> <p>construct (1) 113:15</p> <p>construction (36) 5:4;12:14;17:19; 18:20,21,23;19:10,15, 21;20:4,4;21:8;22:14; 23:10;24:14,17,22,24; 26:14,15;27:21;37:16, 22;38:2;39:3;40:18,19, 21;41:8,15,18;42:7; 46:2;112:7;114:18; 115:17</p> <p>consultants (1)</p>	<p>36:18</p> <p>consuming (1) 61:4</p> <p>contest (1) 104:17</p> <p>context (1) 105:24</p> <p>Continua (1) 34:11</p> <p>continually (1) 118:5</p> <p>continue (9) 9:2;29:3;77:13,17; 85:15;90:12;97:14; 102:7;103:9</p> <p>continued (1) 74:15</p> <p>continues (1) 108:17</p> <p>contract (2) 88:21;103:11</p> <p>contractors (1) 115:20</p> <p>contribute (8) 39:2;42:20;46:1; 79:15,16;86:8;110:13; 113:2</p> <p>contributed (2) 62:6;105:16</p> <p>contributing (3) 21:2;62:2;107:8</p> <p>contribution (3) 26:10;66:21;105:12</p> <p>control (2) 61:10;102:4</p> <p>conundrum (1) 78:9</p> <p>conversation (2) 9:9;116:12</p> <p>converse (1) 6:4</p> <p>convert (1) 20:20</p> <p>cool (1) 53:13</p> <p>coordination (1) 85:14</p> <p>Corbett (12) 11:7;12:12,13;13:3, 19;14:4,12,25;15:2,19, 21;16:8</p> <p>corner (10) 12:10,21;14:1;50:23; 51:20,21;53:25;75:13, 14;90:2</p> <p>cornering (1) 86:14</p> <p>corrected (1) 91:5</p> <p>correctly (3) 66:15;90:6;106:24</p> <p>cost (12) 17:21,25;24:17;</p>
--	---	--	---	--

27:21;55:12;57:2; 81:12;82:16,24;103:3; 112:8;117:19	creates (2) 5:4;8:18	daughter (1) 10:7	deposit (2) 57:22,22	difficulties (1) 118:6
costs (3) 56:23;103:2;117:1	creating (1) 83:17	day (16) 2:19;15:8;17:24; 39:9;44:4;81:8;83:11; 89:10;91:8;102:14; 103:6;106:17,19; 109:22;118:24,25	Depot (3) 11:10,25;18:8	dig (1) 5:22
cottage (1) 101:15	creative (1) 53:24	days (9) 52:21;90:9;91:2,6,7; 92:1;96:8;101:12; 115:19	design (3) 31:5,5;57:15	Dillard's (1) 58:14
Council (4) 78:10,11,17;79:10	credit (1) 98:1	day-to-day (1) 44:25	designate (1) 105:2	dining (3) 35:16;77:2,16
Counsel (3) 2:11;25:16;48:3	crosswalk (2) 78:4,5	de (1) 74:11	designated (1) 114:10	dinner (3) 34:6;88:12;114:1
Country (5) 47:6;48:5,22;99:3; 101:5	crowd (1) 98:5	deal (2) 79:23;113:4	designed (2) 25:25;88:7	dip (1) 96:9
county (1) 7:25	cuisine (1) 33:4	dealership (1) 30:12	designs (2) 41:9;54:8	direct (5) 64:21;99:11;109:21; 110:1,2
couple (14) 5:8;7:22;8:20;41:21; 45:11;47:11;53:22; 57:24;62:18;73:1,24; 97:23;103:7;112:19	culture (2) 38:23;97:3	dec (1) 99:2	desirable (2) 80:21;83:18	directly (6) 54:3;56:15;63:21,22; 67:21;103:4
court (14) 29:10;73:4,6,17; 75:4,22;77:23;78:3,6,7, 11,17;84:18,20	curb (1) 83:22	decided (3) 73:2,16;78:1	desolate (1) 73:22	director (2) 80:3,18
courthouse (1) 78:2	current (4) 6:6;44:14;50:2; 51:23	decision (1) 106:3	desperately (1) 69:6	Directors (1) 2:16
courts (2) 14:8,9	currently (5) 8:8;18:5;30:11; 89:20;104:21	decisions (2) 25:11;64:13	despite (1) 114:3	discount (1) 53:16
COVID (8) 5:3;50:16;69:22; 74:9,10,23;96:13; 112:2	cursor (2) 12:6;73:10	deck (1) 84:16	desserts (1) 33:23	Discovery (3) 7:22;8:1,10
co-working (3) 10:21;56:1;58:6	custom (1) 15:20	decorative (1) 75:12	Destination (3) 70:4;72:20;85:20	discuss (2) 105:24;107:7
Cox (63) 2:5;3:14,15,24;4:6; 26:21;27:7;28:19,20; 29:8;42:13;43:21; 45:24;46:12,13;49:10, 11;64:10;66:1,4,10,24; 67:1,5,12,14;68:25; 69:1;70:8,14,18,22; 71:1,6,10,14,20,22,25; 72:4,9,17,18,19;73:12, 14;76:23;79:19,24; 81:4,10,25;82:9;83:2, 5;84:7,13,15;85:17; 87:1,2;92:16,17	customer (2) 33:4;51:11	decrease (1) 96:10	detail (1) 108:6	discussing (1) 66:2
	customers (4) 30:24;31:12;32:20; 51:6	deeded (1) 47:9	detailed (1) 19:6	discussion (2) 19:13;65:20
	custom-made (1) 14:16	deeper (1) 5:23	details (1) 53:12	display (1) 54:5
	cut (2) 6:16,22	defensive (1) 107:20	determination (1) 67:3	disrespect (1) 38:19
	D	defer (1) 25:15	determine (3) 36:19;78:15,23	disruption (1) 48:12
crate (1) 55:12	daily (1) 11:14	deferred (1) 69:23	develop (2) 47:17;75:17	distribute (1) 105:4
craze (1) 14:5	Dan (9) 5:1,18,20;9:3;19:20; 56:5;65:19;67:25;68:2	definitely (6) 11:13;32:1;33:6; 83:25;84:11;102:4	developer (7) 5:6,6,7;21:17;27:24; 47:16;65:4	District (14) 2:17;5:12;59:14,16, 18;77:19,20;78:13,13; 79:4;84:19;102:21; 104:11,16
crazy (1) 54:25	dancers (1) 30:23	delays (1) 17:21	developers (2) 47:13;118:12	district-oriented (1) 40:16
create (5) 61:17;62:3;63:20; 69:17;83:23	dancing (1) 46:23	deliveries (1) 80:8	development (1) 60:3	districts (1) 21:15
created (2) 93:5;101:16	Daniel (1) 2:12	delivers (1) 115:7	devise (1) 82:11	diverse (1) 97:2
	dark (4) 61:12;73:22;84:24; 105:15	demographic (1) 101:6	Diana (2) 79:25;80:5	divvy (1) 58:22
	Darnet (1) 9:23	demographics (1) 97:21	dice (1) 61:24	DJ (6) 30:20;31:12;35:15; 94:10;95:5;104:16
	data (6) 90:23;97:22;98:3,12; 110:4,6	department (2) 83:22;108:4	difference (1) 115:10	doable (1) 80:21
	date (3) 25:21,21;60:6		different (14) 13:1;31:24;32:6,14, 20,21;54:19;57:16; 58:18;99:3;100:16; 113:13,21;118:7	document (3) 69:22;70:25;71:3
	dates (1) 17:13		difficult (5) 94:5;101:20;105:18; 113:10;118:6	dollar (8) 13:4;18:13;21:1; 27:16;37:20;39:2;

56:18;103:7 dollars (20) 6:10,21;7:11;8:3; 24:10,25;41:16;42:10, 11;59:19;63:20;64:19; 65:20;78:17;81:8;82:2, 24;85:6;109:19,20 dome (1) 78:2 domestically (1) 15:15 donated (1) 105:9 done (33) 6:2;15:9;18:7;19:14; 20:3,4;23:14;27:23; 29:2;35:20,25;36:23; 41:15,17,22;46:18; 60:19;65:23;70:1,9; 79:5;81:13;84:10; 85:14;86:3;95:8,8; 103:21,23;104:25; 110:19;115:14;116:13 Don's (1) 41:5 door (2) 34:14;58:4 doors (1) 54:25 double (1) 42:1 doubled (1) 112:9 Doubletree (1) 95:15 doubt (1) 23:24 down (31) 6:11;19:13;32:6; 50:16;52:2;65:19; 71:18;73:22;75:4,22; 76:20;77:18;78:3,6; 80:21;81:14;83:7; 84:18,20;95:13,13,16, 17,18;99:20;101:22; 102:5;108:6,16;112:3; 118:7 downsize (1) 91:20 downstairs (1) 50:24 downtown (86) 5:7,15;8:25;9:2; 10:12;11:17,17;13:14; 14:19,22;15:11;17:2; 20:11,23;30:15;31:21; 32:5,10,16,21;33:15; 34:2,4,7,16;37:3;38:21, 24;41:4;46:19;47:2; 50:3,20,23;51:9,9,12, 13,14,15,15,18,21; 52:8,10;58:25;59:9,10, 11;60:23;62:5;69:6;	87:24;93:3,4,23,23,24; 94:1,7,8,9,25;95:10,13, 14;96:2;97:4;100:13; 101:1,19,24;104:8; 105:6,7;107:22,25; 108:7,8,10,11,12,14; 110:5,5;116:14 downtowns (1) 38:22 downtown's (1) 21:2 dozen (1) 20:16 dramatically (2) 7:20;8:16 draw (2) 46:17;83:6 drawing (1) 115:12 drawings (1) 20:19 drawn (1) 15:17 draws (1) 38:24 Dre (1) 78:18 drive (1) 53:25 driving (1) 13:18 drop (5) 8:16;28:6;44:6; 90:13;111:4 dropped (2) 6:18;111:5 drops (1) 8:15 drum (2) 49:15,16 due (1) 113:25 dumb (1) 105:5 dumplings (1) 33:20 duplex (4) 70:1;73:7;77:14,16 during (7) 50:16;52:5,10;74:9, 10;97:10;107:6 Dusk (22) 5:16;9:1;92:24,25; 94:10;95:2,2;96:21; 97:25;98:22;99:6; 100:8,21,23;103:16; 104:5,20;105:13; 109:24;110:14,17; 111:4 Dusk's (1) 99:15	E	108:13 e-mail (3) 88:16,18;90:7 e-mails (3) 71:5;88:20;114:16 emerging (1) 51:4 empty (1) 56:15 EMTs (1) 103:12 en (1) 33:21 enable (5) 70:11;88:10;89:13; 90:21;91:22 enabled (4) 71:12,13;89:14; 93:15 enabling (1) 23:5 Encantada (1) 34:4 end (7) 6:9,20;12:22;18:5; 41:23;88:19;100:1 ended (4) 23:18;74:12;94:18, 19 endorsement (2) 80:6,23 ends (1) 78:13 energy (1) 38:20 engage (1) 32:19 engaged (2) 16:20;69:13 engine (1) 84:24 engineer (1) 108:5 engineers (2) 103:25;104:1 enjoy (2) 8:14;77:19 enjoyed (1) 22:18 enjoying (1) 31:21 enough (4) 55:1;90:11;95:22; 97:16 enter (5) 14:23,24;15:11; 25:24;97:25 entertain (3) 41:25;42:4;118:16 entertainment (1) 30:25 entire (5) 13:21;63:10;75:19;	81:18;97:11 entirely (2) 87:12,16 entity (2) 21:16;67:17 entrance (1) 76:9 entrant (1) 17:23 entrees (2) 33:18,20 entry (2) 14:20;21:22 enure (1) 25:20 environment (1) 73:21 equal (1) 13:12 equally (1) 29:14 equipment (2) 37:25;38:1 equity (1) 64:3 especially (3) 5:25;32:5;44:12 essence (1) 106:23 establish (1) 45:5 established (2) 44:17;51:14 esthetic (1) 57:10 estimating (1) 24:19 et (8) 13:17,23,23;14:14, 14;15:21;41:9,16 evaluate (4) 64:18;65:8,9;90:9 even (20) 11:20;15:7;20:14; 23:10;24:24;25:21; 38:6;52:4;54:9;58:16, 24;60:13;62:23;74:23; 93:7;99:23;108:10,14; 110:19;113:8 event (21) 52:1;53:3,14,16,19, 22;93:3;95:4;96:5,17; 101:25;104:3,4,9,25; 105:1,1;106:24; 107:22;108:8,17 events (11) 50:13,15;53:4;59:5; 94:9;95:8,8;104:15,18; 114:8,8 everybody (11) 21:17;25:20;29:24; 43:15;89:13,15,18; 92:23;93:18;103:20;
--	---	----------	---	---

<p>118:21 everyone (10) 3:20;4:22;9:22; 10:23;17:18;28:10; 29:5,25;32:24;117:22 everyone's (1) 116:19 evolution (1) 21:2 evolved (1) 9:11 exact (1) 113:1 exactly (2) 78:15;99:10 example (2) 31:4;52:6 examples (2) 32:6;78:24 exceeds (1) 88:5 Excel (1) 12:20 excellent (2) 44:1;60:19 except (1) 88:14 exception (1) 18:15 excise (1) 17:10 excited (6) 9:25;15:4;38:18; 41:3;46:19;47:2 excitement (2) 30:23,24 exciting (1) 4:24 excused (1) 3:8 exec (1) 4:5 execute (1) 89:5 executive (4) 4:4;67:5,19;85:19 exemption (1) 104:5 existing (1) 76:17 exists (1) 75:8 expand (3) 42:3;61:8;74:7 expanded (1) 78:6 expanding (1) 77:2 expansion (1) 42:24 expect (7) 6:25;36:6;97:4; 100:1,2;104:8,11</p>	<p>expeditiously (1) 41:7 expense (2) 79:12;101:23 expenses (1) 103:2 experience (12) 11:17;13:17;31:23; 32:11,14,14,19,21; 33:3;89:23;97:8; 102:24 experiencing (1) 118:7 experimental (1) 87:23 exponential (1) 102:15 expressed (1) 82:20 extended (1) 8:20 extraordinary (2) 20:15,21 extremely (3) 96:5;98:4;100:4 eyes (1) 84:6</p>	<p>favorite (1) 112:3 fear (1) 51:9 February (1) 6:7 fee (3) 89:21;90:7,11 feel (10) 8:25;30:16;51:6; 54:13;74:24;76:14; 80:9;100:23;101:24; 109:17 feet (3) 14:21;54:6;75:9 fell (1) 14:6 fellow (1) 107:18 fencing (1) 103:3 FENTON (10) 112:10,22;113:19; 114:20;115:11;116:18; 117:3;118:1,8,23 Festival (18) 92:25;93:21;94:3,13; 95:7;96:8,21,22;98:8, 16;101:11,16;102:17, 18;104:8;109:24; 110:14,17 festivals (2) 101:4,8 few (14) 10:21;17:6;64:23; 70:5;75:21;76:13; 78:24;95:4,20;96:16; 97:21;100:12;112:2,11 figure (3) 24:13;60:14;91:23 figured (1) 79:23 file (1) 6:1 filing (2) 40:19;68:12 fill (4) 27:13;57:14;77:8; 112:8 filled (1) 62:20 fills (1) 16:12 film (5) 6:21;7:20,23;8:6,10 filming (2) 8:5,12 final (1) 78:24 finally (1) 112:16 financial (4) 5:2,19;85:4;102:23</p>	<p>financially (1) 61:25 find (5) 6:1;36:13,22;76:2; 85:4 finding (1) 33:8 fine (5) 62:6;72:9;87:8; 109:6;116:4 finish (2) 37:21;107:25 finished (2) 14:2;84:16 firm (1) 107:16 first (25) 6:17;8:9;11:5;19:2; 33:17;39:1,18;41:2; 42:9;46:22;51:1;57:23; 66:16;73:2;90:8;93:21; 94:17,21;95:18; 103:22;106:5,5; 107:19;113:4,20 fiscal (1) 107:20 fits (2) 64:6;81:18 five (5) 64:8;95:5;99:16; 100:1,1 flag (1) 3:3 flash (1) 51:2 flat (4) 89:21;90:7,11;99:20 flavor (1) 14:1 Fletcher (24) 2:2;3:10;9:17,18,23; 22:1,17;28:1,21;39:7; 46:14;49:12;56:11; 64:11;69:2;72:19; 78:18;80:11;85:22; 88:20;89:16;93:17,20; 111:14 Fletcher's (2) 5:23;84:2 flexible (2) 58:6,6 floor (6) 31:7;34:9,10;35:12, 19;50:4 floors (1) 31:9 flourishing (1) 62:17 flow (2) 41:16,19 flowing (1) 90:11 focal (1)</p>	<p>32:17 focus (9) 11:18;33:5;51:17; 73:2,16;95:9;97:2; 108:8;114:8 focused (3) 93:23;94:7;98:7 focuses (1) 33:9 folks (5) 87:18;96:11,24; 106:11;111:19 follow (2) 7:20;29:13 followed (2) 9:24;82:7 following (1) 104:3 food (6) 60:7;77:10,18;100:7, 10;116:25 foot (2) 13:9;52:17 forecast (1) 113:17 forget (1) 92:20 formal (1) 88:25 former (1) 50:4 formerly (1) 47:6 formula (3) 24:18;44:1,4 forth (1) 12:23 forward (5) 10:15;11:18;41:7; 66:10;82:3 found (1) 37:14 four (8) 13:14;52:21;67:20; 75:9;88:8;109:19; 115:2;116:24 fourth (1) 12:11 Fox (2) 105:8,9 framed (2) 35:23,24 framing (1) 35:17 Franklin (4) 78:10,10,11,11 free (2) 62:24;103:14 freed (3) 6:21,23;7:15 frequent (1) 87:21 frequently (1)</p>
	F			
	<p>facade (7) 31:7;34:13,23;36:17, 17,18,22 face (2) 59:7,7 faced (1) 17:24 facilitating (1) 80:13 Facilities (1) 2:16 fact (9) 41:6,7;42:7;56:13; 65:18;107:15;108:1,7; 113:11 factor (1) 112:15 Fair (1) 52:1 familiar (1) 77:10 families (1) 14:19 family (3) 11:8;41:4;43:9 family's (1) 30:9 far (10) 6:9;34:18,20,23; 38:6;65:19;71:9;77:5; 91:10,17 favor (4) 4:1,8,19;118:19</p>			

7:10 Friday (1) 88:11 Friedman (1) 47:21 friend (1) 52:8 friendlier (1) 13:23 friends (3) 11:1;14:7;69:13 front (9) 9:18;11:25;15:25; 17:16;35:2;41:23;42:4; 57:23;58:22 frustrating (1) 118:9 full (7) 24:24;25:14;26:15; 79:17;89:18;113:10; 114:1 full-time (1) 103:17 fully (1) 76:5 fun (4) 16:23;17:1;29:14; 34:1 fund (4) 7:24;63:21;86:2; 115:10 funded (4) 63:9;76:5;83:24; 85:3 funding (2) 25:25;112:17 fundraiser (1) 53:20 funds (4) 7:15;22:8;107:7; 108:14 furnish (1) 56:3 Furniture (2) 48:5;60:11 Furniture/La (1) 47:7 further (3) 19:13;86:18;96:1 future (6) 11:25;12:9;18:18; 31:25;32:10;100:3	24:18 garden (5) 13:8;14:10;19:2; 114:4,9 gave (3) 34:10;53:2;65:6 general (2) 32:25;105:11 generally (1) 83:24 generate (6) 21:12;77:6;101:14; 102:19,20,20 generated (3) 22:8;27:21;83:8 generates (1) 40:16 generating (1) 24:22 gets (5) 21:14,14;92:25; 94:11,12 girl's (1) 53:14 gives (5) 26:18;51:4;52:9,20; 98:3 giving (3) 24:7;60:2;76:16 glad (1) 117:23 glass (1) 53:8 glasses (1) 53:22 glazed (1) 114:5 goal (1) 51:12 God (3) 29:1;48:12;56:5 goes (3) 18:16;21:25;87:12 good (27) 4:22;5:2;7:7;8:2,17, 18;9:5,10;17:3;29:24; 31:4;32:14;33:8;52:8; 55:15;57:12;63:7;74:9; 90:23;96:3;106:18; 110:21;111:21;112:15; 113:19;116:20;118:22 Gosh (1) 24:20 government (1) 83:24 GPLET (12) 17:7,11;18:16;21:5, 19;22:4,7;23:6;25:19; 26:12;27:15;28:24 graciously (1) 85:21 grand (14) 8:17;40:6,9;46:2;	56:16,19;63:25;64:4,8; 65:7,14;67:21;81:2; 89:24 grant (4) 63:20;64:13;74:18, 19 great (27) 6:8;9:21;10:14; 22:19;38:22;41:2; 52:21;60:24;65:15; 76:6;77:7;83:6,8;84:7, 19;94:14;95:23,25; 100:5,6,6,6,22;101:8; 104:24;107:10,14 green (1) 70:12 greeting (2) 90:2,4 gross (1) 39:9 ground (7) 21:20;22:3,4,7; 28:24;75:16;112:17 group (11) 10:9;64:15;72:25; 74:25;78:23;80:4,19; 82:10,10;85:24;100:25 groups (1) 113:12 grow (8) 45:1,2,7;51:17; 75:17,18;102:14; 108:18 grown (1) 11:20 grows (1) 60:25 growth (6) 44:20;99:17,18; 100:24,25;102:7 guess (4) 8:2;19:7;25:16;59:8 guests (4) 30:24;31:1,1,25 guitar (1) 30:21 guitars (1) 56:24 Gus (1) 35:7 guys (21) 29:13,15;36:3;40:19; 41:2,6;42:15;43:9; 44:9;46:16,25;47:2; 90:24;97:13;104:13; 105:15;108:4;109:23; 112:19;113:8;116:13	19,21;46:4,6,8,10,12, 14;49:2,4,6,8,10,12; 68:15,19,21,23,25; 69:2;72:5,10,15;73:11; 76:22;86:20,22,24; 87:1;92:10,12,14,16, 18;111:1,6,8,10,12,14; 117:10,12,14,16 half (12) 13:4;17:21,22;20:15; 21:10;24:25;40:7; 41:22;81:13;109:19, 20;112:13 handle (1) 88:12 hands (1) 65:3 handy (1) 3:4 hang (2) 66:17;88:17 hanger (1) 55:12 hanging (3) 87:5;92:24;111:25 happen (6) 18:17;20:13;23:25; 79:17;85:13;101:9 happened (6) 15:14;74:10,21; 78:16;105:5;112:7 happening (4) 12:23;50:20;91:15, 16 happens (1) 75:17 happy (3) 113:23;118:24,25 hard (4) 10:1;14:6;44:13; 111:5 hardscape (1) 20:20 hate (1) 84:3 HBO (4) 7:21,23;9:24;10:3 headed (1) 9:11 headliner (6) 103:4,5;106:2;109:9, 13;110:17 hear (4) 5:1;115:24;116:5,7 heard (3) 76:4;116:6,6 hearing (2) 4:25;105:23 heart (3) 94:2;96:2;101:24 held (2) 2:17;94:9 Hello (1)	9:15 help (31) 6:1;7:24;9:1;21:3; 36:19;37:20;39:3; 41:14,16;44:15,15,22; 46:20;49:19;51:12; 56:7;58:10;60:23; 62:10;63:24;65:1; 69:17;78:21;79:5; 86:12;102:7,8,11; 107:24;112:5,25 helped (3) 23:25;74:16;79:24 helpful (3) 79:22;86:5;107:17 helping (4) 12:3;61:1;66:22; 107:4 here's (2) 42:23,23 heritage (1) 76:1 hi (2) 9:22;29:21 high (7) 15:1;32:7;52:5,11; 75:8;81:14;95:5 high-end (2) 51:25;54:13 higher (2) 55:5;99:22 highest (1) 96:18 highlight (1) 11:20 highlighted (1) 12:6 Hill (1) 3:8 Hilton (1) 19:18 hire (4) 32:24;44:2;45:15,22 hired (2) 82:21;100:16 hiring (2) 33:7;43:25 historical (4) 36:15,18,21;37:6 history (2) 8:10;15:15 hit (3) 69:22;71:19;102:16 hits (1) 109:11 hoarder's (1) 57:10 hold (2) 104:16;109:5 Home (8) 47:6;48:5,22;59:1,2; 103:16;107:22;108:15 homelessness (1)
G				
game (1) 20:24 games (1) 14:11 gap (5) 37:19,20;42:20;86:3; 112:25 garage (1)				
		H		
		Haga-Blackman (55) 2:10;3:9,12,14,16, 18;28:4,11,13,15,17,		

<p>14:13 hope (7) 11:16;16:4;17:2; 46:21;97:14,15;116:18 hopefully (7) 53:5;56:8;60:25; 62:4;69:7;82:24;84:22 hoping (5) 76:2;79:4;112:24; 113:13;116:24 hopping (1) 50:8 host (1) 95:1 hostess (2) 32:25;44:18 hosting (1) 53:4 hotel (28) 5:6;6:14;11:10,15, 15;12:1,7,8,9;14:23; 16:7,14;17:4;18:6,7; 19:1,11;24:2,11,17; 94:12,15;95:14,15; 98:17;102:20;104:19, 20 hotels (1) 108:13 hotter (1) 106:12 hour (6) 2:20;4:11;88:3,9; 89:7,20 hourly (4) 88:2,3,5,6 hours (4) 88:10,12;112:19; 114:1 House (2) 8:9;30:20 housing (1) 15:9 Hub (4) 11:11,19;34:17;95:9 huge (5) 72:21;77:5;92:25; 106:15;109:11 humbling (1) 29:14</p>	<p>62:3;64:8;65:16;69:6; 81:16;87:16;107:10; 114:22 ideal (1) 43:4 identified (2) 45:14;98:17 identify (4) 9:13;39:2;56:16; 82:23 Ignacio (1) 15:12 imagine (2) 53:7;57:18 immersive (1) 97:7 impact (12) 99:7,11,11,12,12,15; 100:2;101:14;103:7, 24;107:16;109:21 implement (4) 44:19;45:22;78:21; 82:16 implemented (2) 45:15;97:24 importance (2) 84:1,11 important (7) 21:13;29:15;55:1; 57:17;106:6,7;114:11 impressions (3) 15:14;97:10,12 improve (3) 69:17;102:23,23 improvement (1) 59:24 improvements (4) 13:15;17:17;83:21; 113:5 Inaudible (5) 22:6;32:18;58:18; 76:10;99:11 inbound (1) 5:4 include (4) 16:17;78:14;81:23; 110:15 includes (1) 27:15 including (1) 12:16 increase (2) 102:24;115:16 increases (1) 17:25 incredible (3) 14:20;98:3;100:7 increments (2) 66:5,12 incumbent (1) 80:19 Indeed (1) 23:2</p>	<p>independently (1) 58:23 indicative (1) 98:5 indirect (2) 99:11;110:1 individually (1) 64:12 individuals (1) 65:12 indoor (2) 14:8;77:16 industries (1) 101:15 industry (3) 8:6;30:10;106:4 influx (1) 32:8 information (2) 7:19;98:11 infusion (1) 33:13 initial (1) 66:21 initially (2) 52:5;93:4 initiative (1) 74:5 in-laws (1) 10:6 inside (9) 35:10,13;51:10; 52:14,16;53:11,16; 76:10;98:2 inspiration (1) 31:14 install (2) 34:24;57:11 installations (1) 100:18 instead (2) 34:6;102:15 instruct (1) 25:16 instrumental (2) 69:24,25 instruments (2) 30:21;31:3 insulated (1) 14:17 insured (1) 88:13 intended (2) 93:6,6 interest (2) 8:25;82:20 interested (4) 47:13;81:20;107:4,7 interesting (2) 118:6,14 interestingly (1) 75:24 interim (1)</p>	<p>112:7 interior (1) 55:11 interject (1) 31:19 internationally (1) 15:16 interrupt (3) 22:18;48:7;67:25 intersection (1) 11:4 into (37) 5:22;11:20;13:16; 14:25,25;25:24;26:9; 28:24;33:10;35:16; 38:21;39:4;42:7;51:12; 54:3;55:3;59:10;60:12, 25;63:4,7;64:3,7;69:8; 74:3,8;77:14;81:2,7; 82:6;83:10;84:17;97:3, 25;98:2;101:10;102:11 intro (1) 10:4 introduce (2) 29:16;49:23 introduction (1) 93:10 inventory (1) 57:21 invest (8) 34:2,19;45:6,6; 63:12;78:16,20;83:20 invested (5) 34:20;83:13,14,15; 94:4 investing (4) 21:9;34:19;43:9; 84:5 investment (5) 13:20;33:10;38:5; 59:13;109:17 invitations (1) 55:5 invite (2) 73:22;75:11 invites (1) 55:6 inviting (2) 74:14;76:11 invoices (3) 34:8,18;37:23 involved (4) 31:2;41:5;65:11; 80:4 involvement (3) 15:23;69:20;72:22 issue (3) 21:7;25:8;105:23 issues (4) 36:21;87:22;112:5; 113:25 item (9) 9:7;47:4;53:18;</p>	<p>69:12;87:15,15; 109:24;110:16;111:25 items (1) 5:10</p> <hr/> <p style="text-align: center;">J</p> <hr/> <p>Jacome (4) 93:6;95:19,19,25 Jannie (20) 2:5;3:14;28:19; 46:12;49:10;68:25; 69:24;70:7,11;72:13; 79:18;81:9;82:25; 83:25;87:1,5,14;92:16; 111:3,5 Jannie's (4) 69:25;70:2;80:25; 85:14 January (1) 63:10 Jazz (1) 9:1 Jeremy (1) 74:2 Jesus (1) 29:22 Jo (3) 74:15;76:14;77:5 job (16) 9:5;15:10;28:8;41:2; 44:10,14;45:20;60:19; 77:7;80:18;85:15; 107:14;110:6,25; 111:16;118:22 jobs (1) 101:17 joint (1) 13:10 Julie (1) 52:6 junky (1) 10:3</p> <hr/> <p style="text-align: center;">K</p> <hr/> <p>keep (2) 88:5;114:10 keeping (3) 7:12;37:3;112:18 kept (2) 96:16;115:6 keys (1) 44:21 kind (35) 20:11;21:1;23:15; 26:9;36:6;38:20,22; 39:4,6;41:16;44:1; 48:11;53:9;56:18;58:6, 17;79:21;83:21;84:3; 87:25;95:15;96:16; 97:1,7,18;98:21;99:6, 10,25;101:22;102:4,</p>
I				
<p>iconic (1) 4:24 IDA (10) 78:12,19;79:4,16; 81:11,15;84:4,8,10; 86:6 IDA's (1) 82:20 idea (15) 21:9;30:13,15,15; 31:16;44:10;47:22;</p>				

21;103:3,25;105:11 kiosk (1) 57:11 kitchen (4) 32:18;35:11;37:24; 60:7 knew (2) 93:25;106:2 knocks (1) 61:23 knowing (1) 89:6 knowledge (2) 45:19;107:13 known (2) 47:6;54:22 Koren (1) 80:3 Krystal (25) 10:17,20;49:15,19, 20;50:2,55:13;59:12; 60:17,19;61:1,14,17; 62:9;63:13,24;64:22, 25;65:6;66:12;67:16, 18;68:10,15;69:5 Krystal's (2) 62:2;66:11	last-in (1) 41:15 late (1) 17:23 later (1) 10:18 Latin (1) 106:15 latitude (1) 83:20 launch (8) 9:14;29:20;56:17; 62:10,21;67:21;87:23; 117:25 launching (2) 80:16;93:4 lawyers (2) 48:13,17 LAZ (3) 87:18;88:2;89:19 LAZ's (1) 90:21 lead (1) 103:5 leadership (2) 69:24;84:5 lead-up (1) 95:2 leaning (1) 107:3 leap (1) 102:9 learn (2) 18:25;116:1 learned (2) 54:23;79:21 learning (1) 17:3 lease (10) 22:4,4,7;25:20; 28:24;51:16,20;56:2; 58:7;63:11 leasing (4) 55:22;56:1;59:13,22 least (1) 90:21 leave (4) 20:8;52:3;60:14; 86:10 left (12) 16:10,18;35:10,11, 13;71:24;73:15;75:5,5, 13;77:9;112:20 left-hand (1) 76:8 legal (1) 67:17 legislature (2) 8:7,19 lend (1) 98:1 Less (4) 17:22;23:24;26:20;	103:19 level (2) 43:2;100:14 levels (1) 104:2 leverage (1) 25:7 Levin (40) 2:7;3:16,17;4:7,17; 27:1,4,22;28:11,12; 43:18;46:4,5;49:2,3; 62:12;65:17;66:15,21; 68:17,18;85:10,20,21, 22;86:20,21;87:7; 92:10,11;106:21; 107:3,13;108:22; 110:18;111:6,7;116:8; 117:10,11 license (4) 34:21;41:9;77:11,13 licenses (1) 104:25 life (5) 8:22;13:7;14:15; 73:20;76:16 light (1) 16:1 lighter (1) 73:19 lighting (5) 13:22;15:20;54:19; 74:20;77:1 lights (1) 60:10 likes (2) 78:19;110:20 limitation (1) 77:5 limits (1) 101:6 line (7) 4:11;46:22;70:20; 81:14;100:9;109:24; 110:16 lineup (4) 97:2;102:11,12,23 linger (1) 75:11 link (1) 4:12 Links (3) 12:7;13:14,15 liquor (6) 34:21;41:9;77:11,13; 104:25;105:3 list (5) 6:11;7:13;68:5; 72:22;105:10 listed (1) 97:12 listen (2) 17:6,7 listening (1)	53:8 lists (1) 105:8 literally (2) 7:22;83:4 little (28) 5:16,17,22;10:17; 12:15;19:6;23:21; 26:14;30:8;31:11;39:7; 42:16;50:11;52:17,25; 57:3;62:1,4;70:12; 96:1,25;98:19;101:20; 106:12;107:19;112:10; 113:14,18 littles (2) 29:14;99:13 live (3) 17:19;30:22;53:9 lived (1) 59:8 lively (2) 38:23;102:2 LLC (1) 67:18 local (6) 44:15,23;100:11,12, 20;103:11 locals (1) 34:3 located (1) 50:12 location (4) 60:24;74:11;83:18; 91:13 locations (3) 87:24;90:1;91:12 logistically (2) 96:4;101:21 logistics (1) 88:13 long (5) 18:16;20:23;23:13; 81:8;115:12 longer (1) 79:10 look (32) 10:15;20:17,19;22:9; 23:12,14;24:1;29:25; 31:15,17;35:16;52:12; 54:11,12;57:9,18; 64:23;65:21;68:10; 69:14;74:3;75:20; 76:18,25;78:25;81:17; 83:5;86:7;99:6;101:4, 18;109:16 looked (1) 114:16 looking (15) 14:4;18:19;22:9; 40:2;59:14;62:21;75:4, 22,25;76:20,24;77:22, 22;80:25;106:13 looks (1)	6:5 lose (2) 11:21;89:24 losing (2) 115:25;116:1 lost (4) 21:24;22:3;42:16; 87:12 lot (48) 4:23;5:4;8:24;9:25; 10:1;14:10,13;15:20, 24;16:23;17:1;22:24; 24:9;43:13;52:23;55:3; 59:1;60:8,11;61:1,2; 63:2;64:5,9,20;65:2; 74:24;79:9,20;80:7,8; 84:5;87:21,21;90:3; 91:10,15,17;93:5;94:1; 96:1,23,24;97:19,20; 100:11,18;106:3 lots (2) 53:24;54:19 Love (11) 13:24;14:1;15:12; 51:23;52:1;53:10; 56:13;69:6;116:12,25, 25 loved (1) 95:23 loving (1) 14:17 low-end (1) 52:19 lower (6) 15:18;16:10,18;73:7; 99:13,24 luck (2) 105:5;111:21 lunch (1) 114:2 luxury (1) 14:22
L				M
La (3) 83:8;84:21;98:23 labor (1) 19:25 LaCo (7) 72:24;73:14;74:7; 76:10;77:3;84:22,25 land (3) 12:16;16:11;24:21 landscaping (2) 13:22;15:20 Lane (2) 13:19;15:19 lanes (1) 79:21 language (1) 116:1 large (3) 13:20;70:1;83:10 larger (2) 55:17;57:20 largest (1) 87:19 last (31) 6:14;11:14;12:15; 14:13;20:16;41:21; 53:4,18;55:8;78:25; 79:1,2;81:16;90:7; 94:15;96:7,14;97:10; 98:11;99:17,19; 100:16;103:13;104:23; 105:3,13,14;106:14; 111:25;112:18;117:19			machine (1) 116:4 Mackey (1) 34:15 magical (1) 30:6 magnitude (1) 21:18 main (3) 31:8;33:8;58:17 major (3) 50:21;51:21;106:2 majority (4) 32:15;44:23;45:2; 114:24 makes (6) 13:20;38:22;48:14; 59:11;75:9;102:15	

<p>making (4) 44:4;54:21;65:10; 109:12</p> <p>mall (1) 68:10</p> <p>man (6) 56:4;58:16;71:13; 89:14;93:15;106:18</p> <p>manage (1) 57:10</p> <p>management (2) 7:25;8:13</p> <p>manager (6) 45:10;82:19,22; 95:20;103:17;108:1</p> <p>managers (1) 32:25</p> <p>managing (1) 64:3</p> <p>manner (1) 81:15</p> <p>Manning (2) 80:4;88:3</p> <p>many (7) 5:25;15:8;75:21; 76:16;88:9;96:22; 103:10</p> <p>map (1) 102:18</p> <p>Marcel (1) 63:9</p> <p>March (3) 6:10;73:25;74:2</p> <p>margin (1) 61:21</p> <p>Mario (2) 29:22,22</p> <p>Mark (3) 2:11;7:12;22:3</p> <p>market (8) 17:5;31:22;32:3; 33:24;64:1;95:6;98:24; 101:10</p> <p>marketing (11) 31:19,20;32:12;55:4; 58:2;65:14;66:6,22; 97:9,11;102:24</p> <p>Marquez (83) 2:4;3:18,19,25;4:18; 18:19;19:14;23:7,20; 24:4,13,20;25:4;27:3; 28:17,18;29:6;36:2; 40:11,14,23;42:5,10, 14,25;43:16;46:10,11, 25;48:2,10,14,18;49:8, 9;56:11;62:22;64:5,25; 66:9;67:10,13;68:23, 24;81:9;83:25;84:9,14; 85:7;86:24,25;87:8; 88:18;89:3;90:6,19; 91:1,6,19,25;92:14,15; 106:18;107:9,18; 108:23;109:5;110:12,</p>	<p>21;111:10,11;112:21, 23;114:15,23;115:24; 116:16,20;117:5,16,17; 118:17,25</p> <p>Marriott (5) 16:21;23:16;95:15; 104:19,20</p> <p>massing (2) 16:9,13</p> <p>master (3) 61:13;68:13;81:18</p> <p>mastermind (1) 62:2</p> <p>material (1) 55:4</p> <p>math (3) 19:10;39:8;115:6</p> <p>matter (1) 83:4</p> <p>Matthew (1) 10:6</p> <p>Max (2) 9:24;10:3</p> <p>maximum (1) 26:10</p> <p>May (24) 4:24,5:1;7:9;10:25; 17:8,10;25:9;36:16,21; 37:5;42:17;48:16; 54:18,18;61:2;64:21; 67:25;81:17;95:3; 105:23;106:8;108:24; 115:17;118:15</p> <p>maybe (26) 14:21;15:1;26:20; 42:19;47:22;48:12; 51:12,16;53:16,19,19; 54:6;55:5,14;59:10; 62:21;63:24,25;64:19; 65:13;88:19;93:6; 96:15,25;97:18;102:16</p> <p>McCallister (41) 2:6;3:12,13;20:6; 24:16;26:1,4,11,18; 27:10,14,20;28:13,14; 38:10;46:6,7;49:4,5; 65:5,15;66:19;67:11; 68:19,20;71:7;86:22, 23;92:12,13;108:20; 109:7,12;110:7,10,13; 111:12,13;117:14,15; 118:18</p> <p>McCusker (193) 2:2;3:1,7,10,11,20; 4:1,3,8,10,15,19,21; 7:18;9:5,20;19:18; 20:1,8;21:24;22:2,13, 21;23:1;24:1,5;25:2,6, 19;26:3,7,22;27:8,12, 19,23;28:2,6,21,22; 29:9,12,19;30:2;36:4, 14;37:5,11,16,19;38:8, 12;39:10,14,17,20,24;</p>	<p>40:2,6,9,12,17;42:11, 16;43:1,8,12,19;44:6; 45:25;46:14,15,22; 47:1,4;48:6,9,11,16,19, 25;49:12,13,23;55:7, 10,18,22;56:2,16,22; 57:1,5,7;58:8;61:5,8, 13,17,23;62:9;63:12, 15,18;64:14,17;65:2, 13;66:3,8,17,20,25; 67:2,7,15,23;68:2,9; 69:2,3,10;70:10,15,21, 24;71:3,9,12,16,21,23; 72:7,13,16,18;73:13; 80:15;81:6,22;82:1,18; 83:3,12;85:1,11;86:2, 10,16;87:3,9;88:24; 89:4,12,17;90:13,20; 91:4,14,20;92:3,8,20; 93:14;105:12,19,22; 106:6;107:10;108:19; 109:1,10;110:3,8,19, 22;111:3,18,24; 113:16;115:4,22,25; 116:6,9;117:7,18,23; 118:2,10,19,21,24</p> <p>meal (1) 77:19</p> <p>mean (32) 15:5,7;16:18;18:24; 23:16;24:20;25:1,9,14; 34:6;37:20;41:21,22, 23;61:10;64:5;68:10; 82:7;84:4,11;101:12, 13;106:21;107:3; 108:10,20;109:4,10; 110:5;114:17,24; 116:14</p> <p>means (1) 96:19</p> <p>mechanizing (1) 58:21</p> <p>media (6) 7:21;15:13;32:1; 54:24;55:4;97:10</p> <p>meet (1) 5:5</p> <p>meeting (9) 2:15;3:2,22;7:9; 20:10;48:15;74:2; 81:17;107:6</p> <p>meetings (2) 47:11;72:22</p> <p>MEMBERS (5) 2:1;23:2;83:12; 107:18;114:6</p> <p>memory (1) 23:22</p> <p>Mendoza (5) 29:23,24;39:22;43:4; 44:7</p> <p>mention (5) 7:18;10:11;85:18;</p>	<p>88:23;109:22</p> <p>mentioned (6) 35:24;38:5;45:13; 49:18;88:19;106:24</p> <p>menu (6) 23:5;32:18;33:12,13, 19;38:23</p> <p>menu's (1) 33:14</p> <p>merchandise (1) 52:3</p> <p>merchant (1) 68:5</p> <p>merchants (2) 87:21,22</p> <p>mergers (1) 7:21</p> <p>merit (1) 91:10</p> <p>Mervyn's (1) 58:14</p> <p>mesquite (2) 31:9;35:19</p> <p>met (5) 10:25;11:2;73:25; 80:2;81:16</p> <p>Mexican-American (1) 76:1</p> <p>Mexico (3) 8:12;30:14;31:16</p> <p>Meyer (2) 75:22;76:24</p> <p>Meyers (8) 2:12;5:20,20;19:23; 20:3;67:25;68:1,3</p> <p>mezzanine (2) 31:12;35:14</p> <p>Mia (3) 10:7,9;12:3</p> <p>Michael (1) 2:7</p> <p>mid (3) 51:24;52:18;54:13</p> <p>middle (5) 12:6;54:7;62:20; 70:19;73:3</p> <p>mid-pandemic (1) 50:7</p> <p>might (13) 21:4;47:13;48:12; 54:8;56:7;64:7,8;65:1; 69:17;79:11;80:11; 88:19;108:5</p> <p>Mike (18) 3:16;10:24;11:2; 28:11;46:4;49:2;62:12; 66:17;68:17;85:20,21, 22;86:20;92:10;107:9; 111:6;116:9;117:10</p> <p>Mikey (1) 27:3</p> <p>million (44) 6:6,8,10,19,21,24;</p>	<p>7:1,4,13,15;8:2,4,18, 21;13:4,5,5;17:15; 18:13,13;19:8,22;20:2, 7,25;21:11;22:11,12; 23:9,23;24:10,14,25; 39:2;40:1;41:22;97:10; 99:16;100:3;101:14; 103:7;109:11,19,20</p> <p>million-dollar (6) 12:15;17:20;19:22; 23:17;25:2;29:13</p> <p>mind (5) 41:11;50:19;56:11; 58:13;109:12</p> <p>mine (2) 52:8;87:17</p> <p>mingling (1) 53:9</p> <p>minimum (2) 40:22;89:24</p> <p>minute (3) 5:1;70:15;96:14</p> <p>minutes (1) 3:21</p> <p>miss (2) 87:7,9</p> <p>missing (3) 30:16;37:8;38:5</p> <p>mission (1) 83:14</p> <p>mitigate (1) 103:24</p> <p>mode (1) 25:15</p> <p>modest (2) 16:1;99:17</p> <p>modifications (2) 59:24,24</p> <p>modified (1) 6:13</p> <p>mole (1) 33:21</p> <p>moment (3) 11:7,24;13:8</p> <p>momentum (1) 14:23</p> <p>Monday (1) 39:12</p> <p>money (40) 7:6;8:21;20:2;24:9; 30:18;34:2,2,5;41:14, 17;43:2,5,9,14;46:17; 55:23,25;62:6;63:2,3, 4;79:3;81:5;82:2; 83:19;84:4;86:4,8; 94:4;95:13;102:11,13; 107:21;109:25;110:1; 112:21,23;113:15; 114:24</p> <p>money's (1) 63:22</p> <p>Monica (1) 32:5</p>
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<p>monitor (1) 104:2</p> <p>monitors (1) 104:1</p> <p>month (11) 4:25;6:6,14;7:14; 8:18;52:15,18;53:1,5; 56:21;57:23</p> <p>monthly (2) 39:5;55:21</p> <p>months (12) 42:18;51:10;62:18; 64:24;72:22;83:4;88:7, 8;90:8,22;112:2,11</p> <p>more (40) 8:13;10:16;13:22; 14:7;16:11;18:25;19:6; 20:2;25:18;32:23;34:5; 51:13;52:24,25;54:3, 13;61:4;62:19;65:20; 69:17;77:8;83:18,18; 84:2;98:9,19;102:2, 13,13,19,19,20,20; 103:5,19;110:4; 112:10;115:2;116:21</p> <p>morning (1) 12:4</p> <p>mortar (1) 51:5</p> <p>most (5) 10:5;24:11;61:2; 99:3;105:5</p> <p>mostly (1) 113:25</p> <p>Mother's (2) 118:24,25</p> <p>motion (43) 3:23;4:2,4,9,15,20; 27:9,10;43:16,20;46:1; 48:1,2,18,20;67:8,15, 16;81:22,24;85:7;86:6, 11,17;89:10;90:9,16, 17,19,20;91:1;92:4; 109:2;110:9,10,20; 115:16;116:7;117:5,8; 118:2,16,20</p> <p>mouth (1) 26:24</p> <p>move (17) 9:7;27:13,14;45:9; 51:12;66:5,10,10;69:8; 82:3;83:3;91:21;95:20, 22;108:23;110:13,15</p> <p>moved (7) 3:24;4:6,17;20:11; 41:7;93:6;118:17</p> <p>Moving (2) 11:18;77:14</p> <p>MSA (1) 104:10</p> <p>much (41) 8:13;13:22;24:21,22; 29:14;30:6,13,18;31:7;</p>	<p>32:25;33:12,17;34:10; 35:10;37:20,24;38:4; 39:2;45:18;47:3;55:20; 57:1;60:3;63:3,4,12, 25;68:8;78:1;80:20; 81:2;93:16;94:8;95:7, 9;107:17;111:17,21; 114:18;117:19,21</p> <p>multi-family (1) 5:6</p> <p>multi-genre (1) 96:22</p> <p>Multipurpose (1) 2:16</p> <p>mural (13) 15:10,12,15,16;74:3, 11,12;75:25;76:1,4; 77:24,25,25</p> <p>museum (10) 69:15,16;72:24,24; 73:8,15;74:2;75:23; 80:8;105:8</p> <p>Music (14) 10:21;30:19,20,20; 31:2,3;38:23;50:4; 53:9;100:7,10,15; 104:7;109:24</p> <p>musicians (1) 94:23</p> <p>mute (2) 25:13;71:18</p> <p>muting (1) 48:13</p> <p>mutual (1) 10:25</p> <p>myself (2) 39:12;85:22</p> <p>mysterious (1) 30:7</p> <p>mystery (1) 47:5</p> <p>mythical (1) 30:6</p>	<p>3:23;4:4,15;21:4; 27:11;32:11;34:24; 37:21;40:1;41:16,18; 42:1,20;54:7,8,9; 57:21;59:23;64:7,8; 80:6;82:14,18;85:17; 86:1,8;91:23;103:19; 117:2</p> <p>needed (1) 56:17</p> <p>needs (9) 19:13;49:19;60:5,6, 8,9,11,12;69:6</p> <p>negative (1) 96:13</p> <p>negotiate (1) 64:19</p> <p>negotiating (1) 65:11</p> <p>neighborhood (7) 13:16,21;17:2;69:15, 17,21;76:2</p> <p>neighborhoods (2) 96:1;103:24</p> <p>nervous (1) 51:16</p> <p>nest (1) 57:10</p> <p>net (1) 61:20</p> <p>new (23) 5:13;6:13;7:25;8:12, 13;10:18;13:9;14:25; 15:9;32:8,9;50:5; 78:19;80:3,17;82:11; 83:5,12;84:4,21,22; 104:9;114:6</p> <p>news (8) 5:2;6:8;8:2,3,17; 9:10;74:9;112:15</p> <p>next (15) 5:8;7:1,3,9;19:3; 35:3;67:3;73:5;75:2, 20;76:18;77:21;99:14, 15;111:21</p> <p>nice (17) 11:2;28:8;40:3,4; 53:7;54:1,13;55:5; 57:18;84:25;87:5; 91:22;110:25;111:16; 112:4;116:14,16</p> <p>Nicely (2) 27:23;110:19</p> <p>Nick (1) 10:7</p> <p>nickel (1) 61:11</p> <p>night (1) 53:14</p> <p>nights (3) 95:1,1;98:19</p> <p>nine (1) 47:4</p>	<p>Nobody (1) 42:22</p> <p>nogada (1) 33:21</p> <p>Nogales (1) 98:22</p> <p>noise (2) 93:5;104:4</p> <p>nominate (1) 93:2</p> <p>non (1) 42:12</p> <p>none (2) 59:8,8</p> <p>nonprofit (3) 53:19,21,23</p> <p>Non-TIF (2) 42:10,11</p> <p>normalize (1) 41:19</p> <p>normally (3) 5:23;32:13;65:3</p> <p>North (18) 5:12;11:6,9,23;12:9, 11,18;13:2,5;15:7,18; 16:6;17:1,21;23:18; 47:10;77:23;78:17</p> <p>northeast (1) 87:25</p> <p>northern (2) 5:11;47:14</p> <p>note (2) 38:8;118:10</p> <p>notice (1) 7:19</p> <p>November (2) 14:2;17:1</p> <p>Nuevo (31) 2:16;4:23;5:21;8:22; 9:15;10:13;17:11; 18:15;21:17;25:23,25; 47:9,18;58:25;59:9; 63:22;64:12;65:3; 69:13;73:7;74:19; 77:14;78:12;79:14; 85:6,22;97:12,16; 102:6,10;105:14</p> <p>Nuevo's (2) 5:12;118:12</p> <p>number (26) 5:10;8:15;9:7;18:11; 19:22;23:16;38:16; 41:21;47:4;52:20;55:8; 56:19;58:13;60:6; 63:16;64:1;69:12,21; 87:15,20;96:10;99:20, 23;101:7;108:6;113:8</p> <p>numbers (23) 6:7;16:5;17:6,12; 18:1,9,10;22:6,10;36:7, 12;38:10,11;52:15; 68:6;98:4,10;99:12,13; 107:17;113:24;114:3,</p>	<p>17</p> <p>nuts (1) 91:25</p> <hr/> <p style="text-align: center;">O</p> <hr/> <p>obligate (1) 86:13</p> <p>obligated (1) 111:19</p> <p>obliged (1) 9:1</p> <p>obviously (5) 26:12;63:1;84:19; 99:3;101:5</p> <p>occasion (1) 83:13</p> <p>occur (1) 101:4</p> <p>occurring (1) 105:5</p> <p>occurs (2) 81:1;115:18</p> <p>o'clock (1) 4:13</p> <p>October (3) 14:2;16:25;18:5</p> <p>odd (1) 113:1</p> <p>off (13) 4:11;10:19;15:16; 34:24;55:23;61:24; 65:18;69:5;75:16;96:5, 16;105:20;111:5</p> <p>offer (2) 115:9,11</p> <p>offered (2) 86:2;118:13</p> <p>offering (3) 33:16;106:5;114:2</p> <p>offers (1) 96:2</p> <p>office (2) 50:10;115:19</p> <p>officer (1) 85:19</p> <p>officers (3) 67:5,19;89:5</p> <p>Offices (9) 10:20;50:3,8;52:16; 54:23;59:1,5;62:16; 63:8</p> <p>official (2) 4:24;104:20</p> <p>officially (1) 99:9</p> <p>offset (1) 89:7</p> <p>often (1) 14:7</p> <p>oftentimes (1) 36:21</p> <p>old (9)</p>
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<p>13:9;14:15,25;24:20; 48:4;50:24,24;58:14; 111:18 older (1) 97:21 O'Malley's (1) 12:23 Omar (1) 10:7 Omicron (1) 96:15 onboarding (2) 56:8,14 once (7) 40:25;51:13;75:16; 77:4;82:22;106:11; 112:17 one (60) 7:23;12:10,14;14:2, 18,19;16:25;18:2,6; 19:20;32:2,22;33:5,8, 16,18;34:16,35:10; 36:25;37:8;44:11,16, 21;45:3,17;50:9;53:2; 54:22;57:20;58:13,19, 22;62:19;63:18;64:6,7, 8;65:17;72:11;79:2; 87:24,25;90:3;94:19, 25;98:7;101:3,7,18; 102:25;103:18,21; 106:13,17,19;108:7,11; 109:15;110:21;112:3 one-month (1) 57:22 ones (1) 6:13 one-year (1) 88:21 online (7) 24:8;49:20;50:15; 51:4;59:2,6;71:7 only (15) 21:16;24:7,10;26:7; 44:18;45:6;50:7;52:10; 62:15;88:8;93:22; 94:18;108:9;113:9; 114:2 open (17) 31:7;39:11,12;41:18; 42:19,21;46:18,23; 51:19;52:4,5;54:5,25; 58:1;62:16;77:16; 114:11 opened (6) 50:7;54:23;58:13,15; 62:16;63:10 opening (8) 17:13;19:2,3;32:7; 43:6;55:5;65:22;83:6 opens (1) 54:22 operating (3) 42:20;43:23;44:25</p>	<p>Operations (3) 2:10;41:19;106:25 opinion (1) 107:5 opportunities (6) 5:5;8:24;45:3;53:1; 72:23;82:11 opportunity (9) 45:7,18;47:15;50:23; 51:5,7;61:21;75:18; 114:7 optimum (1) 74:25 options (1) 72:1 Opus (3) 12:24;16:11;18:9 oral (2) 9:4;48:24 Orange (2) 12:7;16:18 order (6) 3:2;5:18;96:14; 97:25;98:12,14 ordinance (1) 104:4 organization (1) 86:13 organizations (2) 40:24;86:14 organized (1) 115:19 original (3) 17:24;36:25;37:1 originally (3) 88:20;107:23;115:5 others (1) 87:20 otherwise (1) 71:4 ought (1) 91:13 ours (1) 15:5 ourselves (2) 76:7;101:13 out (50) 13:4;15:12;19:19; 24:19;34:1,20;36:22; 41:5;43:3,22;47:5; 50:17;51:9;53:8,12,14; 54:16;56:3;57:2,14; 60:9,14,15;61:7,9; 62:19;63:1,2;67:18; 74:7,16;76:3;79:23; 91:8,24;93:1;96:11; 98:21;100:14,20; 101:10;103:15;104:2; 106:9;107:4;110:5; 112:21,23;114:10; 115:19 outdoor (2) 14:9,11</p>	<p>outlay (2) 113:10;115:13 out-of-town (1) 98:9 outreach (1) 100:18 outside (7) 31:5;53:15;75:14; 78:12;79:4;98:23; 107:15 outskirts (1) 32:15 over (38) 5:8;8:14,22;12:15, 21;13:25;17:21;19:8; 20:16;21:5;32:3;34:5; 44:9,11;47:9;50:5,21; 69:15;73:8;74:20;77:1; 78:5;79:21;85:24;87:6; 89:23;93:11;96:8; 97:10,13;99:15,19; 101:11;102:16;112:18; 113:20;114:5;118:11 overall (2) 99:6,23 overnight (1) 54:12 overruns (1) 17:22 own (13) 30:11;41:6;43:14,14; 54:17,18;58:9;79:10, 10;84:6;85:25;94:4; 109:1 owned (1) 78:12 owner (4) 50:3;57:14;58:17; 68:4 ownership (1) 85:24 owns (4) 30:12;52:7;70:6; 73:7</p>	<p>painters (1) 100:17 pandemic (8) 9:9;20:25;93:7; 96:10;105:15,17; 113:18;114:2 paperwork (1) 46:18 parcel (1) 11:23 park (8) 87:20;89:20;90:4; 93:5,22;95:21,23;97:6 parking (23) 5:15;11:16;12:16; 13:11,25;16:17,24; 17:4;18:6,12;19:12; 76:13,17;79:9;80:22; 87:18,22,23;89:7;90:5, 21;101:21;102:3 part (24) 10:5;11:9,13;13:20; 17:10;18:18,19;19:15; 31:6,10;34:22,25; 35:10,12;41:10;45:4; 46:23,24;64:20;67:7; 70:2;86:8;88:20;113:3 participants (2) 4:11;71:18 participate (3) 38:18;43:1;55:24 participating (1) 61:24 participation (3) 17:16,16;27:16 particular (1) 114:8 particularly (1) 80:22 partner (8) 10:13;29:22;35:19; 47:24;79:5;80:12; 81:12;100:13 partners (9) 10:4;15:5;22:23; 47:25;85:4;95:14; 100:12,12;104:19 partner's (1) 30:10 partnership (3) 10:14;47:17;105:7 parts (1) 96:22 party (1) 53:14 passed (6) 4:2,9,20;21:16;79:9; 118:20 passes (1) 49:13 passion (1) 15:5 past (7)</p>	<p>10:23;11:1,4;94:8; 95:18;97:5;98:9 pata (1) 116:16 path (1) 100:24 patio (7) 13:10;51:23;52:23; 53:8,15;56:18;60:11 patrons (1) 5:15 pattern (1) 14:15 Paul (9) 10:6;29:23;38:8,9, 13;39:4,21;44:6;45:25 pave (1) 83:22 pay (10) 17:10;53:16;56:6; 62:5;64:4;88:6,14; 90:10;97:25;115:20 paying (8) 6:16,20;21:11;34:21; 55:21;61:7,9;63:11 payments (1) 115:18 payroll (1) 108:2 peaceful (1) 48:14 pedestrian (2) 83:18;84:17 Pennington (1) 83:15 Penny (1) 52:6 people (66) 6:1;8:10;9:2,25; 10:2;15:17;16:1;21:13; 30:16;31:21;32:13,24; 33:6,8,8,10,25,25; 38:20,24;43:13;45:23; 50:10,17;51:15;52:3; 53:25;59:6;62:4;63:24; 64:15,17;69:7;73:22; 75:11,16;77:3,17; 82:21;83:6,18;84:18; 86:12;87:6,21;91:10; 94:16,20;95:6,12,16; 96:7,15,16;97:20; 98:18,22;100:17; 101:7,10;102:14,19; 103:15;104:8,12; 107:21 per (7) 52:20;53:2,16;55:12; 89:23;99:17,18 percent (26) 17:14,25;19:9,21,24; 23:15;26:13,20;27:5, 20;34:23;35:20,25; 38:6;40:8;53:20;59:6;</p>
			P	
		<p>packet (1) 3:21 Page (12) 5:16;33:17;92:24; 93:2,10;107:11,13,19, 21;110:25;111:16,21 pages (1) 16:22 paid (7) 6:15;34:24;41:9; 45:18;94:22;99:7; 115:19 paint (3) 15:10;75:8,9 painted (1) 74:3</p>		

<p>98:16,18;99:17,18; 102:16,16,17;105:2; 111:20 percentage (3) 17:14;18:21;115:4 Perfect (3) 30:4;50:1;76:2 perfectly (1) 38:17 performances (2) 30:22;94:17 perhaps (1) 107:4 period (5) 24:11;42:5;88:22; 89:8,23 periods (2) 52:6,11 permanent (3) 51:13;75:9,15 permission (2) 74:17;78:20 permit (4) 37:8;112:6,16; 117:24 permits (3) 34:24;116:24;118:13 person (2) 60:13;94:19 personality (1) 54:17 personally (2) 21:6;107:3 perspective (2) 36:7;107:20 ph (3) 9:23;10:6;47:7 Phase (11) 12:14;14:2;16:3,25; 18:2,6;19:2;40:24; 42:1,2,17 phased (2) 21:5;41:13 phases (3) 12:14;21:20;65:1 Philips (1) 52:7 Phoenix (2) 58:13;98:22 physical (1) 100:15 Pickle (8) 13:7;14:5,8,9;17:2, 23;19:2;29:9 picture (1) 35:2 pictures (1) 16:3 piece (6) 18:20;42:17;52:7,7; 108:9,11 pieces (3) 75:13;85:13;100:21</p>	<p>pile (1) 105:24 pitch (1) 107:24 pizza (1) 112:3 place (14) 8:11;14:11;16:1; 28:25;30:7;31:21; 56:23;78:1;93:25,25; 94:1,12;95:19;113:21 places (5) 30:14,17;33:13; 76:17;112:3 plan (37) 31:7;34:9,10;37:11; 41:8;44:8,17,24;45:1,1, 2,15,15,16;69:10,19; 73:19;74:6;75:1;78:19, 21,22,24;79:25;80:1,5, 13,14,16,20,24;81:18; 82:10,11,11;87:23; 89:6 planned (1) 8:4 planners (1) 54:8 planning (1) 13:13 plans (2) 60:2;74:23 planters (1) 75:10 plates (1) 33:18 play (4) 14:7,8;17:2;94:19 played (1) 94:21 Playground (1) 95:9 playing (5) 22:10,11;30:21;31:3; 94:21 Plaza (8) 11:10;12:1;47:20; 52:7;93:7;95:19,19,25 Please (5) 17:7;75:2;76:12; 111:2;114:16 pleasure (2) 41:24;45:11 pledge (2) 3:4,6 plumbing (3) 34:22;35:13,24 plus (2) 24:23;34:12 pm (2) 2:20;119:1 pock (1) 63:2 pocket (2)</p>	<p>34:20;61:9 pockets (1) 54:3 point (13) 5:23;11:25;16:19; 32:17;58:8,10;60:13; 77:12;84:2;90:10; 91:11;113:7,19 police (4) 103:12,19,19;108:3 policy (1) 96:12 pop (5) 50:19;51:1;52:2,10; 57:25 Popov (25) 10:17;49:21;50:1,2; 55:9,15,20,25;56:8,20, 25;57:4,6,12;58:12; 59:21;60:4,16;62:11, 15;63:6,14,17;67:22; 69:9 popped (1) 54:12 Pop-up (3) 51:2,10;52:24 portico (1) 13:25 portion (3) 21:11;24:14,24 position (3) 25:16;45:8;85:21 positive (2) 11:16;16:13 possession (1) 21:23 possibilities (2) 5:13;42:24 possibility (1) 80:12 possible (4) 95:8;96:23;103:10; 106:16 possibly (2) 41:14;94:8 post (2) 25:24;113:17 potential (1) 80:9 powder (1) 26:19 PowerPoint (1) 12:4 PPS (2) 72:20;79:6 practice (1) 45:22 pre (2) 5:3;9:9 precedence (1) 23:12 precluded (1) 42:22</p>	<p>pre-COVID (1) 69:13 pre-marketing (1) 66:13 prep (1) 61:6 prepare (1) 48:3 PRESENT (4) 2:1,9;7:9;10:17 presentation (8) 20:18;29:17;36:8,11; 41:3;49:18;107:15; 112:4 presentations (1) 20:16 presented (3) 17:18;50:22;107:23 Presidio (10) 69:12,14,15;70:4; 72:20,24;73:8;85:8,20; 91:17 pretty (17) 19:19;30:6,13,18; 31:7;32:24;33:12,17; 34:10;35:9;37:24;38:4; 78:1;80:9;90:23;97:1; 100:21 previous (2) 44:10;96:9 price (2) 99:22;106:17 Prices (2) 34:8;106:13 Pride (1) 99:8 primary (2) 83:14;105:6 printed (1) 55:4 printing (1) 32:1 private (1) 47:24 privilege (1) 29:3 probably (24) 7:21;8:11;13:12; 14:24;15:7;16:9,15,22; 20:15;23:3;46:23; 57:18;61:21,23;77:9; 82:16,24;87:19;88:12; 89:10;91:9;94:16; 100:16;118:14 problem (6) 23:9,10;26:12;44:7, 23;58:20 problems (1) 118:5 process (6) 35:20;56:9;57:13; 82:7;105:1,1 product (1)</p>	<p>51:6 production (1) 110:4 productions (1) 65:25 products (1) 54:5 professional (3) 94:23;103:25;104:1 professionals (1) 97:1 progress (4) 65:10;74:21;76:15; 115:17 project (58) 5:12;9:10;12:7,24; 13:14,19;16:6,11,22; 17:19,20;18:14,18; 19:5,9;20:19,21;21:1, 18;23:5,17,25;24:6,8; 25:3;29:13;38:19;42:7; 43:17;51:22;63:10; 69:14;70:2,4;71:10; 72:21;76:3;78:4;79:11, 13,15;81:13;82:3,13, 18,19,21,23;85:3,5,16, 20,23,24;86:11;112:9; 113:15;114:4 projecting (1) 39:8 projection (1) 89:22 projections (4) 39:13;109:16; 113:21;114:4 projects (12) 4:24;7:11,16;11:21, 22;18:17;20:3,9;24:8; 26:19;63:7;68:7 promise (2) 55:2;118:11 promised (1) 94:19 promotional (2) 59:19;95:1 proper (1) 50:24 properly (1) 6:2 properties (5) 19:19;21:5;47:8,10, 15 property (4) 12:17,18;47:5;49:17 proposal (4) 88:15,25;89:13; 90:21 propose (2) 67:6;79:14 proposing (2) 64:2;66:2 proud (1) 15:11</p>
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<p>provide (7) 8:9;58:2,3,3;66:13; 67:16;94:24</p> <p>provided (2) 103:12;112:13</p> <p>provides (1) 18:16</p> <p>public (9) 4:10;7:19;15:9; 69:14;72:21;81:2,3,7; 114:11</p> <p>pull (4) 70:25;71:3;84:17; 96:5</p> <p>pulled (1) 8:1</p> <p>pun (2) 93:5,6</p> <p>purchased (5) 11:7,9;35:1;37:25; 38:1</p> <p>purely (1) 6:6</p> <p>purpose (1) 65:22</p> <p>purse-based (1) 18:11</p> <p>pursuing (1) 106:1</p> <p>put (32) 20:23;26:23;28:24; 31:12;36:10;38:11,20; 43:5;54:9;55:3;59:18; 62:22;72:24;73:19; 74:11,20;75:25;79:6, 24;81:1;86:6;87:10; 88:16;97:2;100:14; 102:11,17;103:3; 105:23;110:15;112:25; 115:2</p> <p>puts (3) 64:2,20;65:2</p> <p>putting (6) 35:13;59:20;60:3; 63:4;74:12;114:23</p>	<p>19:20;24:10;39:25</p> <p>quarterly (4) 39:5,15,18,21</p> <p>quick (3) 10:4;36:11,13</p> <p>quicker (1) 73:20</p> <p>quickly (4) 10:23;46:17;82:25; 83:4</p> <p>quite (6) 6:12;10:15;20:21; 79:23;96:25;113:25</p>	<p>11,13;116:14</p> <p>rebate (18) 17:12,14;18:16;19:8, 17;21:7;23:6,9,13,14; 24:7,25;26:5,12,13,15; 27:16;42:8</p> <p>rebated (3) 19:15;20:4;23:21</p> <p>rebates (1) 26:9</p> <p>recap (1) 104:6</p> <p>receive (1) 26:8</p> <p>receiving (2) 68:8;108:14</p> <p>recently (1) 15:9</p> <p>recess (2) 4:5,14</p> <p>recognize (1) 43:24</p> <p>reconvene (1) 4:16</p> <p>record (3) 29:20;49:24;87:10</p> <p>recruit (2) 66:12;83:10</p> <p>red (2) 6:13;37:9</p> <p>reduce (2) 79:11,12</p> <p>reduced (1) 7:20</p> <p>reference (1) 12:20</p> <p>reflective (1) 113:22</p> <p>reflects (1) 42:7</p> <p>Reforma (1) 34:12</p> <p>regard (1) 36:23</p> <p>regards (2) 23:13;45:8</p> <p>region (2) 87:19;93:9</p> <p>regional (1) 102:18</p> <p>register (1) 58:17</p> <p>registered (1) 58:25</p> <p>rehabilitation (1) 14:18</p> <p>Reilly (3) 113:23;116:12,13</p> <p>Reilly's (2) 112:1,3</p> <p>reimbursed (1) 113:11</p> <p>reimbursement (2)</p>	<p>54:4,15</p> <p>reinvest (2) 8:19,22</p> <p>related (1) 7:16</p> <p>relation (1) 23:16</p> <p>relationship (4) 10:18;22:19;64:21; 97:14</p> <p>relatively (2) 23:8;56:18</p> <p>release (2) 47:23;48:21</p> <p>relook (1) 82:14</p> <p>remarkable (1) 29:2</p> <p>Remember (9) 8:19;19:10;20:10; 21:13;27:11;88:17; 90:6;91:8;106:23</p> <p>REMEMBERED (1) 2:15</p> <p>remind (2) 25:19;39:12</p> <p>remodel (1) 80:17</p> <p>remodeled (1) 83:10</p> <p>removed (1) 35:12</p> <p>rendition (1) 36:20</p> <p>renovated (1) 77:15</p> <p>renovating (1) 13:3</p> <p>renovation (3) 70:1;83:14,16</p> <p>rent (10) 50:10;53:1;55:23,25; 57:6;60:21;61:15,18; 62:4,25</p> <p>rental (1) 6:15</p> <p>rented (1) 62:19</p> <p>repainted (1) 60:9</p> <p>replace (1) 85:19</p> <p>report (4) 5:19;40:20;109:23; 113:23</p> <p>Reporter (1) 2:19</p> <p>REPP (11) 93:12,16;105:14,21; 106:1,10,20;107:2; 109:14;111:17,23</p> <p>request (11) 27:15;47:12,23;</p>	<p>66:11;82:24;112:12, 15,17;113:3,20;117:4</p> <p>require (1) 37:5</p> <p>required (1) 17:10</p> <p>rescue (2) 63:20;64:19</p> <p>researching (1) 36:15</p> <p>Reserve (2) 29:9;53:15</p> <p>resistance (1) 80:9</p> <p>resources (1) 27:6</p> <p>respond (1) 115:18</p> <p>response (2) 9:4;48:24</p> <p>responses (1) 98:15</p> <p>responsible (1) 68:4</p> <p>rest (7) 26:5;38:1;43:2,5; 44:2;105:24;114:10</p> <p>restate (1) 27:11</p> <p>restaurant (21) 5:6;11:11;12:18; 30:10;32:17;33:3;36:6; 37:25;40:3;43:3,10,14; 77:16;78:14;83:5,7; 84:22;100:11,12; 108:11;114:12</p> <p>restaurants (8) 11:15;32:6,15;34:12, 16;41:22;44:3;45:12</p> <p>restaurants/bar (1) 30:5</p> <p>restaurateur (1) 83:10</p> <p>restrooms (2) 35:17,23</p> <p>retail (19) 5:14;12:18;44:11,12; 50:11,20;51:2,8,13,17, 25;52:15,19;54:5; 57:13,17;60:13;62:3; 69:6</p> <p>retailers (5) 51:4;53:7,17;54:16; 55:2</p> <p>retain (3) 44:22;45:13,16</p> <p>returns (1) 68:12</p> <p>Revenue (28) 5:3;6:6;7:14;19:3; 36:7;52:12,21;53:6,7, 10;55:24;56:4;59:17; 61:18;65:24;68:8;</p>
Q	R			
<p>Q1 (1) 39:23</p> <p>QR (1) 58:21</p> <p>qualification (1) 86:6</p> <p>qualifications (2) 47:12,24</p> <p>qualified (1) 42:6</p> <p>quality (3) 43:25;75:8;81:15</p> <p>quantum (1) 102:8</p> <p>quarter (3)</p>	<p>race (1) 93:1</p> <p>Racetrack (1) 93:2</p> <p>radio (1) 32:2</p> <p>raise (2) 43:2;53:10</p> <p>Ramirez (7) 29:22;31:18;33:2; 35:5,7;36:24;38:3</p> <p>range (2) 25:7;27:5</p> <p>rare (1) 19:19</p> <p>rat (1) 93:3</p> <p>rate (7) 17:5;88:2,3,5,6; 89:20;102:15</p> <p>rather (2) 80:13;86:8</p> <p>reactivate (1) 70:4</p> <p>read (1) 56:11</p> <p>readings (1) 108:2</p> <p>ready (5) 5:19;27:9;50:22; 82:8;112:16</p> <p>real (7) 8:5;11:20;36:11,13; 52:14;84:10;117:24</p> <p>reality (3) 20:18;75:1;79:13</p> <p>really (45) 5:8;7:7;8:23,25;9:8, 11,24;14:17;15:4,11; 20:21;24:2,6;36:19; 38:22,24;44:13;50:14; 53:9;54:1,12;55:1,5; 59:19;62:17,21;70:2; 78:7,19;84:23;86:13; 88:13;91:22;93:3; 95:16;96:19;102:8,17; 112:4;113:10;114:3,6,</p>			

75:18;83:8;88:4;89:7; 22:99:19;102:19,20; 105:2,3;109:21;113:17	roll (11) 3:8;28:3;46:3;49:1, 16;68:14;86:19;90:25; 92:9;110:24;117:9	sale (1) 58:10	26:16,22;27:25;28:4, 23;29:1,6;38:19;49:18; 50:22;59:14;60:5,18; 61:5;83:15	Senate (2) 8:7,8
review (2) 37:6;82:10	roll-call (1) 67:23	sales (39) 5:4;17:12,14;18:16; 19:1,8,21;20:5;21:12, 14,15,15;22:14;24:15, 19,21,22,24;26:13; 27:17,20;40:5,18,20, 21;52:12,18;53:20; 56:6;58:8,20,22,23; 64:4;68:6;96:18;99:21; 107:24;109:23	Scott's (4) 5:12;25:8;27:15; 62:25	send (4) 67:21;72:13;104:21; 109:5
revised (2) 18:1;114:4	rolling (1) 63:5	Sam (7) 38:9;70:10;71:12,23; 89:12;90:14;93:14	screen (25) 9:12,18;13:2;15:19; 28:5,6;30:1;38:9,13, 14;44:6;68:16;70:9,13; 71:11,19,19;72:14; 73:4,15;75:4;90:13; 93:13;111:1,4	sense (2) 14:20;59:11
revisit (2) 42:18;80:20	Rooftop (4) 5:17;112:1,4;115:8	same (4) 25:4;33:16;56:18; 78:8	scroll (1) 71:17	sentence (1) 107:25
RFID (1) 97:24	rookie (1) 10:9	San (2) 14:6;98:22	sculptors (1) 100:17	SEO (1) 54:24
RFP (1) 48:4	rooms (2) 98:20;102:20	Sari's (1) 77:10	seat (1) 77:3	September (2) 12:14;62:21
RFQ (1) 48:4	Ross (19) 2:6;3:12;10:24,25; 24:13;27:4;28:13;46:6; 49:4;65:14;67:10; 68:19;86:22;92:12; 108:19;109:3;110:8; 111:12;117:14	Saturday (2) 88:11;104:10	second (31) 3:25;4:7,18;11:11, 15;16:5;27:22;42:2,17; 43:18;46:1;48:2,18,20; 62:16;66:18,19;67:9, 11;85:10;86:17;90:19, 21;92:2,5;108:22; 110:18;116:7,8;117:8; 118:18	series (3) 7:23;8:5;98:13
Rialto (7) 10:19;11:12;12:8; 15:6;49:17;95:8;105:7	round (1) 66:16	save (1) 8:2	seconded (5) 4:2,9,20;116:9; 118:20	serious (1) 20:23
ridicule (1) 87:16	rounded (1) 8:15	sari's (1) 77:10	secondly (1) 94:18	seriously (1) 8:23
right (74) 5:20;7:7;9:15;12:5; 15:18;21:21,22;22:21; 23:21;24:4;25:24; 26:16;28:23;29:25; 30:4;32:5,24;33:2,6,6, 7;34:8;35:3,16,22; 36:24;37:24;39:11; 40:2;42:21;44:14; 45:23,23;50:16;51:9; 53:14;55:11;56:10; 57:21;60:5,6;61:12; 69:9,11;70:19;71:2,6, 17,20,22;72:2,19;73:4, 7,8;74:22;75:7,23; 77:24;79:8;80:16; 84:17;91:3,8;96:2; 105:19;106:2,22; 110:3,12;111:24; 115:12;116:9;117:7	row (2) 12:18;71:17	saw (5) 9:8;14:5;74:1;83:11; 96:10	Secretary (1) 2:4	Seri's (2) 83:5;84:21
right-of-way (3) 13:15;17:17;81:7	RPR (1) 2:18	saxophone (1) 30:22	sector (1) 47:24	serve (1) 114:7
Riley's (1) 5:17	Rudy (3) 10:6;61:10,10	saying (5) 27:18;42:23;64:11; 81:9;108:24	secure (2) 57:24;58:5	served (1) 106:5
Rillito (1) 93:2	Rudy's (1) 10:7	scale (5) 16:8;18:17;21:2; 23:5;24:12	security (6) 57:22,22;58:3,5; 108:3,3	serves (1) 98:2
Rio (33) 2:16;4:22;5:12,21; 8:22;9:15;10:13;17:11; 18:15;21:17;25:22,25; 47:9,18;58:25;59:9; 63:21;64:12;65:3; 69:13;73:7;74:18; 77:14;78:12;79:14; 85:6,22;97:12,16; 102:6,10;105:14; 118:12	rugs (1) 54:18	scales (1) 24:6	seeing (2) 5:3;8:24	service (5) 33:4;44:1;60:7; 87:19;88:3
risk (2) 103:17;108:1	rules (1) 22:25	scared (1) 96:15	seeking (1) 74:11	session (1) 4:4
RN (1) 23:15	run (9) 24:6;59:2;72:5,10, 12;82:19;107:22; 108:15;114:10	scene (2) 100:7,7	seem (1) 26:24	sessions (1) 8:20
role (1) 33:6	running (9) 54:24,25;57:20;59:4, 6;62:14,18;66:14; 73:13	schedule (3) 5:22;24:2;105:16	seemed (1) 26:22	set (3) 4:3;106:16,18
	S	Schneider (2) 74:15;76:15	seems (1) 14:7	setting (2) 46:16;96:3
	Sadly (1) 14:12	Schneider's (1) 77:5	self-contained (1) 114:13	settled (1) 6:5
	safe (1) 103:20	school (3) 13:9;21:15;72:14	sell (6) 50:17;51:5;53:21; 56:23;62:5;98:19	setup (1) 59:22
	safely (2) 103:15,16	scope (2) 17:22;82:23	sellout (1) 104:13	seven (2) 9:7;24:25
	SAINZ (19) 29:18,21,21,25;30:4; 32:22;33:12;35:6,8; 36:10;37:2,7,13,18,23; 38:4;43:11;46:21;47:3	scoring (1) 14:15	semi-permanent (6) 51:3,24;52:13;55:16, 19;62:3	several (7) 7:5;20:3;21:6,20; 68:7;69:18;81:3
	salaries (1) 43:7	Scott (19) 9:8;18:1;20:9;25:11;		sewer (1) 35:13

68:16;70:9;111:1 Sheafe (61) 2:3;3:9;18:1;21:25; 22:6,15,19,21;28:15, 16;39:6,11,16,18;40:1, 5,7,13,15;41:25;42:6, 12,22;46:8,9;48:1,3; 49:6,7;59:12;60:1,14; 68:21,22;70:19;71:24; 72:3;79:18,20;81:5; 82:4;86:5,15;87:9; 89:9,15;90:16,18;91:3, 7,23;92:18,19;111:8,9; 115:1,15;116:5; 117:12,13;118:4 Shea's (1) 12:22 shelving (1) 54:9 shepherd (1) 85:16 ship (2) 99:2,4 shop (10) 30:12;50:12;51:11; 52:20;53:23;54:17; 55:17,17;57:15,19 shopping (2) 53:7;71:7 shops (4) 51:2;52:13;55:16; 57:20 short (2) 23:21;89:7 show (12) 5:8;8:1;9:24;11:23; 14:23;35:18;70:16; 75:21;89:13;93:8; 95:12;98:4 showed (1) 26:9 showing (3) 37:20;55:11;89:22 shows (5) 36:5;98:21;99:10,14, 25 shy (1) 112:14 side (22) 5:2,11;12:8,17,18; 13:19;14:21;15:2,10; 16:6;17:1;35:11,14; 47:6;59:13;60:3;73:9; 76:8;78:6;87:24; 104:11;118:10 sides (4) 13:10,14;15:19,20 sidewalk (5) 15:25;75:6,7,9;78:6 sidewalks (1) 15:19 sight (1) 11:21	sign (5) 51:16,20;56:13; 58:24;116:1 signature (2) 14:18,19 significant (1) 20:1 significantly (1) 6:19 similar (4) 16:9;55:25;101:6,7 similarly (1) 47:16 simple (2) 89:4;115:15 simpler (1) 106:4 simply (1) 108:16 simultaneously (1) 48:17 single (5) 15:25;16:14;98:2; 101:11;103:14 single-occupancy (1) 114:12 sit (5) 7:2;31:12;52:13; 77:18;80:21 site (5) 12:5;13:1,21;14:10; 16:12 sites (1) 47:19 sitting (1) 107:21 situation (1) 41:1 situations (1) 68:4 six (6) 40:1;42:18;51:10; 94:3;95:21;109:20 six-month (1) 91:4 sixth (2) 93:21,21 sizable (2) 19:11;24:7 size (5) 55:17;64:6;79:11; 82:12;96:5 skimp (1) 54:14 skin (1) 20:24 skip (1) 109:17 skips (1) 109:18 slide (16) 20:8;36:5;55:8,8; 73:5;75:2,6,20;76:18,	19;77:21,24;78:25; 79:1;98:20;99:14 slides (5) 11:24;16:22;70:5,6,8 slight (1) 96:9 slightly (1) 99:22 small (5) 16:4;23:8;38:21; 51:18;60:23 smaller (1) 55:16 smart (1) 107:9 so-called (1) 49:17 social (4) 15:13;32:1;54:24; 55:3 soft (1) 55:5 sold (3) 7:21;103:5;104:12 solicit (2) 47:24;48:8 Solicitation (3) 48:9,10,21 Solot (1) 47:20 solution (1) 118:14 somebody (3) 27:8;47:22;82:23 someone (3) 47:16;53:1;82:19 somewhere (2) 27:5;57:19 soon (2) 11:15;46:21 sooner (2) 25:14;106:10 Sorry (12) 11:1;13:1;16:3;19:5; 22:17;29:12;64:15; 67:24;76:21,23; 114:17;118:4 sort (5) 21:8;26:11;64:14; 67:17;114:5 sound (9) 38:1;60:10;61:2; 71:13;89:14;93:15; 103:24;104:1,2 sounds (3) 42:17;62:24,25 sous (1) 32:25 south (5) 12:17;13:19;15:2; 16:7;47:5 southwest (2) 87:24;99:4	space (55) 31:7;50:6,10,18,24; 51:13;52:9,13,14; 53:11,20,25,25;54:7, 16,22;55:13,19,23; 56:1;57:3,25;58:5,5, 15;59:13,22;60:8,10, 12,12;61:10,12;62:2, 17;63:1;64:7;69:25; 72:23;73:20;75:11,16; 77:4,6,7;79:11,20; 80:7;81:3;83:11;97:3; 114:7,10,11,13 spaced (1) 50:17 spaces (7) 54:11;56:3;57:17; 69:14;72:21;76:14; 81:3 speak (2) 43:25;115:9 special (7) 33:15,19;53:19;94:1; 104:4;105:1,1 specializing (1) 37:3 speech (1) 108:21 speed (1) 25:15 spend (16) 7:6;8:4,4;13:5;19:9; 30:17;34:2,4;57:19; 79:3;83:19;95:13; 98:21;102:12;113:6,15 spending (4) 18:4;41:17;43:14; 82:1 spent (4) 11:13;13:12;16:21; 18:5 spirit (1) 104:3 spite (1) 102:3 split (2) 21:8;22:14 splitting (1) 61:22 sponsor (5) 97:12;104:13;109:9, 13;110:17 spot (3) 5:24;45:23;94:11 spots (5) 12:16;13:11,25; 16:24;62:19 square (5) 13:9;52:9;54:6,6; 83:17 St (1) 52:7 staff (11)	43:25;44:2,3,15,22; 45:3,14,16;52:10; 79:22;103:18 staffing (4) 45:4;58:3,4;113:25 stage (3) 94:11,13,22 stakeholder (2) 69:20;72:21 stand (3) 35:22;91:5;118:15 standing (1) 16:10 start (9) 6:16;9:13,23;35:13; 44:18;51:11;60:24; 63:11;115:12 started (24) 7:8;10:8,19;11:19, 22;13:4;17:20;21:10; 25:12;41:8;50:10;61:3, 3;72:20;73:24;74:24; 82:14,15;93:1,20;94:3; 95:3,4;101:15 starting (3) 19:3;35:23;100:23 starts (1) 24:11 State (6) 2:17;7:25;21:14; 25:22;26:8;109:25 States (4) 50:21;99:1,3,4 stay (10) 4:12;11:18;30:17; 34:1,4;95:13,17;101:2, 19;104:22 stayed (1) 8:12 staying (6) 34:6;98:17,18;101:1, 1;102:5 step (1) 80:5 steps (2) 16:10,13 sticktoitiveness (1) 93:1 still (14) 17:9;21:14;38:5; 49:16,20;74:1;80:21; 84:19;87:22;88:6; 101:23;107:11;109:22; 113:9 STITELER (25) 9:15,21;18:4,22; 19:16;22:17,23;23:18, 23;25:13;26:17,25; 28:1,9;29:1,4,7,11; 38:19;60:17;61:7,9,16, 19;62:8 Stiteler's (1) 61:24
--	---	--	---	--

<p>stop (6) 28:4;36:2;68:16; 71:18;111:1,5</p> <p>storage (1) 90:2</p> <p>Store (7) 10:21;35:5;47:7; 50:5;51:2;54:5;69:8</p> <p>stories (5) 12:25;15:1;16:12,14, 16</p> <p>story (1) 16:14</p> <p>straight (1) 88:2</p> <p>strategy (1) 31:20</p> <p>stream (1) 59:17</p> <p>Street (23) 12:19;16:14;52:1; 73:9,23;74:6,8,20; 75:8;76:11,16,24;77:1, 1,2;78:13;83:7,20; 84:18,21,25;90:3; 103:15</p> <p>streetcar (2) 12:22;103:14</p> <p>streets (2) 80:17;101:22</p> <p>streetscape (3) 21:9;83:23;84:2</p> <p>streetscapes (1) 83:13</p> <p>stress (1) 51:25</p> <p>stripe (1) 83:22</p> <p>stripes (1) 16:18</p> <p>strong (3) 10:20;32:12;114:3</p> <p>stronger (1) 113:24</p> <p>structure (5) 22:2;44:20;77:1; 113:4,13</p> <p>structured (4) 16:17,24;18:12; 19:11</p> <p>struggle (2) 33:7;45:13</p> <p>struggling (1) 44:4</p> <p>students (2) 96:24;97:19</p> <p>study (1) 99:8</p> <p>stuff (6) 60:8,11;62:5,19; 68:6;91:16</p> <p>style (2) 50:20;58:15</p>	<p>subject (3) 80:23;81:23,24</p> <p>submit (1) 57:15</p> <p>subsidy (1) 8:10</p> <p>succeed (1) 38:25</p> <p>success (1) 32:7</p> <p>successful (6) 32:23;33:9;46:20; 69:7;77:6;96:17</p> <p>successfully (1) 95:12</p> <p>succession (2) 44:17,24</p> <p>suffered (1) 20:24</p> <p>suggest (2) 17:13;108:21</p> <p>summer (1) 62:20</p> <p>supervisor (1) 45:9</p> <p>supplies (1) 37:24</p> <p>support (11) 18:15;51:18;65:17; 66:4;80:1,2;94:1; 97:16;100:19;102:23; 115:16</p> <p>supported (1) 97:13</p> <p>supporting (1) 102:7</p> <p>supportive (2) 22:16;80:5</p> <p>sure (19) 11:1;22:24;25:13; 27:11;33:14;40:19; 43:12;48:14;56:9; 58:24;65:21;68:11; 70:9;71:16;79:19; 85:23;91:12;103:20; 104:3</p> <p>surface (1) 12:16</p> <p>surprised (1) 74:1</p> <p>surrounding (1) 72:23</p> <p>survive (2) 25:24;43:6</p> <p>survives (1) 25:23</p> <p>suspect (1) 97:19</p> <p>sustainable (1) 93:8</p> <p>sweat (2) 38:20;64:2</p> <p>switch (3)</p>	<p>31:6;34:14,14</p> <p>system (5) 44:19;45:5;60:10; 97:24;99:1</p> <p>systems (1) 58:9</p>	<p>42:8;56:6,14;64:4; 65:19;68:6,12;75:18; 81:8;83:7;102:20; 109:21,23;110:1</p> <p>taxes (2) 59:17;62:5</p> <p>Taylor (1) 35:7</p> <p>TCC (1) 110:5</p> <p>team (3) 32:23;33:11;44:12</p> <p>tears (1) 38:20</p> <p>technically (1) 94:23</p> <p>television (2) 6:18;7:14</p> <p>Tellez (3) 75:5,13,22</p> <p>tells (1) 103:18</p> <p>temporary (2) 54:9;88:7</p> <p>tenacity (1) 70:2</p> <p>tenant (3) 59:24;61:13;68:13</p> <p>tenants (1) 60:2</p> <p>terminate (4) 25:25;88:8;89:1,2</p> <p>terminates (1) 25:22</p> <p>terms (1) 114:1</p> <p>terrific (3) 18:9;25:17;72:25</p> <p>test (3) 51:8;89:11;96:14</p> <p>Texas (1) 14:6</p> <p>Thanks (9) 10:2;15:24;29:5,7; 70:1;92:24;111:24; 118:22,23</p> <p>Theater (4) 12:8;105:7,8,9</p> <p>theirs (1) 86:7</p> <p>theory (1) 45:21</p> <p>there'll (1) 78:4</p> <p>thin (1) 61:21</p> <p>thinking (5) 22:13;23:4;43:5; 88:11;106:22</p> <p>third (1) 11:12</p> <p>third-party (1) 108:3</p>	<p>THOMAS (1) 2:18</p> <p>Thompson (1) 78:18</p> <p>though (2) 11:20;62:23</p> <p>thought (5) 56:21;59:4;63:15; 76:6;106:7</p> <p>thousand (2) 57:24;113:1</p> <p>three (21) 10:8;11:4,9;12:10; 13:5,10;14:9;50:8; 67:20;88:7;90:8,22; 94:18,20,20;97:23; 98:11;100:9;101:12; 115:2;116:23</p> <p>three-acre (1) 11:23</p> <p>three-quarters (1) 16:21</p> <p>thrilled (1) 9:8</p> <p>throughout (4) 53:1;78:3;95:2; 104:18</p> <p>throw (1) 65:13</p> <p>Thursday (1) 88:11</p> <p>TI (2) 61:5;62:25</p> <p>ticket (2) 53:19;99:22</p> <p>tickets (2) 53:22;103:5</p> <p>tie (1) 84:3</p> <p>TIF (5) 6:6;7:11,16;42:12; 81:5</p> <p>timeframe (1) 62:13</p> <p>timely (1) 81:15</p> <p>times (3) 5:25;25:7;88:9</p> <p>time-wise (1) 82:5</p> <p>timing (2) 25:11;105:22</p> <p>title (1) 47:14</p> <p>TMA (1) 80:7</p> <p>today (22) 5:10;6:7,17;7:2,6; 12:1;25:9,16;70:3; 75:10;76:3;77:25;80:2, 16,25;82:12;84:24; 93:19;97:15;104:12; 112:1;113:12</p>
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<p>today's (1) 7:2</p> <p>together (12) 10:10,16;26:25;29:5; 72:25;73:19;74:24; 75:1;78:23;79:6,25; 96:23</p> <p>told (2) 5:25;8:10</p> <p>Tom (2) 9:13;116:11</p> <p>tomorrow (1) 112:17</p> <p>ton (6) 97:2,9,9,13;100:24; 101:17</p> <p>took (3) 24:16;50:6;57:16</p> <p>Toole (3) 87:24;90:1;91:15</p> <p>top (9) 13:2;35:15,15;50:4; 62:22;102:12;103:4,5; 107:11</p> <p>total (17) 6:25;19:5,9;34:18; 39:21,24;95:21;97:7; 99:12,19,20,23;103:7; 114:17,18,20;115:1</p> <p>total's (1) 39:18</p> <p>touch (2) 51:6;104:24</p> <p>touched (2) 101:20;104:16</p> <p>Tour (3) 9:1;74:11;106:11</p> <p>toward (4) 14:4;46:2;66:6;79:5</p> <p>towards (3) 54:21;107:4,5</p> <p>town (2) 34:1;98:21</p> <p>track (6) 5:24;7:12;58:10; 65:19;68:8;93:2</p> <p>tracking (2) 92:3;110:6</p> <p>traffic (9) 32:4;52:5,11,17; 55:2;79:21;80:7;102:3; 103:2</p> <p>trajectory (1) 102:7</p> <p>tranche (4) 65:9;67:4,19,20</p> <p>tranches (1) 65:6</p> <p>Transamerica (5) 74:4,13;77:23;83:9; 84:23</p> <p>transcribed (1) 3:21</p>	<p>transcribing (1) 9:14</p> <p>transformation (1) 97:7</p> <p>transforming (1) 97:3</p> <p>transition (1) 53:5</p> <p>transitioning (1) 50:14</p> <p>transparent (1) 61:20</p> <p>transportation (4) 80:3,18,23;83:22</p> <p>traveling (2) 30:14;33:14</p> <p>Treasurer (1) 2:3</p> <p>tree (2) 15:25;28:25</p> <p>trees (1) 15:19</p> <p>tremendous (1) 100:19</p> <p>trial (2) 88:22;91:4</p> <p>tried (3) 26:8;48:7;95:16</p> <p>tries (2) 100:8;108:8</p> <p>trouble (2) 26:14;50:14</p> <p>trusting (1) 15:24</p> <p>truth (1) 78:22</p> <p>try (11) 6:1;80:24;85:4;95:6; 7,9,12;96:22;98:8; 100:8,10</p> <p>trying (11) 10:18;34:19;36:25; 38:15;41:10;42:21; 65:19;91:13;98:8; 101:12;112:6</p> <p>Tucson (42) 2:17;5:7;7:24;8:5; 10:2;14:19,22;15:11; 29:2;30:15,17;32:13, 21;34:1,3,3,6,7;44:3; 45:12;47:8;50:3,20,21; 60:24;72:24;73:15; 74:11;75:23,24;97:4; 98:23;100:5,14;101:1, 7,24;103:11,13;104:7; 105:7;108:3</p> <p>Tucson's (1) 84:20</p> <p>Tuesday (1) 39:13</p> <p>tuna (1) 33:19</p> <p>turn (1)</p>	<p>93:10</p> <p>turned (1) 15:12</p> <p>turns (1) 75:5</p> <p>TV (1) 32:2</p> <p>tweak (1) 113:13</p> <p>two (30) 6:23;12:10,13;14:6; 8;16:3;40:7,24;41:13; 44:9;51:3;58:12,19; 67:20;79:6,8;80:18,20; 83:1;84:6;86:3;87:23; 93:22;96:8;98:18; 101:11;109:17,18; 111:20;112:15</p> <p>two-day (2) 96:21;104:7</p> <p>two-phase (1) 40:25</p> <p>type (4) 30:25;54:9;101:25; 109:17</p> <p>types (1) 32:20</p> <p>typically (7) 23:13;40:24;41:21; 68:3;89:21;91:12; 114:23</p>	<p>6:20,21,23;7:15; 8:15;12:22,25;16:10, 15;17:15,16;18:12,13; 19:1;20:8;23:15,18; 24:6;31:10,12;33:25; 38:11;39:6;41:23;42:4; 46:16;49:19,25;50:20; 51:2,19;52:2,10;54:9, 12,24,24;55:17;57:20, 23;58:1,15,16,22; 59:19;60:6;62:14,17; 63:10;65:22;66:2,4,5, 11,14;67:16;70:8,25; 71:3,11;72:22;74:12; 76:16;77:12;80:1; 81:11;82:17;85:2,8; 89:17;91:6,7;92:1; 94:18,20;103:14; 106:13;108:7;112:14; 113:8,9</p> <p>update (1) 99:9</p> <p>updated (1) 112:14</p> <p>up-front (2) 26:1;27:16</p> <p>upon (1) 89:22</p> <p>upper (2) 73:3,7</p> <p>upsized (1) 91:21</p> <p>upstairs (3) 50:12,12;52:17</p> <p>urban (1) 96:3</p> <p>use (7) 21:21;24:18;31:24; 78:2;81:7,8;100:10</p> <p>used (10) 18:2,11;24:18;35:7; 37:9;44:10;50:15; 58:13;79:10;103:2</p> <p>uses (2) 80:7;114:7</p> <p>usual (1) 9:6</p> <p>usually (1) 114:24</p>	<p>Venders (2) 50:13;64:12</p> <p>vendor (11) 50:13,15;52:1,25; 55:13;57:13,15;63:22; 64:21;77:10;108:10</p> <p>vendors (19) 52:23;53:3,21;55:8, 11;56:6,7,17;59:5; 61:18;62:7,25;63:21; 64:3;65:23;66:13,23; 68:11;103:12</p> <p>vendors' (2) 54:3;66:5</p> <p>venturing (1) 41:5</p> <p>venue (4) 38:21;64:1;97:25; 98:2</p> <p>venues (1) 104:18</p> <p>verbatim (1) 3:22</p> <p>verified (1) 99:5</p> <p>verify (1) 65:24</p> <p>via (1) 2:17</p> <p>viable (1) 80:21</p> <p>video (2) 35:18;71:18</p> <p>view (6) 13:1;14:4,12;75:3; 76:20;78:8</p> <p>Vince (1) 34:11</p> <p>violin (1) 30:21</p> <p>virtual (2) 3:3,4</p> <p>vision (6) 20:14,20,22;38:21; 50:19;83:23</p> <p>visions (1) 58:12</p> <p>Visit (1) 75:24</p> <p>volume (2) 42:2,9</p> <p>vote (11) 25:16;28:22;43:22; 69:3;85:17;87:3,7,10, 11;111:15;117:18</p>	
U			<p>unanimous (5) 28:23;87:4,13;92:23; 111:15</p> <p>unanimously (7) 4:2,9,20;49:14;69:4; 118:3,20</p> <p>unbelievable (5) 69:20;85:15;97:6; 110:6;116:13</p> <p>under (5) 19:16;25:10;52:17; 84:4;98:19</p> <p>understands (1) 43:13</p> <p>Union (1) 34:11</p> <p>unique (6) 31:23;32:16,18,19; 96:3;114:6</p> <p>United (1) 50:21</p> <p>Unless (4) 3:22;17:9;59:8; 86:17</p> <p>unlike (1) 93:8</p> <p>unmute (1) 29:16</p> <p>up (81)</p>	<p>V</p> <p>vacant (1) 12:8</p> <p>vaccinated (1) 96:13</p> <p>valet (5) 5:14;87:19,23;88:10; 91:11</p> <p>variety (3) 57:16,17;114:7</p> <p>various (2) 95:1;100:18</p>	<p>W</p> <p>wait (3) 13:6;69:8;70:15</p> <p>waiting (1) 34:24</p> <p>waitresses (1)</p>

33:1 waive (2) 89:21;90:12 waiving (1) 90:7 walk (5) 12:21;14:25;73:22; 91:11,17 walked (1) 69:21 walking (2) 13:18;54:14 walkway (1) 84:17 wall (3) 54:9;75:25;76:5 wandered (1) 20:12 wants (6) 27:8;47:16;53:19; 65:6,8;92:7 Ware (1) 52:7 Washington (9) 73:18;74:6,7,17,20; 76:22,24;77:9;78:13 way (21) 18:17,23;21:3;28:8; 34:13;35:12,16;36:17; 37:4;39:4;59:16;63:18; 65:23;76:11;78:3;82:1; 84:2;85:3;86:11;98:25; 110:15 ways (1) 58:19 weather (2) 100:6;101:9 web (1) 109:11 website (4) 32:1;54:24;55:3; 104:14 Wednesday (1) 53:4 week (4) 5:5;52:22;81:16; 106:14 weekend (1) 52:2 weekends (1) 101:11 weeks (3) 7:22;80:18;95:4 Welcome (2) 4:22;10:24 weren't (1) 112:2 west (2) 101:8;104:11 whatever's (1) 70:16 whatnot (1) 42:24	what's (17) 12:23;22:13;23:4; 25:11;26:1;30:16; 37:19;80:19;94:14; 95:25;100:5;104:24; 112:7,22;114:17,18; 116:3 whenever (1) 88:8 whereas (1) 114:2 whoever's (1) 106:5 whole (6) 31:10;56:2;62:4; 63:2;72:11;108:21 who's (4) 9:13;61:13;64:13; 67:3 wide (2) 14:21;73:22 wider (3) 13:22;75:6,9 willing (3) 63:19;81:1,1 win (2) 15:8;26:25 winding (1) 112:2 windows (2) 14:17,17 Wine (3) 53:4,8,22 winner (2) 94:10,12 wishing (1) 20:12 within (11) 44:20;45:3;53:24; 60:8;77:18,19;79:20; 101:21,21;102:21; 115:19 without (7) 18:15;23:24;40:21; 51:9;76:16;90:22; 97:15 WITNESS (3) 111:15;112:24; 117:21 Women (1) 53:3 wondering (1) 91:10 wood (4) 14:16,17;30:12;31:9 WOPPERT (1) 2:18 word (1) 62:13 wording (1) 17:8 words (1) 26:23	work (28) 21:19;27:6;28:23; 36:23;44:5,10;45:4,11; 46:16;56:17;60:10; 61:2;64:20;65:18; 72:25;73:1;74:6,16,21; 76:15;82:13,22;87:5; 100:22;101:21,21; 113:7;115:21 worked (4) 10:1;76:14;80:8; 93:4 workforce (1) 45:19 working (15) 7:8;11:14;13:13; 44:9;53:11;64:24;74:5, 25;78:22;80:4,19;82:9, 10;83:9;85:24 workplace (1) 44:20 works (4) 19:19;21:5;57:11; 88:14 world (2) 17:19;113:21 worth (2) 36:14;101:23 wrap (1) 41:10 wrapped (1) 13:10 wristband (5) 97:24;98:1,12,13; 99:1 wristbands (1) 99:2 writing (1) 82:6 wrong (4) 17:8;19:17,20; 110:11 wrote (1) 69:21	5:9;10:8,10,11; 11:13,14;14:6,13,16; 20:16;21:6;22:24; 23:14,14;30:10,11; 41:5;44:9,11;79:6,8; 80:20;83:1;86:3;87:6; 93:7;94:3,9;96:9; 97:13,23,23;98:11; 99:16;100:1,2;109:18, 18 year's (1) 42:9 yesterday (3) 19:1,6;107:19 Yipee (1) 84:14 YMCA (1) 105:7 young (1) 96:25 younger (1) 96:25 yummy (1) 116:17	17:24;20:16;23:14; 25:7;54:6,6 10,000 (2) 57:19,25 100 (8) 26:20;52:9;54:6; 56:19;113:6,9;115:6, 17 100,000 (4) 54:2;112:12;113:2; 116:22 100,000-dollar (1) 63:20 108 (1) 53:1 10-year (2) 24:5,7 11 (1) 69:12 11,000 (1) 96:7 11th (1) 81:17 12 (2) 11:14;87:15 125 (2) 66:3;108:21 12-member (1) 72:25 13th (1) 83:16 14 (3) 12:25;16:12;44:11 14-story (1) 18:10 15 (5) 14:13;16:15;53:20; 63:25;100:16 15,000 (1) 104:8 15,000-dollar (1) 74:19 150 (3) 40:17,21;56:6 150,000 (1) 54:2 15-gallon (1) 15:25 16 (1) 33:20 160 (1) 53:2 17 (1) 10:10 1708 (1) 8:8 175 (1) 78:10 18 (3) 11:13;19:22;97:20 180 (5) 90:9;91:2,6,7;92:1 180-day (1)
			Z	
			Zach (9) 5:17;111:24;112:8; 113:16;115:5,9; 117:19;118:4,22 zero (2) 24:22,23 Zeus (5) 29:21;30:3;36:9; 38:15;41:4 zone (2) 90:2,4 ZOOM (4) 2:17;9:8;70:12; 71:14	
			1	
		Y	1 (4) 11:9;12:9;15:7; 62:21 1,00,000 (1) 6:20 1,000 (1) 94:16 1,200 (1) 104:11 1,750 (1) 55:17 1.25 (1) 6:8 1.75 (1) 19:24 1:03 (1) 2:20 10 (9) 14:13;15:1;16:14;	
		year (54) 7:1,3;8:19;12:15; 14:3;16:21;19:3,4; 40:6,10;43:6;51:10; 59:17;64:4;93:21;94:6, 15;95:2,18,18;96:7; 97:10;98:10,20;99:9, 17,18,18,18,19,19; 100:3,16;101:11,14; 102:16,16;103:13,14, 22;104:7,9,9,18;105:3, 10,13,14,15;109:19,20; 111:22;112:11;113:20 year-over-year (1) 100:25 years (38)		

89:11 186 (1) 23:9 186,844 (1) 19:5 188 (2) 12:16;13:11 19 (1) 37:1 190 (1) 25:2 1930s (1) 13:3 1999 (1) 11:7	8:20;17:15;24:23; 25:21,21,24,25;27:18 2050 (1) 25:23 20th (2) 73:25;74:2 210 (2) 18:13;19:7 22-'23 (1) 108:24 225,000 (1) 63:14 23 (1) 24:8 23rd (1) 3:22 24 (6) 24:8;52:13;88:3; 89:6,20;99:3 25 (10) 30:10;55:10;56:16; 65:7,13;66:22,22; 67:21;89:24;105:2 25,000-dollar (2) 66:5,12 250 (5) 41:23,23;42:14,15; 43:1 25-year (1) 25:20 26 (1) 99:18 267,000 (1) 34:20 26th (1) 2:19 29 (1) 98:16 299 (1) 113:1	4,000 (1) 13:9 4.4 (2) 19:1,8 4:43 (1) 119:1 40 (6) 17:25;23:19,20,23; 25:5;102:16 40,000 (1) 40:15 400 (8) 16:24;39:24;81:2; 112:14;113:8;115:5,7, 13 400,000 (2) 82:17;116:23 41,000 (3) 40:11,13,16 410,000 (1) 39:19 44 (1) 97:20 4th (3) 12:21;13:17;52:1 4tyh (1) 16:11	37:20 65 (1) 35:25 693 (1) 38:4 6th (10) 5:12;11:6,23;12:2,6, 11;13:16;14:21;15:18; 84:16
2			7
2,100 (1) 98:20 2,500 (2) 102:13;103:5 2,800 (2) 52:15,20 2.36 (1) 19:9 2.4 (3) 17:14;23:15;26:13 2.7 (1) 24:19 2:00 (1) 4:13 20 (8) 17:24;20:2;23:24; 25:7;56:20;63:25; 99:17;102:16 200 (14) 6:23;11:11;15:6; 20:25;22:11;29:13; 56:6;115:5,6,7,10,11, 13,17 200,000 (6) 42:1,4,5;101:10; 113:6;116:23 2003 (1) 11:8 2010 (1) 20:10 2019 (2) 72:20;99:13 2020 (1) 73:25 2021 (4) 50:7,9;63:10;99:12 2022 (1) 2:19 2022-23 (1) 110:16 2025 (1) 24:3 2026 (2) 19:2;26:16 2035 (8)	24 (6) 24:8;52:13;88:3; 89:6,20;99:3 25 (10) 30:10;55:10;56:16; 65:7,13;66:22,22; 67:21;89:24;105:2 25,000-dollar (2) 66:5,12 250 (5) 41:23,23;42:14,15; 43:1 25-year (1) 25:20 26 (1) 99:18 267,000 (1) 34:20 26th (1) 2:19 29 (1) 98:16 299 (1) 113:1	400,000 (2) 82:17;116:23 41,000 (3) 40:11,13,16 410,000 (1) 39:19 44 (1) 97:20 4th (3) 12:21;13:17;52:1 4tyh (1) 16:11	7.2 (1) 23:23 70 (2) 15:13;98:18 75,000 (4) 15:13;103:4;106:25; 107:5 7th (5) 12:19;16:14;87:25; 90:1;91:15
	3	5	8
	30 (7) 10:11;33:25;38:6; 40:6,9;91:8;115:19 300 (6) 8:17;16:22;43:1,4; 46:1;113:9 340 (4) 5:12;11:5,23;12:11 35 (5) 14:21;30:11;64:4; 97:10;109:11 350 (2) 13:6;18:10 38 (1) 23:17 399,083.71 (1) 114:20	5.3 (1) 17:20 5.4 (1) 17:20 50 (8) 26:20;27:5,20;35:20; 63:24;102:16;105:17, 20 50,000 (3) 54:21;66:22;106:24 50/50 (1) 61:22 500 (1) 117:2 500,000 (2) 27:15;82:16 50476 (1) 2:19 5th (10) 11:5,8,10;12:7,9,10; 15:7,10;51:21;91:18	8 (6) 17:21;18:3,4,13; 22:12;57:25 80 (2) 14:16;59:6 800 (2) 55:16;94:16 80-page (1) 69:22
	4	6	9
		6 (1) 57:19 6,093 (1) 38:2 60 (3) 34:23;35:24;77:3 600 (3) 37:23;38:3;117:1 600,000 (1)	9,223 (1) 34:20 90 (1) 89:10 950 (1) 104:12