

In The Matter Of:

*Rio Nuevo
Board Meeting*

*4/22/25
April 22, 2025*

*Fink & Associates
6095 E Grant Road
Tucson, AZ 85712*

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Min-U-Script® with Word Index

<p style="text-align: center;">RIO NUEVO MULTIPURPOSE FACILITIES DISTRICT</p> <p style="text-align: center;">;BOARD MEETING VIA ZOOM Tucson, Arizona April 22. 2025 1:00 p.m.</p> <p>REPORTED BY: Thomas A. Woppert, RPR AZ CCR No. 50476</p> <hr/> <p style="text-align: center;">FINK & ASSOCIATES 6095 East Grant Road Tucson, Arizona 85712 (520)624-8644</p>	<p style="text-align: right;">Page 3</p> <p>1 CHAIRMAN McCUSKER: Good afternoon, everyone. 2 Welcome to the April regular Rio Nuevo meeting. 3 I think Jannie volunteered to do the pledge; 4 right? 5 MS. COX: Do we have a flag? 6 CHAIRMAN McCUSKER: Here it comes. 7 MS. COX: Okay. On the count of three we're 8 going to begin the pledge. 9 Are we ready? 1, 2, 3. 10 (Pledge of Allegiance) 11 MS. COX: Huna, you were correct. We did a 12 good job that time. 13 CHAIRMAN McCUSKER: We have no board minutes I 14 understand, Brandi. We were late the getting the 15 transcription, so we'll table that until the next meeting. 16 Now is the time we've set aside for executive 17 session. I only see three people in the attendee room, so 18 we're going to move into exec. It typically takes us 19 about an hour, so I need a motion to recess. 20 MS. COX: So moved. 21 CHAIRMAN McCUSKER: Somebody second that, 22 please. 23 MS. VILICANA: Second. 24 CHAIRMAN McCUSKER: All in favor say aye. 25 (Motion made, seconded and passed unanimously).</p>
<p style="text-align: right;">Page 2</p> <p>1 BOARD MEMBERS PRESENT: 2 Fletcher McCusker, Chair 3 Edmund Marquez, Vice Chair 4 Chris Sheafe, Treasurer 5 Taunya Villicana, Secretary 6 Jannie Cox 7 Shay Jimenez 8 Richard Oseran 9 Michael Levin 10 Corky Poster 11 12 ALSO PRESENT: 13 Ms. Brandi Haga-Blackman, Administrative Director 14 Mr. Timothy Medcoff, Board Counsel 15 Mr. Dan Meyers, CFO 16 * * * * 17 18 BE IT REMEMBERED that a meeting of the Board of 19 Directors of the Rio Nuevo Multipurpose Facilities 20 District was held via ZOOM, in the City of Tucson, State 21 of Arizona, before THOMAS A. WOPPERT, RPR, Certified 22 Reporter No. 50476, on the 22nd day of April 2025, 23 commencing at the hour of 1:00 p.m. 24 25</p>	<p style="text-align: right;">Page 4</p> <p>1 CHAIRMAN McCUSKER: All right. Thank you. 2 So, members, click out of this meeting, click 3 onto the executive session link. 4 If you're an attendee, you're welcome to wait 5 or come back around 2:00 o'clock. 6 (Recess) 7 CHAIRMAN McCUSKER: We have a quorum if 8 somebody wants to move to reconvene. 9 MS. COX: So moved. 10 MS. VILICANA: Second, Taunya. 11 CHAIRMAN McCUSKER: All in favor say aye. 12 (Motion made, seconded and passed unanimously). 13 CHAIRMAN McCUSKER: Thank you, everyone. 14 For those of you that aren't Rio Nuevo 15 regulars, we always go into executive session first. It 16 typically takes us about an hour to consult with our 17 attorneys, and then we're now back to the full agenda, 18 which has been public for -- has to be at least 24 hours. 19 You can see we're very busy today. We have 20 some very exciting prospects. The one that's receiving 21 the most attention, of course, is Live Nation's Punch Line 22 Comedy Club. We've been working with them for probably a 23 year. Tucson's very appreciative of your interest in us 24 and we hope that we come together to help enable that 25 project.</p>

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1 We've got a little deal and a really very big
2 deal and we're going to talk with the Tucson Partnership
3 about some safety, security and police coverage. I think
4 everybody knows that we're all quite concerned. We remain
5 concerned about safety and security for our downtown
6 region.
7 So having said that, Dan, I'll turn it over to
8 you for the financial report.
9 **MR. MEYERS:** Okay. This is Dan Meyers. I'm
10 the CFO here at Rio Nuevo.
11 At the end of March, we had about \$10.2 million
12 in our accounts available for operations. We have first
13 subtracted April 1st debt service of 730,000, leaving us
14 about \$9.5 million at the end of March. We try to project
15 this out per year, so we take what our estimated profit is
16 of \$350,000 a month and multiply that by 12 coming up with
17 4.2, giving us an estimated cash balance a year out of
18 13.7 million.
19 Right below that we show the commitments.
20 We've got about \$12.5 million of existing commitments, and
21 about 2.7 of that we estimate will be outside of 12
22 points, so leaving 9.8 million. So once again we're kind
23 of hovering around the 4 million-dollar excess that we
24 believe would be available 12 months out.
25 We've not gotten our TIF revenue from February

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1 yet, but I got a phone call today and it looks like it
2 will be about 1.6 million, so that pretty much is hanging
3 where we've been averaging throughout this fiscal year.
4 You'll see item six down there towards the
5 bottom of the page. We're just a little below 1.6 million
6 average. So that seems to be consistent and I would
7 anticipate that continuing for the next four months.
8 Let's see, what else do we have.
9 Just on a side note, I am beginning the
10 budgeting process. I've got some very rough numbers to
11 get started and coming up with our assumptions. I plan on
12 making a presentation to the board next month's meeting
13 and then finalizing it at the June meeting.
14 On the second page, you'll see all our
15 commitments. A couple of these have been completed since
16 we last met. Rocco's is done, and they actually came in
17 under budget by about \$75,000. The Playground has been
18 fully funded as well, so those will drop off the
19 commitments list for next month.
20 Does anybody have any questions?
21 **CHAIRMAN McCUSKER:** Any questions for Dan?
22 (No oral response).
23 **CHAIRMAN McCUSKER:** Okay. Remember that
24 4 million-dollar number. You know, we pick up about 400 a
25 month, so --

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1 **MR. MEYERS:** One other thing. I sent a note
2 out to you guys this morning. Some wisdom come across me
3 on the way to work this morning, but if you look on that
4 second page, if you look at the -- the events sponsorship
5 and marketing, as we near the end of our fiscal year, you
6 can see we've only got \$207,000 remaining in the budget.
7 However, this events sponsorship and marketing just seems
8 to be an ongoing item as well as the downtown security,
9 and I was thinking maybe I ought to be taking it off of
10 this particular commitment list and putting it --
11 including it down as our monthly overhead, because it just
12 seems to be going on forever. And I think what this tells
13 us is that we're probably underestimating our commitment
14 for the event sponsorships for the next year. It shows
15 200 --
16 **CHAIRMAN McCUSKER:** That's not a bad idea. You
17 could identify it as administrative expense, I think.
18 **MR. SHEAFE:** We may want to have that
19 discussion during our budget discussion when we make the
20 presentation, because there's some other factors here that
21 I think that will be helpful if you hear it in a little
22 more, you know, broad-based context.
23 **CHAIRMAN McCUSKER:** Okay.
24 **MR. SHEAFE:** Because he's talking about that
25 and also the police budget.

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1 **CHAIRMAN McCUSKER:** All right. We'll do that
2 in May.
3 **MR. SHEAFE:** Yeah.
4 **CHAIRMAN McCUSKER:** Thank you, Dan, as usual.
5 I think I saw Nick online, Gibson's Market.
6 You guys made a presentation last month.
7 You've updated that for us. I think you're going to run
8 it, right, Nick? Are you guys sharing the screen or is
9 Brandi going to run it?
10 **MR. WAYNE:** I believe Brandi shared the screen,
11 so yeah, if you're ready, we can go ahead and start going
12 through some numbers.
13 **CHAIRMAN McCUSKER:** Brandi, do you have their
14 presentation?
15 Introduce yourself and you can launch as soon
16 as Brandi has it up.
17 **MR. WAYNE:** I'm Nick, this is partner John
18 Hardin. So we own Highwire, the Grand, the event center
19 and what will be the new Gibson Food Hall and Market,
20 which we're working on now.
21 So can you guys see my screen?
22 **CHAIRMAN McCUSKER:** We did for a minute. We've
23 now lost it.
24 **MR. HAMMOND:** My bad. I think you're good
25 again.

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1 **MR. WAYNE:** All right. Here we go.
2 Yes?
3 **MS. COX:** Can you make that a little bit
4 larger, Nick?
5 **MR. WAYNE:** Of course. Yep.
6 So what we'll do -- so this is basically our
7 full bid from the contractor. We've since gone through --
8 really tried to tighten up the budget. Things like a
9 brass stair railing could easily be stainless steel for a
10 quarter of the price, switching out for the scrim and
11 decorative wood, pine for birch. We've really kind of cut
12 the budget down. Pretty much this is what it is at this
13 point.
14 So if we take our contractor budget, then we
15 throw it in the mix here, what you're seeing in green is
16 things that have already been paid for. Anything in
17 orange is recognized not eligible for reimbursement
18 through Rio Nuevo.
19 So here's our contractor numbers. We go
20 through --
21 Sorry. There we go, a little bit bigger. And
22 I can send this out to everybody.
23 Equipment that will be needed for the bar and
24 kitchen, not eligible expenses, finishes, which can be
25 decor, furnishings, architect, which has been paid in

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1 full, engineer permits has been paid in full, 73,000. So
2 take all these numbers and -- this is kind of a full
3 breakdown, contractor, just over a million, fire
4 suppression -- and this would just be for the -- to get
5 the Crescent Smoke Shop portion under fire suppression.
6 We were looking at about 60. Somehow that's ballooned up
7 to 98 with the city of Tucson fees and then the fire alarm
8 monitoring that will be needed. Finishes, architect,
9 engineer, this puts at about 1.3.
10 Out of that, eligible expenses just over a
11 million. Technically we could if we do 50 percent be
12 reimbursed up to 547,000. From that Rio Nuevo's already
13 graciously committed 153.5 towards the Crescent portion of
14 the market, 60,000 towards the fire suppression, so out of
15 everything eligible, that would leave an ask of 334,445.
16 We've gone over these numbers before. This is
17 our estimate for tax, for income over the next five years
18 and then just kind of an overview of our history downtown.
19 Hiwire is going to be 10 years old, a decade in
20 June. The original investment used to flip houses. Took
21 my little pile of money, opened the original Hiwire back
22 in 2015. We subleased Gibson Market's patio, 2018
23 expanded, put a bar out there. 2022 February we expanded
24 over into the former Independent Distillery. Highwire is
25 now two buildings with a courtyard.

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1 Last summer we opened the Grand at a cost of
2 880. Rio Nuevo did contribute 500,000 to that. In
3 September we purchased Johnny Gibson's Downtown Market, it
4 cost \$1,000,000, and we're currently in the process of
5 renovating it, but we're looking at about 1.3 million.
6 So out of this total, somehow have dumped
7 \$4.2 million into downtown. With what we're asking, it
8 would bring Rio Nuevo's contribution to about a quarter of
9 that.
10 **MR. MARQUEZ:** Nick, can you please remind us
11 how much your ask was last board meeting you came?
12 **MR. WAYNE:** We were four, is what we were
13 thinking we would need. We were shooting for five and
14 just, you know, out of that, whatever's eligible. Now
15 we're down to 334. These are the big numbers. There's
16 still things like security cameras install, cash
17 registers, POS. We're going to figure that out. These
18 are kind of the hard numbers we can get firm numbers on
19 and what we feel, you know, would be an eligible expense.
20 We're at 334,445 today.
21 **MR. MARQUEZ:** I appreciate you going back and
22 doing some cost engineering. I know I gave you a pretty
23 tough time last time you were here. I appreciate you guys
24 doing the work.
25 Mr. Chairman, if it's good with you all, I'd

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1 like to make a motion. I would like to move that we
2 support the 334 -- 334,445-dollar ask. \$200,000 of it
3 would be in construction reimbursements and the \$134,445
4 left would be done through rebates.
5 **MS. COX:** Second.
6 **CHAIRMAN McCUSKER:** Do we have a GPLET with you
7 guys? I don't think we do, right, so --
8 **MR. WAYNE:** Gibson has one set up.
9 **CHAIRMAN McCUSKER:** They do?
10 **MR. WAYNE:** Yeah.
11 **CHAIRMAN McCUSKER:** That will pay sales tax?
12 You'll continue to pay sales tax?
13 The issue, Nick, goes to an actual rebate,
14 which is you pay tax, we refund it back to you until we
15 hit that cap. If it's not under a GPLET, we can just do
16 what we call rebate-like where we send you the amount we
17 collect until you hit that cap of 134,000.
18 **MR. WAYNE:** We are -- I believe last meeting
19 one of the board members did pull it up and there is on
20 the Gibson property already a GPLET in place.
21 **MR. MARQUEZ:** I would like --
22 **CHAIRMAN McCUSKER:** Tim will take care of that.
23 Include in your motion for the executive
24 officers to finalize the deal with counsel.
25 **MR. MARQUEZ:** Yes. So I would like to amend my

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1 motion to -- yes, for counsel and for executive officers
2 to complete this deal.
3 I'd also like to add that the rebates come
4 specifically from the Gibson property.
5 **MS. COX:** I accept that amendment.
6 **MR. SHEAFE:** Edmund, would you be willing to
7 accept an amendment?
8 **MR. MARQUEZ:** I just did one, but sure, I'm
9 happy to listen to it.
10 **MR. SHEAFE:** That the construction
11 participation that's paid for by Rio Nuevo is subject to
12 the standard conditions that we apply on all construction
13 supports for other projects.
14 **MR. MARQUEZ:** Yes, I would accept that.
15 **MS. COX:** Same here.
16 **CHAIRMAN McCUSKER:** Okay. We have a motion,
17 two amendments on the floor to approve the ask, \$200,000
18 in construction reimbursement, and, Nick, what that means
19 is you do the work, you send us the receipt, we reimburse
20 you, and 134,000 and change in rebates.
21 Brandi, you can call the roll.
22 **MS. HAGA-BLACKMAN:** Hey, Nick, can you unshare
23 your screen?
24 **MR. WAYNE:** Of course. I'm sorry. Yep.
25 **CHAIRMAN McCUSKER:** And if you can turn your

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1 volume up. We're having trouble hearing you, Brandi.
2 **MS. HAGA-BLACKMAN:** You always -- I don't know
3 how to fix it.
4 **CHAIRMAN McCUSKER:** Get closer to --
5 **MS. HAGA-BLACKMAN:** Corky Poster.
6 **MR. POSTER:** Aye.
7 **MS. HAGA-BLACKMAN:** Chris Sheafe.
8 **MR. SHEAFE:** Aye.
9 **MS. HAGA-BLACKMAN:** Edmund Marquez.
10 **MR. MARQUEZ:** Aye.
11 **MS. HAGA-BLACKMAN:** Richard Oseran.
12 **MR. OSERAN:** (No oral response).
13 **MS. HAGA-BLACKMAN:** Oh, Richard, you're muted.
14 **MR. MARQUEZ:** He mouthed aye.
15 **MS. HAGA-BLACKMAN:** Okay.
16 Jannie Cox.
17 **MS. COX:** Aye.
18 **MS. HAGA-BLACKMAN:** Taunya Villicana.
19 **MS. VILICANA:** Approve, aye.
20 **MS. HAGA-BLACKMAN:** Mike Levin.
21 **MR. LEVIN:** Aye.
22 **MR. MEDCOFF:** Richard's unmuted.
23 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
24 **MR. OSERAN:** Yeah, I unmuted.
25 ///

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1 **CHAIRMAN McCUSKER:** I vote aye. That's
2 unanimous.
3 (Motion made, seconded and passed unanimously).
4 **CHAIRMAN McCUSKER:** Guys, thank you very much.
5 You know, that whole block has changed because of the work
6 that you're doing.
7 Did we get everybody --
8 **MS. VILICANA:** I don't think Shay got a chance
9 to vote on that.
10 **MS. JIMENEZ:** Aye is what I --
11 **CHAIRMAN McCUSKER:** There you go. Okay. Now
12 it stays unanimous, so that motion passes unanimously.
13 Our attorney will be in touch with you guys over the
14 documents. We're very appreciative for the work you've
15 done on that whole block. I think you deserve some credit
16 for attracting the likes of Live Nation because of what
17 you've done downtown and continue to do, so we're very
18 grateful.
19 **MR. WAYNE:** We really appreciate it, appreciate
20 you guys. It's always fun hanging out here with you, so
21 thank you very much.
22 **CHAIRMAN McCUSKER:** Thank you.
23 **MR. MARQUEZ:** Take care.
24 **CHAIRMAN McCUSKER:** Item next, Rory, are you
25 around or someone from Zeke's?

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1 **MR. JUNEMAN:** Good afternoon, Fletcher. Yeah,
2 I'm here.
3 **CHAIRMAN McCUSKER:** This is Zeke's Pizza.
4 We've approved this previously. They've bumped into some
5 issues with the city. They just need an extension.
6 So, Rory, if you'll tell us what you need, we
7 can get a motion.
8 **MR. JUNEMAN:** Yes. So I'll bring this back to
9 September of '24. As Fletcher said, Zeke's hit a little
10 bit of a snag with the city on the final permits. In
11 fact, it a fire alarm inspection permit that is really the
12 last thing, so we needed a little bit of an extension,
13 about maybe 60 days, just to make sure (inaudible), but
14 that would give us plenty of time to get that final
15 inspection and get the C of O.
16 We've turned in most of the receipts for the
17 hard costs that are reimbursable. I've got a few more of
18 those left, but we're pretty much there. He's 99 percent
19 done with his construction and all the equipment's moved
20 to.
21 So yeah, just a 60-day extension is what were
22 asking for. The agreement expired on March 31st, so it
23 would be retroactive, so that would give us through May
24 essentially.
25 **MS. VILICANA:** I move to approve the extension

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1 of 60 days.
2 **MS. COX:** Second.
3 **CHAIRMAN McCUSKER:** We have a motion and a
4 second to extend the Zeke's development agreement by 60
5 days. All in favor say aye.
6 (Motion made, seconded and passed unanimously).
7 **CHAIRMAN McCUSKER:** Okay. Rory, there you go.
8 Tim will be in touch.
9 **MR. JUNEMAN:** Sounds great. Thank you all.
10 **CHAIRMAN McCUSKER:** Thank you.
11 Okay. For the exciting Punch Line Comedy Club
12 agenda item, I think, Ron and Patricia, you're online. We
13 saw a number of your Live Nation partners. Thank you very
14 much for joining us today.
15 Ron or Patricia, if you want to introduce the
16 folks from Live Nation. I think you have a presentation
17 which you can share or we will run it for you.
18 Ron or Patricia.
19 **MR. SCHWABE:** Yeah, we're real excited, too,
20 so -- I know -- I'm not sure how this works, but I think
21 Live Nation has sort of a presentation. Maybe that would
22 be best to run that first or --
23 **CHAIRMAN McCUSKER:** Introduce your --
24 everybody. And I would agree, run that first. And we can
25 run it or we can give screen share to anybody to run.

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1 **MR. SCHWABE:** Okay. I'm not totally sure
2 who --
3 **CHAIRMAN McCUSKER:** We have it queued up to run
4 if you want us to run it.
5 **MR. LEVY:** We have Amanda Kyser, Ron, we have
6 Nicholas Rumanis, we have Ariel Berman, you have Matt
7 Mazur and myself, Josh Levy. So Amanda is going to be the
8 commander in chief with respect to the presentation and
9 everything operation regarding Punch Line Comedy and Live
10 Nation Comedy Shop.
11 **MR. SCHWABE:** So I don't -- I don't know --
12 **CHAIRMAN McCUSKER:** Do you want us to run the
13 PowerPoint?
14 **MR. LEVY:** No, Amanda -- if you give Amanda
15 permission --
16 **CHAIRMAN McCUSKER:** So, Huna, will you give
17 Amanda screen share?
18 I've got a feeling she's done this before.
19 **MS. KYSER:** Once or twice.
20 **CHAIRMAN McCUSKER:** You should have screen
21 share, Amanda.
22 **MS. KYSER:** I do now. I have a little video to
23 share with everyone if that's okay to start that way, and
24 then I'll go into the PowerPoint.
25 **CHAIRMAN McCUSKER:** You're in charge.

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1 **MS. KYSER:** So this is a video that we put
2 together after we opened our most recent location in
3 Huston, Texas, and I think it just helps really tell the
4 story of -- you know, these aren't venues that we just
5 want to plop into cities, these are venues that have a lot
6 of legacy, a lot of history. They're really involved with
7 their communities, and our goal is to really become part
8 of Tucson's fabric and the history there.
9 (Video played)
10 **MS. KYSER:** So as Zach, our GM, said in that,
11 he really wants Punch Line Houston to be one of the
12 pillars in Texas, and I think that's the story to tell
13 here for Tucson.
14 So, like I said, you know, the comedy clubs are
15 not fly by night operations. At the beginning of that
16 presentation, you heard Punch Line San Francisco open in
17 1978. Collectively across our portfolio this year we'll
18 celebrate 150 years of combined comedy history, which is a
19 big celebration for us and really exciting.
20 These are proven scalable models. This is a
21 strategic expansion plan. It's not a pilot in Tucson.
22 This is a market that we'll really excited about, and we
23 know that there's a need to give back to the community,
24 not just the comedy community but the community of Tucson.
25 So on average, our venues will host 400 shows a

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1 year, 60,000 fans annually through the doors, a lot of
2 great economic impact. I mean, there's tons of studies
3 that talk about fans that travel for entertainment. On
4 average it's about 60 percent of people coming to shows
5 are coming from out of town, so it's bringing a lot of
6 revenue to hotels, restaurants, you know, ride share
7 transportation, shopping districts, et cetera. And
8 there's such a thriving kind of downtown in Tucson that I
9 think it's just a natural fit.
10 You know, additionally outside of these four
11 Punch Line locations, we have a location in Brooklyn, a
12 location in San Francisco called Cobb's that's been around
13 for a really long time. And a lot of the ethos of the
14 brand is being a vertical for comedians and staff to grow
15 and elevate.
16 So we support working comedians through a
17 program called Comedy Gives Back. We donate a portion of
18 our tickets. Every ticket that we sell goes to that
19 nonprofit. There's a lot of community work that the
20 venues do locally, food drives, diaper drives, toy drives.
21 We work with Vet Tix to give back to veterans, to provide
22 free access to live entertainment. And we host a lot of
23 local showcases, so not only are we giving space to local
24 comics to perform and grow and get booked for national
25 headliners, but they're all paid gigs. A lot of comedy

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1 clubs don't that for local comedians, so it's something
2 that we're really proud to talk about.
3 From a financial perspective, you know, Live
4 Nation's minimum wage of \$20 a hour I think provides a
5 good opportunity for those in the market that are looking
6 for jobs and a career path. I think 88 percent of my
7 entire team has been promoted internally, so we definitely
8 promote growth from within whether it's comics or staff.
9 The other element of Punch Line is Ziggy's,
10 which is a brand that was founded in Phoenix in 2018, and
11 this will be the highlight of our food and beverage
12 program. It is a pizza shop, New York style pizza, and a
13 lot of their, you know, kind of cool elements include an
14 outdoor dining space, so we love that kind of courtyard
15 that's outside of the location for Ziggy's.
16 There's some pictures on Ziggy's. It's really
17 cool. They have a little bit of a speakeasy style and
18 video games and kind of this old school vibe, which I
19 think really just plays well and something that Tucson
20 would probably benefit a lot from.
21 Additionally, business plan is here. I think
22 this has already been shared, Fletcher and team, with all
23 of you, but I'd be happy to answer any questions about
24 this. The only thing that I will note operationally, and
25 I heard you say this regarding security, and I don't know

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1 if it was specifically in regards to Punch Line or just
2 Tucson, but I do want to say from a security standpoint we
3 have state of the art security systems in place that are
4 backed by Homeland Security. We have a global security
5 team that makes sure that all of our venues are safe. We
6 have standards and protocols across all of our venues that
7 are fully enforced and we do internal tests with our
8 venues to make sure that we're running, you know, the best
9 businesses and the safest for fans and comics alike, so
10 yeah.
11 Any questions about Punch Line and the
12 operation?
13 **MR. SCHWABE:** I'm just going to add one thing,
14 the Spanish component of the comedy, right?
15 **MS. KYSER:** Yeah, that was a huge piece. We
16 definitely have very diverse and inclusive programming.
17 Over the last two years, the list of Spanish-speaking
18 comedians has rapidly increased. I think previously there
19 was, I don't know, 15, 20, 25 comedians on there that
20 regularly perform in our clubs across the country and not
21 necessarily in Spanish-speaking markets but are
22 consistently selling out. And the demand continues to
23 increase.
24 Angelo Colina, for example, is booked in most
25 of our clubs at least twice this year, so there's a huge

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1 market for that, a huge opportunity. I know that was a
2 really important piece for all of you.
3 **MR. OSERAN:** What's the seating capacity going
4 to be?
5 **MS. KYSER:** 250.
6 Am I right in the saying that, Josh? I think
7 it's 250.
8 **MR. LEVY:** It's 250 in the showroom.
9 **MR. OSERAN:** And how -- what are the ticket
10 prices, the range of ticket prices?
11 **MS. KYSER:** A standard show varies between 25
12 and \$35. Sometimes, you know, a bigger name comic might
13 go up to 45 bucks, but the clubs in general, we try to
14 keep our ticket prices as low as possible.
15 Showcase nights will be 10, 15, \$20, but on
16 average it's 25, 28 to \$35, are the two tier ticket
17 models. So there's preferred seating, which is the
18 closest to the stage, and, you know, for a lot of people,
19 they want that. For some people like me, I don't. I
20 don't want to get picked on at a comedy show, but people
21 like to be up close, and then there's general admission
22 ticketed seating.
23 **MR. OSERAN:** My last question is how many shows
24 do you project having weekly?
25 **MS. KYSER:** We do eight to 10 shows a week.

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1 We're typically open Wednesday through Sunday consistently
2 with two shows on Friday and two shows on Saturday.
3 **MR. OSERAN:** Thank you.
4 **MS. KYSER:** You're welcome.
5 **CHAIRMAN McCUSKER:** Amanda, I would call this a
6 no expense spared budget. I assume that's consistent with
7 the brand. You know, it's a very elevated experience.
8 These are state of the art audio-visual. You're obviously
9 gutting a building. You know, is that consistent to how
10 you've opened these elsewhere?
11 **MS. KYSER:** It is. You know, we were a little
12 bit -- it was a little bit of a different situation in
13 Houston. We had the opportunity to convert a restaurant
14 that we previously operated in another line of business
15 into a comedy club, but relatively speaking in the
16 expansion program that we're doing, this is consistent
17 with the costs and construction and state of the art
18 audio, lighting. I mean, you've got to think the chairs
19 are getting sat in 320 nights of the year, so they need to
20 be substantial chairs for people to sit in.
21 **CHAIRMAN McCUSKER:** And revenue I assume is
22 based on your other clubs' experience, so it's probably
23 pretty dialed in.
24 **MS. KYSER:** Yes, yeah. And it continues to
25 grow. I mean, over the last couple of years, especially

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1 coming out of the pandemic, comedy is kind of in a golden
2 age or golden era, as I would say.
3 Tik Tok, Instagram, the change in the way that
4 Facebook runs ads and kind of all of this organic ways
5 that comedians can put themselves in front of new
6 audiences has really -- it's like the floodgates had
7 opened and new artists emerge every day.
8 Honestly, we don't have enough dates on the
9 calendar for all of the shows that want to book in our
10 rooms. And we really don't -- we'll keep Mondays and
11 maybe Tuesdays open, because we understand that our teams
12 need a decent quality of life and deserve a day off. But
13 for the most part, there's not enough days (inaudible).
14 We're already booking next year in the six rooms that we
15 have.
16 **MR. POSTER:** This is Corky. I have a question
17 about your construction budget.
18 As you well know, you're moving into some
19 pretty old buildings. I'm wondering how much
20 investigation and research your design team has done on
21 the existing conditions of the building.
22 **MR. LEVY:** I can speak to that, so can Nicholas
23 Rumanis, who's heavily involved in all of that.
24 Nicholas, did you want to take it or would you
25 like me to?

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1 **MR. RUMANIS:** Yeah, sure.
2 We have sent corky down to the building.
3 Amanda's been there, our architectural and the
4 construction team has been down there. They've looked at
5 the building. We've conducted test fits already. We have
6 preliminary plans, which we've already spent a lot of time
7 and money on. We've, you know, really looked at it from a
8 constructability perspective and we believe, you know, our
9 budget here reflects what needs to take place to bring
10 this to a first class experience.
11 **MR. POSTER:** Have you had discussions with
12 development services about requirements that they would
13 put on, change of use for example?
14 **MR. RUMANIS:** I don't think we've had any
15 discussions directly with the planning department yet, but
16 that's our next step. I believe the change --
17 Is there a --
18 I shouldn't ask that question. I should know
19 this already.
20 **MR. SCHWABE:** Hey, Corky.
21 **MR. POSTER:** Yes.
22 **MR. SCHWABE:** That's in the overlay zone.
23 **MS. SCHWABE:** Infill zone, too.
24 **MR. SCHWABE:** I think there's quite a bit of
25 flexibility on the use. I mean, I know you --

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1 **MR. POSTER:** No, no, I'm sorry. Change of use
2 typically kicks in requirements of the building code, so
3 it was a building code question, not a zoning question,
4 particularly structural issues.
5 **MR. RUMANIS:** Well, we typically design our
6 buildings with the international building code, which is
7 usually the most stringent one, but we'll obviously adhere
8 to any local -- local code requirements.
9 **MR. POSTER:** We do have the IBC, but I'm just
10 wondering the extent structural improvements would be
11 required.
12 **MR. SCHWABE:** It's going to need a lot of
13 structural work. I mean --
14 **MR. POSTER:** That's what I was guessing, Ron.
15 That's why I was asking the question and whether that's
16 reflected in the construction budget.
17 **MR. SCHWABE:** Yeah.
18 **CHAIRMAN McCUSKER:** Is this a contributing
19 property? Are there any historical issues there? I don't
20 think there's much change to the facade.
21 **MR. SCHWABE:** It's contributing, but that's all
22 pretty much about the main street facade.
23 **CHAIRMAN McCUSKER:** Amanda, is that your last
24 slide?
25 **MR. POSTER:** Last question. Does your venue

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1 include both the play performance base and the
2 borderlands, the whole site?
3 **MR. SCHWABE:** The whole building, the whole
4 lot, 30 parking spaces to the east, everything.
5 **MR. POSTER:** Okay. Thanks.
6 **MR. SHEAFE:** I've got a question.
7 First, what is the connection between your club
8 and Live Nation in terms of ownership. It's two different
9 entities; right?
10 **MS. KYSER:** Punch Line is owned by Live Nation,
11 so I run the line of business for comedy clubs
12 specifically.
13 **MR. SHEAFE:** So it's just a wholly owned
14 subsidiary?
15 **MS. KYSER:** Yes.
16 **MR. SHEAFE:** And, secondly, you use one
17 contractor around the country, except most of the work
18 you're doing, you know, is just open bay structural stuff.
19 Are you competitively bidding your construction work?
20 **MR. RUMANIS:** Yes, we typically go to local
21 contractors for the work. We have a national design team
22 in house that works with us that kind of comes up with the
23 schemes. We typically pick a local architect and a local
24 contractor and local subs to finish the project.
25 **MR. SHEAFE:** And have you done that yet or are

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1 you still in the preliminary stage?
2 **MR. RUMANIS:** In the preliminary stage. We
3 haven't completed the documents yet 100 percent.
4 **MR. SCHWABE:** Chris, they've had two
5 different -- two separate contractors that have pretty
6 extensively gone through it at this point.
7 **MR. SHEAFE:** All right. Well, the reason I'm
8 asking is I'm wondering how reliable are the numbers that
9 we're looking at.
10 **MR. RUMANIS:** That's always a tricky question.
11 I know some of them are a little bit pre-tariff
12 discussions, but, you know, we're confident that we can
13 build it for this number.
14 **MR. SHEAFE:** All right.
15 **MR. MARQUEZ:** Is there another slide that the
16 Schwabes are showing us?
17 **CHAIRMAN McCUSKER:** Yeah, we have an economic
18 slide, Ron or Patricia. Do you have that? Brandi has it
19 if you don't.
20 **MS. HAGA-BLACKMAN:** I think --
21 **MR. SCHWABE:** Yeah, let Brandi --
22 **CHAIRMAN McCUSKER:** Brandi, pull up Patricia's
23 one pager.
24 You can expand that for us older people.
25 There's your 8.3 million. So, Patricia, Ron,

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1 if you want to walk through --
2 **MR. SCHWABE:** Yeah. I mean, you can see the
3 total project costs are 8.3 and the hard cost is
4 5,055,000.
5 **MR. SHEAFE:** How many square feet is that, Ron?
6 **MR. SCHWABE:** 24,000. Most of the work is in
7 the first floor, but it's a 24,000 square foot building.
8 And the building --
9 **CHAIRMAN McCUSKER:** How much on the ground
10 floor, half that or --
11 **MR. SCHWABE:** Yeah, pretty much half that. And
12 it's -- there's two buildings and they're -- they're built
13 together like they used to do in the day. And the one
14 building is from the late 1800s and the other building is
15 from the early 1900s, so you're dealing with antiques.
16 **MR. MARQUEZ:** If you don't mind, I'll jump in.
17 So for those that are watching, typically, you
18 know, we'll negotiate in these public sessions. A lot of
19 work has gone into this deal. This is an amazing
20 opportunity for Tucson, amazing opportunity for downtown.
21 I want to say thank you to Live Nation for considering
22 Tucson. Tucson is deservant of this as well. Our
23 downtown's flourishing, our economy is doing well. We
24 keep landing on people's maps when it comes to naming us
25 the number two foodie city in the country, et cetera.

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1 Comedy does very well in our community. I've
2 been to Kevin Hart's show and you name it at our Tucson
3 Convention Center. And our last comedy club on Broadway,
4 which has been flourishing for decades, is an icon here in
5 town, so this is a great spot.
6 I want to say thank you to the Schwabes.
7 You're really making a huge investment for our community.
8 You're really stepping up to the plate here, a lot of
9 heavy lifting, so I just want to say thank you.
10 I'm going to structure a motion here for you,
11 which will explain some things. And actually I'll talk a
12 little bit outside of it as well.
13 Actually I'm just going to -- without getting
14 too much into the weeds, I'm going to just structure a
15 motion.
16 We at Rio Nuevo would -- I move that we invest
17 up it \$2,152,500. That would come in as basically a
18 20-month agreement with us. We'd come out of pocket
19 \$300,000. Upon the completion of your contract with the
20 four parties, which is Live Nation, Peach, Rio Nuevo and
21 then your general contractor. So at the time the
22 contracts are completed, we would come out of pocket
23 \$300,000, and then over the next 18 months, we would come
24 out of pocket \$100,000 per month. And then on the 20th
25 month, we come out of pocket \$52,500. And I would

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1 authorize the executive and our attorneys to finish that
2 deal with you. And that would be our investment into your
3 amazing project.
4 **MR. LEVIN:** Second.
5 **CHAIRMAN McCUSKER:** So, Ron, this is really
6 your call. You know, you have a budget from Live Nation,
7 you have a lender, you have your own equity, you have a
8 contribution from us of 2.1 and change.
9 **MR. SCHWABE:** My call as to --
10 **CHAIRMAN McCUSKER:** Does it work. I mean,
11 you're making a commitment -- we're all making a
12 commitment to Live Nation. You show a range in your ask.
13 We're in that range. They've indicated they're quite
14 comfortable with their budget, so I would think you have a
15 meeting of the minds, but, you know, our money goes to you
16 as the developer.
17 **MR. SCHWABE:** Yeah, I --
18 Nicholas, is this working for you guys?
19 **MR. RUMANIS:** I mean, it's fantastic. Is there
20 room to ask for a little more is the question. Is that --
21 **MR. SHEAFE:** We're negotiating. You're being
22 asked if that's acceptable or not acceptable.
23 And while I'm making this statement, Edmund,
24 would you amend to our normal standard requirements?
25 **MR. MARQUEZ:** Yes, of course.

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1 **MR. RUMANIS:** Look, I don't know how many of
2 you are in the construction business, but I mentioned that
3 these are pre, you know, tariff numbers. We've been
4 working on this for quite a while. If there's room for
5 another \$200,000, we would love that.
6 For us nominally, this is a 10 million-dollar
7 project. That's how much money is going to be spent here.
8 The visitation I believe, Amanda, we said was going to be
9 like 300 capacity in both of the rooms.
10 You're going to see a tremendous benefit not
11 just from the tax revenue that we drive but from the
12 hotels, the other food and beverage restaurants around us.
13 This is kind of one of those scenarios where, you know,
14 the tide raises all ships, so --
15 **MR. SHEAFE:** I think we need to go back to
16 the -- we have a motion on the floor and we're having
17 discussion among the members of Rio Nuevo.
18 **MR. RUMANIS:** Okay.
19 **MR. LEVIN:** I believe I need to amend my second
20 as well.
21 **CHAIRMAN McCUSKER:** Well, right now this is
22 discussion, so you have a motion and you have a second for
23 2,1 and change. There is a conversation regarding perhaps
24 an opportunity to increase that. That would be up to
25 Mr. Marquez. He made the motion, you know, so you're kind

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1 of in Robert's Rules of Order here right now.
2 **MR. MARQUEZ:** Yes. I mean, I was trying not to
3 go deeper into the numbers. I don't know how much the
4 Schwabes want me to go the numbers, but unless you want me
5 to go deeper into how I came up with my math, I would just
6 tell you this is the max that we can do. We are very well
7 aware of the opportunity and the peripheral sales tax
8 generation, but 2.15.25, that's based on our statutes.
9 When we were created as a TIF district, that's the max we
10 could do.
11 **MR. RUMANIS:** We'll take it.
12 **MR. SCHWABE:** I think, Nicholas, one thing, you
13 know, the experience that we've had with working around
14 Rio Nuevo is if there is a real road bump and it's
15 legitimate, I mean, they're pretty welcoming to, you know,
16 talk to them about it.
17 **CHAIRMAN McCUSKER:** So Mr. Sheafe asked you to
18 include in your motion the rules of engagement, the
19 executive officer, completing attorneys, standard
20 practice. If you want to add that to that and Mr. Levin
21 can accept that.
22 **MR. MARQUEZ:** I already added, Mr. Levin
23 already accepted it.
24 **CHAIRMAN McCUSKER:** Okay. So we have a motion
25 and a second.

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1 Brandi, call the roll.
2 **MS. HAGA-BLACKMAN:** Corky Poster.
3 **MR. POSTER:** Aye.
4 **MS. HAGA-BLACKMAN:** Taunya Villicana.
5 **MS. VILLICANA:** I approve.
6 **MS. HAGA-BLACKMAN:** Jannie Cox.
7 **MS. COX:** Aye.
8 **MS. HAGA-BLACKMAN:** Richard Oseran.
9 **MR. OSERAN:** Aye.
10 **MS. HAGA-BLACKMAN:** Mike Levin.
11 **MR. LEVIN:** Aye.
12 **MS. HAGA-BLACKMAN:** Shay Jimenez.
13 **MS. JIMENEZ:** Aye.
14 **MS. HAGA-BLACKMAN:** Chris Sheafe.
15 **MR. SHEAFE:** Aye.
16 **MS. HAGA-BLACKMAN:** Edmund Marquez.
17 **MR. MARQUEZ:** Aye.
18 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
19 **CHAIRMAN McCUSKER:** And Shay?
20 **MR. SHEAFE:** Yes, she voted.
21 **CHAIRMAN McCUSKER:** I vote aye.
22 (Motion made, seconded and passed unanimously).
23 **CHAIRMAN McCUSKER:** That's unanimous.
24 Live Nation, welcome to Tucson.
25 Ron, you've got your work cut out for you. Let

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1 us know how we can help.
2 Our arrangement now, Amanda, is with the
3 developer, so we have what's called an economic benefits
4 agreement. We'll engage that with Peach Properties, and
5 at some point, they have to deliver the lease. But you've
6 got approval from us to invest and our attorney will spend
7 some time with Peach to get those documents done.
8 **MR. RUMANIS:** Well, we thank you very much.
9 **MS. KYSER:** Thank you so much.
10 **CHAIRMAN McCUSKER:** Edmund, will be your first
11 customer.
12 **MR. MARQUEZ:** I'm ready.
13 **MR. SCHWABE:** He's not a customer, he's a stand
14 up comedian.
15 **MR. MARQUEZ:** Fletcher finds me funny.
16 **CHAIRMAN McCUSKER:** I said your a comedian in
17 your own mind.
18 **MR. RUMANIS:** Thank you, guys.
19 **CHAIRMAN McCUSKER:** Thanks for your hard work.
20 Okay. Crystal, I saw you pop up. You're up
21 next. You're running your show or are we running it?
22 **MR. SCHWABE:** I'm about to share it.
23 **CHAIRMAN McCUSKER:** All right. So, Huna, give
24 Crystal screen share.
25 If you'll remind everybody online who you are.

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1 And let me just say to start the conversation, this entire
2 conversation is about safety and security downtown. We've
3 had some rough spots lately I'm not going get into, but
4 it's obvious to us anything we can do as the shepherds for
5 downtown we're going to take a look at.
6 And we've talked to TPD, we've talked to the
7 partnership about ways, we looked at technology upgrades,
8 lighting upgrades, and obviously we're going to do what we
9 can so that people feel safe.
10 So, Crystal, with that if you'll go ahead and
11 start your presentation.
12 **MS. MOORE:** Sure. Thank you.
13 I'm Crystal Moore. I'm the president and CEO
14 of Downtown Tucson Partnership. Thank you, everyone, for
15 allowing me to make this presentation today. I appreciate
16 your continued support. I know it's important that all of
17 us care for downtown.
18 Tying into the introduction from Fletcher,
19 we're identifying that we need to enhance our public
20 safety or at least foster a sense of security.
21 **CHAIRMAN McCUSKER:** Can you maximize that? Can
22 you maximize it?
23 **MS. MOORE:** I'm really not sure how I can do
24 that.
25 **CHAIRMAN McCUSKER:** The middle button up there,

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1 you see a slash, a box and an X. Click on the slash. On
2 the box. I'm sorry.
3 **MS. MOORE:** Slash and box.
4 **CHAIRMAN McCUSKER:** The very top line.
5 **MS. MOORE:** Uh-huh.
6 **CHAIRMAN McCUSKER:** Go across. You see a dash,
7 a box and --
8 **MS. MOORE:** Oh, sure. Sorry.
9 **CHAIRMAN McCUSKER:** Just maximize. You should
10 be able to make it bigger.
11 **MS. MOORE:** It's as big as it's allowing me.
12 It's at 500. Does that do anything for you?
13 **CHAIRMAN McCUSKER:** It's just somehow not
14 picking up your full page.
15 (Discussion off the record)
16 **CHAIRMAN McCUSKER:** Okay. Crystal, it's a
17 little bigger, so we'll run the com. We can track with
18 you.
19 **MS. MOORE:** Okay. This one might not be the
20 one that has the final slide in it with the total ask, but
21 we'll start here.
22 Okay. I apologize for the mishap and we will
23 for sure get you all the information needed.
24 Tying into Fletcher's comments earlier about
25 safety strategies related to downtown, increasing or

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1 enhancing public safety, eliminating the worry, allowing
2 our downtown guests and residents and employees to feel
3 confident in their surroundings, we believe that there are
4 some strategies that we can implement to impact public
5 perception and make people feel good about being downtown.
6 Our current -- Fletcher alluded to that we've
7 been working with TPD on identifying how the off-duty
8 officers' schedule can weave together with our DTP safe
9 patrols per week. This is the current schedule. You can
10 see there's a few gaps in the schedule and we're trying to
11 identify using data how we can shift the off-duty police
12 officers to be on duty when they're most effective, which
13 is really late night.
14 Currently you can see there on the bottom graph
15 that on Saturday nights we only have two officers from
16 9:00 p.m. to 2:00 a.m. Leaving at 2:00 a.m. doesn't do a
17 whole lot of good, because that's when the bars close, so
18 we actually need the police officers staying until
19 probably 2:30 or 3:00 and not leaving until the crowds are
20 actually out of downtown.
21 So with the data and understanding how the bars
22 work, we've created the next slide, which is the proposed
23 coverage. It increases our safe patrols to 47, which is
24 equal to two more full-time safe ambassadors. It
25 maintains the 26 shifts for the off-duty officers, but it

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1 really focuses them on when the higher need is for police
2 officers. We all recognize that this is fluid. This is
3 something that we will shift and change based on trends
4 and possible special events and that kind of thing
5 downtown.
6 The key, though, for all of you to hear is that
7 TPD and DTP have a really good working relationship right
8 now. We communicate daily multiple times a day. DTP
9 offers live realtime situational awareness to the off-duty
10 officers as well as our district officers. We are more
11 familiar with -- I don't want to say groups of people that
12 may or may not be needed downtown and we're certainly more
13 adept in helping find the unsheltered population
14 assistance through our DTP Connects program, so we're all
15 working together. There's no separation of entities here.
16 It's kind of one for all. We're all here doing the best
17 we can.
18 A few weeks ago, actually it's been about eight
19 weeks ago, you may have heard of the one strike rule that
20 some of the bars got together and created after lots of
21 discussion. The idea was to change one strike, it's a
22 banning situation, to something more friendly. So
23 collectively this group of bar operators came together and
24 came up with Together Tucson and they've been working
25 together with ID scanners. When someone is misbehaving in

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1 the bars, the ID and the infraction, if you will, is
2 shared among all the bars that are using that scanner and
3 the other operators can and do adhere to the infraction
4 policy of not allowing that individual inside the
5 establishment.
6 This has gone really, really well over the last
7 few weeks, and it's even been said that the people that
8 are in line -- you know, the line takes about 10 seconds
9 longer as the ID scanner is required and people are not
10 upset about waiting in line. They're actually thankful
11 that this extra step of security is being taken to ensure
12 that they have a safe evening out.
13 The scanners are \$895 each. There's a
14 1,000-dollar annual software subscription per scanner, and
15 we're requesting a reimbursement of \$500 per scanner up to
16 three per establishment. Some establishments, because
17 it's just the pure volume of how many people enter the
18 club, we have three or four, so based on that volume, we
19 would -- you know, some establishments only need one, some
20 establishment need more.
21 Through our collaboration with the Together
22 Tucson group we've identified low-light areas that we want
23 to add solar lights to. We've identified 30 locations
24 where these solar lights can be installed. There's no
25 electricity necessary and they burn dusk to dawn at a low

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1 light. And whenever they sense motion, they illuminate
2 even greater. And we think this is a powerful tool to
3 decrease the social challenges that we see in some of
4 those areas that -- you know, it's a spread through people
5 sleeping to, you know, going to the bathroom, all kinds of
6 stuff. So this is going to help clean that up.
7 So our immediate new program funding, these two
8 programs, are things that we haven't offered before. It's
9 just a response to what downtown's needs are at this time.
10 We requested that 500-dollar reimbursement for every
11 scanner up to three per establishment and then the solar
12 lighting plan, the 30 solar lights at \$466, total,
13 \$14,04.90 with tax and shipping. DTP role would be to
14 install those 30 solar lights.
15 Next slide.
16 To continue to implement these safety
17 strategies, which is kind of outside of what our normal
18 responsibilities are, but we understand the importance of
19 this extra care at this time, implementing the safety
20 strategies, we know we need to run some studies on how
21 downtown can work better together as a community.
22 We are managing off-duty officers. I think
23 Russ talks to the off-duty officers 10, 15 times a day at
24 this point. We're not complaining. We love that
25 interaction, but it does take time and it does take -- you

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1 know, costs money. We also need those two full-time
2 ambassadors.
3 The ID scanner program, we're assuming 25
4 reimbursements for the 17 -- among the 17 bar operators
5 and then the solar lighting plan. So our funding request
6 is a total of \$246,104.90.
7 Does anyone have any questions?
8 **MR. SHEAFE:** That is in addition to where we
9 are now, which is how much?
10 **MR. MARQUEZ:** What's our total annual
11 investment right in DTP?
12 **MS. MOORE:** Bear with me here. I have it on an
13 old slide. Hold on.
14 **MS. HAGA-BLACKMAN:** I think it's 250.
15 **MR. MARQUEZ:** 250 plus --
16 **CHAIRMAN McCUSKER:** Business improvement
17 district is a tax, that's around 256, and then I think we
18 have contributed another 150ish.
19 **MS. MOORE:** Okay. So through the business
20 improvement district tax collection, it's about \$233,000 a
21 year. In addition to that, you participate in funding our
22 marketing department, \$70,000, and in addition to that,
23 25,000 for the holiday illumination program, also known as
24 the Christmas Tree.
25 **MR. SHEAFE:** Is that tax -- the business

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1 improvement tax paid by Rio Nuevo or by other businesses?
2 **CHAIRMAN McCUSKER:** That's our portion of the
3 bid, Chris. So the bid -- the bid is a linear footage tax
4 on every owner downtown.
5 How much does that produce, Crystal, about 2
6 million a year, a million five a year? How much is it?
7 **MS. MOORE:** Well, the city of Tucson's
8 contribution is 550. The property tax -- I'm sorry, the
9 property owners is about 600. Pima County is just under
10 four, and then Rio Nuevo is 233.
11 **MR. MARQUEZ:** Plus 95.
12 **MS. MOORE:** Plus the renewables, yes.
13 **MR. SHEAFE:** So it's really 328.
14 **MS. MOORE:** Yes.
15 **MR. SHEAFE:** So Rio Nuevo is 328, and then the
16 ask is 296.
17 A couple questions.
18 **CHAIRMAN McCUSKER:** 246.
19 **MR. SHEAFE:** 246. I'm sorry. I misstated
20 that. A couple of questions. Just looking at -- it seems
21 like, you know, the lighting and the scanners make a lot
22 of sense. I'm wondering about the safety strategies.
23 That's \$90,000 and no idea what that covers. And then the
24 extra full-time people, 129, those are pretty big salaries
25 for people down there. I don't know what comes from that.

1 I'm wondering if there's any room to delay those two
2 decisions until we see how this new workout works with the
3 readjusting the police patrols, putting in lights, doing
4 the other things to see if we aren't, you know, going
5 beyond where we need to just knowing that we're working on
6 very limited dollars.

7 I understand, Chris. The first thing I can
8 say is the 90,000-dollar ask for the strategies, my
9 suggestion is that we -- or one of the ways we could
10 approach that is by splitting that into two payments, the
11 first one at 45. We utilize, we put into action, conduct
12 those studies and continue to implement and facilitate the
13 conversations with the nighttime economy drivers. And if
14 we're successful, we report back to you, obviously. If
15 we're successful, you could renew that for the balance of
16 the 12 months. So that's one option.

17 As far as the additional safe ambassadors, I
18 don't know if Brandi wants to go back to that proposed
19 slide, but the schedule does not work without the
20 additional proposed coverage.

21 As you can see, if we don't have those
22 additional -- we don't have any off-duty officers at all
23 on Monday or Tuesday and from 12:00 p.m. until 10:30 on
24 Wednesday. We don't have any off-duty officers on the
25 morning shift at all. So the primary focus is to get

1 them, the off-duty officers, who have more muscle, if you
2 will, in that late night 10:00 to 3:00 shift on Thursday,
3 Friday and Saturday. Those three shifts were taken from
4 the Monday, Tuesday and the -- and the early morning
5 shift. And --

6 **MR. SHEAFE:** Well, if you have somebody out
7 there that's full time, that's an eight-hour day. And you
8 pay two people with that, and that's costing you \$65,000
9 per person.

10 **MS. MOORE:** That's correct. So our --

11 **MR. SHEAFE:** You could buy some more police off
12 duty time and fill those key slots for a lot less than
13 65,000.

14 **CHAIRMAN McCUSKER:** So the police get \$85 an
15 hour. The purple shirts get about \$25 an hour.

16 **MS. MOORE:** So our full-time staff --

17 **MR. SHEAFE:** I don't think that's true. If you
18 take a full-time person at 65,000, that's not a 25-dollar
19 an hour person.

20 **MS. MOORE:** That's correct, Chris. That's a
21 loaded -- 64.8 is the loaded expense for the employee.
22 They're making about \$20 an hour. Currently DTP pays
23 100 percent of the employee only. Insurance coverage,
24 that's with the insurance. That's the loaded cost of what
25 that employee costs DTP.

1 **MR. SHEAFE:** So a 20 dollar an hour person
2 working full time is right at 40,000 if my math's correct.
3 Are you saying there's another \$25,000 of carry costs on
4 that job? Because you're 65 or 85 an hour for your
5 policeman, and that's full all in. Don't you get a much
6 better bargain with the officers there than somebody in a
7 purple shirt who really has limited capacity to enforce a
8 bad situation?

9 Like you have no coverage on Tuesday and, you
10 know, Monday night I think many of the facilities are
11 closed, so you might have a little easier road there, but,
12 you know, late at night on Tuesday, you have the problem.
13 And you don't have to cover very many hours and you have
14 pretty good coverage for that night with people that
15 you're fully loaded in. I'm just wondering about the
16 economics, Crystal, because you're talking about a lot of
17 money.

18 **MS. MOORE:** A lot of money. It's -- I don't
19 have any explanation for that other than it's your money
20 and you can certainly invest it in off-duty police
21 officers that you'll have us continue to manage. I'm
22 happy with that. This is based on the -- that Monday,
23 Tuesday, Wednesday no off duty officers. That's based on
24 the -- you know, the data that we collected over the last
25 16 months to identify where and when we should have

1 off-duty police officers versus when and where we should
2 have DTP safe patrols.

3 **MR. MARQUEZ:** If I could chime in --

4 You can remove that, Brandi, if you want.

5 I fully support the lights. I think the lights
6 are fantastic. I think the scanner is brilliant. I love
7 that the restaurateurs are meeting. I'm not supportive of
8 the \$90,000 because I don't see invoices and estimates or
9 anything. It's just kind of like \$90,000 to help us.

10 We're already doing 233,000 plus another 95,000, so that's
11 just part of operations. We're not really here to fund
12 operations outside of our bid dollars. I mean, we're
13 doing -- we're investing in the marketing and investing in
14 Christmas lights, et cetera.

15 I don't see the 90,000-dollar piece. You can
16 always come back to us later, though, once there's an
17 actual solid plan for that, but just giving my two cents.

18 **MR. POSTER:** This is Corky. I like Crystal's
19 idea, however. You can't put in all those lights and
20 negotiate with the police without investing people's time
21 and effort in that process. And I think what Crystal is
22 saying is the staffing and implementation of those safety
23 measures is going to take time, which is going to take
24 money.

25 I kind of like her idea of investing half of

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1 that amount and seeing how far that 45,000 goes and then
2 come back and report on not just time and effort to be
3 able to do those things but also what the end results of
4 that effort are.
5 **MS. VILICANA:** I agree.
6 **MR. OSERAN:** I think things are not great
7 downtown right now and I think staffing and people on the
8 street is critical, more critical than a lighting pole.
9 And -- and I think when we're putting people on the
10 street, yes, maybe it's a city responsibility, but we need
11 to protect the investment that we're -- you know, we gave
12 million of dollars away to a business that needs to be
13 protected along with all the other businesses downtown,
14 and so the more coverage we get on the street, the better
15 we rely on these people. And the purple people do
16 intervene and are helpful even without, you know, a
17 sidearm and muscle in most circumstances.
18 I do have one question on the scanner program.
19 And I like the idea of the scanners and I would like to
20 use those scanners in my business. But what I don't like
21 is the fact that I'm obligated to preclude entrance to an
22 individual that may have a problem with a particular
23 bouncer at another location and let that bouncer make the
24 decision of who can come on my property. I want to know
25 what the situation is, but I don't want them --

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1 **MS. MOORE:** If I could just clarify. So
2 everybody at the table had that same concern, and each
3 operator has their prerogative to allow the individual
4 into their space. The data, the history, the infraction
5 is shared through the ID scanner and what you do with that
6 is on your own -- at your own discretion.
7 **MR. OSERAN:** Good. Thank you.
8 **MS. VILICANA:** I just want to say, Crystal, I
9 appreciate also the time that we spent working with Jack
10 and Stacy and the anecdotal information and then
11 understanding how things kind of cascade through the
12 system. That opportunity for us to sit in front of kind
13 of the work you've been doing since you've been in this
14 role in such a short period of time and activating the
15 conversation with the police force, us and then doing this
16 comprehensive approach to the purple shirts, as Richard
17 said, he's seeing it. In your environment you guys know
18 it better. I travel a lot in a lot of cities, and when I
19 go downtown in these cities, when I see that kind of
20 presence with other downtown partnerships where -- this is
21 actually do invest in downtown partnerships in other parts
22 of the -- you know, not just this state but other parts of
23 the globe. When I see those people and I see the
24 difference in the level of, you know, movements of people
25 that are unsavory, it's pretty obvious. And so when you

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1 did this proposal, I looked through all the anecdotal
2 stuff that you also provided with the research, thank you,
3 because research is important to back it up, and then
4 hearing the voice today not only from yourself but others
5 in the room here, I'm excited about this process. I want
6 us to take it strategically with you. I want us to
7 reinvest in downtown, because we're going to bring a lot
8 more downtown and the people that are already down there
9 have been struggling as we've seen with some of the data
10 points that -- most recent.
11 So thank you. This is awesome. I think it's
12 comprehensive. I think we can take things in stages, give
13 us reports back as you've done in this short period of
14 time. It really makes it, you know, seamless and makes it
15 an easier decision process.
16 **MR. OSERAN:** I'd like to just mention one more
17 thing. There was an article in this morning's paper or an
18 opinion by William Mordka about downtown Tucson and about
19 perception versus reality. And, you know, you don't want
20 people to have a bad perception of downtown, and that's
21 something we've always been, you know, having to deal with
22 that issue. But he talks about the reality of downtown
23 recently and things are not -- they're not getting better
24 and any investment I think we can make in making it more
25 secure and safe increases the perception of the visitors

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1 to downtown and enhances all the businesses that then
2 generate the tax revenues that we can utilize as we can to
3 improve our community.
4 **MS. MOORE:** Thank you, Richard. I'll just add,
5 you know, I actually -- for my budget that starts in July,
6 I asked our funding partners or advised them that I needed
7 five to six safe ambassadors. That's what I think we need
8 in order to have the presence on the street where people
9 will walk out of Hotel Congress and make their way down to
10 the Fox confidant. They'll walk by at least two -- in
11 that situation, they would walk by at least two safety
12 ambassadors.
13 Right now with our -- with the 11 that I have,
14 you could -- in this 84-block space, you might be lucky to
15 see a pair of purple shirts in that three-block walk. So
16 I am asking Rio Nuevo to help us with two, and I'm not
17 asking for them all. Like I said, I actually need five to
18 six to really do a good job.
19 **MR. MARQUEZ:** How much more is the city and
20 county doing in next year's budget?
21 **MS. MOORE:** We've asked them for money. We
22 have not heard back from the city manager. I think that's
23 going to mayor and council in May. And the board of
24 supervisors are also, you know, considering our ask.
25 And, by the way, some of the feedback that I

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1 got from the city and Pima County was, well, why aren't
2 you activating space. I'm going to be honest with you.
3 There is no reason for us to activate more space without
4 more patrol.
5 **MR. MARQUEZ:** Well, the difference of last year
6 and this year is you now have access to the off-duty
7 police officers that we pay for, so that should help.
8 **MS. MOORE:** Yeah.
9 **CHAIRMAN McCUSKER:** Taunya, did I hear here a
10 motion come in in your remarks or --
11 **MS. VILICANA:** So moved, yes. I'd like to
12 make a motion to approve the strategy proposed using
13 the -- let's do the first portion of 45K on that component
14 of it, come back to us for the remaining 45 K, but
15 everything else should be fully funded and then continue
16 to report back to us.
17 So I move that we allow the executive
18 committee, our attorney to negotiate and work closely with
19 downtown leadership -- Downtown Partnership leadership.
20 **MR. POSTER:** I'll second that motion.
21 **MS. VILICANA:** Thank you.
22 **CHAIRMAN McCUSKER:** So we have a motion and a
23 second to advance Crystal's plan minus \$45,000 and you'll
24 come back to us, Crystal, in six months or so to review
25 that ask.

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1 I assume this is effective immediately, Taunya.
2 **MS. VILICANA:** Yes, please.
3 **CHAIRMAN McCUSKER:** And who seconded that.
4 **MR. POSTER:** Corky.
5 **CHAIRMAN McCUSKER:** Corky. So that would be
6 effective immediately.
7 **MR. MARQUEZ:** So clarify on the effective
8 immediately. (Inaudible) our new budget at the end of
9 June, so we're talking about this would fall into the next
10 budget but effective now. I mean, how are we doing that
11 money-wise? I guess Dan would have to answer that.
12 **CHAIRMAN McCUSKER:** If the motion passes as
13 Taunya has stated it, she could invoice us tomorrow. Some
14 portion of that would fall into May and June.
15 **MS. MOORE:** And we could bill quarterly.
16 **CHAIRMAN McCUSKER:** The issue's a budget year
17 situation, so you're going to take, you know, one-sixth of
18 that and pay for it in the current budget year, right;
19 Dan?
20 **MR. MEYERS:** Yeah. I mean, we've got room in
21 our budgets for things throughout the year, but, yeah, I
22 would say the first part would be included in this current
23 fiscal year.
24 **CHAIRMAN McCUSKER:** All right. We have a
25 motion and a second. Any other questions, comments?

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1 **MR. MARQUEZ:** Yeah, do we need to amend it,
2 Dan, so the motion actually has a piece of it fall in this
3 year's budget and some in the next? Because we're going
4 to be budgeting for this.
5 **MR. MEYERS:** No, I don't think we need to -- I
6 don't think we need to amend anything. I just -- it's
7 going to fall where it falls. I mean, we never really say
8 when things are going to land, but I don't think we need
9 to amend anything.
10 **MR. SHEAFE:** An amendment, Taunya, not to bill
11 in quarterly segments so that we know how much hit we're
12 going to take immediately.
13 **MS. VILICANA:** So maybe we should do it -- let
14 me amend it in two pieces. First for this fiscal year,
15 we'll do a one-sixth for the remaining two months, and
16 then next fiscal year we'll go on a quarterly billing
17 cycle with the Downtown Partnership.
18 **MR. SHEAFE:** For the remaining eight-tenths, I
19 guess, or -- I guess -- no, it would be one-sixth, so the
20 remaining 5/6ths. Is that correct?
21 **MS. VILICANA:** I think it would be the
22 remaining 4/6ths.
23 **MR. SHEAFE:** No, five.
24 **CHAIRMAN McCUSKER:** I honestly don't think -- I
25 think you -- when the motion passes, it's automatic. You

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1 know, it gets paid in May and June, and then to the extent
2 we approve it in next year's budget, it goes into next
3 year's budget.
4 **MR. SHEAFE:** I just heard Crystal say that she
5 would bill quarterly.
6 **MS. MOORE:** Whatever's easiest.
7 **CHAIRMAN McCUSKER:** I don't think it matters.
8 If you bill quarterly now, you have two months, so you're
9 going to pay for May and June anyhow, so --
10 How do you invoice us now, like quarterly?
11 **MS. MOORE:** Quarterly.
12 **CHAIRMAN McCUSKER:** Yeah.
13 **MR. SHEAFE:** I'll just withdraw, because if
14 it's being done quarterly, we don't really need to address
15 it. That's fine.
16 **CHAIRMAN McCUSKER:** Okay. Motion and a second.
17 Any other questions, comments?
18 (No oral response).
19 **CHAIRMAN McCUSKER:** Brandi, you can call the
20 roll.
21 **MS. HAGA-BLACKMAN:** Corky Poster.
22 **MR. POSTER:** Aye.
23 **MS. HAGA-BLACKMAN:** Jannie Cox.
24 **MS. COX:** Aye.
25 **MS. HAGA-BLACKMAN:** Chris Sheafe.

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1 **MR. SHEAFE:** Aye.
2 **MS. HAGA-BLACKMAN:** Edmund Marquez.
3 **MR. MARQUEZ:** Aye.
4 **MS. HAGA-BLACKMAN:** Richard Oseran.
5 **MR. OSERAN:** Aye.
6 **MS. HAGA-BLACKMAN:** Taunya Villicana.
7 **MS. VILLICANA:** I approve.
8 **MS. HAGA-BLACKMAN:** Mike Levin.
9 **MR. LEVIN:** Aye.
10 **MS. HAGA-BLACKMAN:** Shay Jimenez.
11 **MS. JIMENEZ:** Aye.
12 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
13 **CHAIRMAN McCUSKER:** I vote aye.
14 (Motion made, seconded and passed unanimously).
15 **CHAIRMAN McCUSKER:** That's unanimous.
16 Crystal, thank you, Taunya, thank you. I think
17 it's incumbent on you to come back, you know, soon,
18 because I think this is somewhat urgent. You know, we've
19 heard -- you know Richard's down there. We've heard from
20 other merchants there is some, you know, concern that, you
21 know, people are going to react and be afraid. And I
22 think whatever we can do collectively to assure people
23 that we're trying to keep a safe environment is going to
24 help with that.
25 So we appreciate all that you're doing and

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1 you've taken on a big job coordinating the off-duty police
2 we understand, too, so --
3 **MS. MOORE:** Thank you. We couldn't do it
4 without your support.
5 **MR. MARQUEZ:** So for clarify, though, just so I
6 can wrap my mind about it, we just paid for the scanners,
7 we just paid for the lights, we just paid for two more
8 purple shirts, we did half of the admin expense. We
9 should see the impact ASAP. When you come back for 45
10 grand, it's for admin fees.
11 **MS. MOORE:** Yes.
12 **CHAIRMAN McCUSKER:** Yeah, but I'm suggesting
13 she come back and tell us how it's going. We can look at
14 incident reports, we can look at crime reports. You know,
15 let's make sure we're making a difference.
16 Thank you.
17 **MS. MOORE:** Thank you
18 **CHAIRMAN McCUSKER:** Last but not least, I
19 think, Greg, I see you and I think Daniel's online.
20 We've got a really nice proposal from a very
21 small French bakery business that's trying to move into
22 Alvernon on Broadway.
23 So, Greg, if you want to introduce your
24 tenants. You guys have a presentation which you can run
25 or we can run it for you.

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1 Look at that, Furrier's done this before.
2 **MR. FURRIER:** Well, Natalie's done this.
3 I'm Greg Furrier and my daughter Natalie is the
4 tech wizard. And she's going to -- she's been
5 engineering -- in fact, this whole deal is because Natalie
6 is such a big fan of this bakery. She found these guys
7 and decided that we were going to cut this amazing deal
8 for them. And they're really amazing people.
9 And I'm going to give you one quick comment,
10 and then we'll ask Daniel Martinez, who's on with us, to
11 give some background about the Cafe Francias.
12 But, anyway, our goal is to put them in the
13 very end space at Broadway and Alvernon, which used to be
14 occupied by Mendel's Wife the Tailor, and we're going to
15 capture part of the Sparkle Cleaners space inside.
16 And we've done some initial work. We've done
17 some new glass door fronts and side windows and some other
18 stuff, and then we ran into an extremely high construction
19 budget to complete the bakery because of a bunch stuff at
20 Pima County Health that we didn't think we'd have to do
21 like grease trap, et cetera, et cetera, so --
22 Anyway, we can talk more about those details,
23 but I think it would be great to have Daniel give you a
24 little background on the business and, you know, how it
25 started and how he and Noel, his wife, started, and then

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1 we can walk through the rest of our slides.
2 **MR. MARTINEZ:** Well, howdy, Daniel. My wife is
3 with our son today, so that's why say I'm speaking alone.
4 But, forgive me -- so we are Tucson's only 100 percent
5 scratch French bakery. We started back in 2019. During
6 that year there was a lot that happened. I quit my
7 corporate executive chef job, Noel and I helped open a
8 restaurant in town, there was a misunderstanding and
9 shortly after opening we lost our jobs.
10 And then we decided we wanted to do something
11 for ourselves, so our initial idea did not exactly pan
12 out, because it was taking me a very long time to write up
13 a nice and proper business proposal, so one day I decided
14 to Google whether or not there were any bakeries for sale
15 in town and listed that very morning was actually a bakery
16 that kind of said that it would be great for people who
17 want to get in the farmer's markets or want to do catering
18 or kind of take and run with it as you want it to.
19 So we went and we -- there was no name listed,
20 but there was the address, so we found the address, which
21 was at Pantano and Wrightstown in the Mission Village
22 Shopping Center. And the curious thing was that Noel and
23 I had met in 2014 at McMahon's Prime Steak House when that
24 was still open. At the time I was the banquets captain,
25 pastry chef and sort of prep cook, I was moving out of

1 prep. And Noel had been hired -- had been brought on to
2 help with the pastry department. And so in order to
3 revamp and revitalize McMahon's desert menu, we went
4 across the street to Plaza Palomino and we went to this
5 little French bakery that we had never really been to
6 before but had certainly heard of and, low and behold, all
7 these years later the very bakery that was listed for sale
8 was Cafe Francias, which was previously located at Plaza
9 Palomino, which is where we had gone for the inspiration.
10 So it seemed very full circle that we should
11 suddenly have this opportunity to take over this bakery
12 where in a lot of ways our professional career together
13 got started and where our personal relationship began as
14 well.
15 So since 2019, we've done farmer's markets,
16 we've been in and out of those. Currently we are still in
17 the Rillito farmer's market. But we opened the
18 storefronts in 2021 after everything opened up relative to
19 COVID and our slowest day was \$23.77. And since then our
20 sales, thanks a lot to, I guess, the product itself but
21 social media and so on and so forth, the sales have grown
22 exponentially. We just had an amazing Saturday, an
23 amazing weekend. This weekend, Easter, was pretty good
24 for us.
25 And the thing about where we are now is the

1 location itself. It's often been said that it defies
2 logic, the fact that we can sell as much as we do and get
3 as much out as we do being located where we are. So this
4 opportunity for us is -- it's an amazing opportunity
5 really.
6 **CHAIRMAN McCUSKER:** Danny, what's the status of
7 your lease out there? Are you month to month now or are
8 you -- have you terminated that anticipating you're going
9 to relocate?
10 **MR. MARTINEZ:** Not --
11 **CHAIRMAN McCUSKER:** Speak to your status within
12 the shopping center.
13 **MR. MARTINEZ:** Well, our lease -- okay. So
14 we're going to continue to operate out of the Pantano and
15 Wrightstown kitchen, because the oven that we have is a
16 standing -- is a rotating rack oven, and in order to
17 install it, they had to cut a hole in the roof and build
18 the oven into the building essentially. So it would --
19 the goal is not necessarily relocation, it is actually a
20 second storefront. So Broadway and Alvernon would be a
21 store. It would just be a store. And to that store we
22 would take our baked goods and then sell them from the
23 Broadway and Alvernon location as well as from our
24 Pantano/Wrightstown location.
25 **CHAIRMAN McCUSKER:** Okay.

1 **MR. MARTINEZ:** As far as lease, we just
2 renewed. We have another two years here at least.
3 **MR. MARQUEZ:** So no new oven in the new
4 location?
5 **MR. MARTINEZ:** Correct.
6 **MR. MARQUEZ:** It's just a storefront?
7 **THE WITNESS:** Correct.
8 **MR. MARQUEZ:** Okay. Interesting.
9 **CHAIRMAN McCUSKER:** So why would you need a
10 grease trap, Greg?
11 **MR. FURRIER:** Because the county says it's a
12 bakery. It has something to do with selling prepared
13 foods and silverware and washing. It seemed like a
14 requirement that was a little bit heavy handed, but that
15 was t they got. That's what we need to do.
16 And so we assumed that also long term we could
17 fight the health department or we could cooperate with
18 them, and then at the end of the day, if this thing ends
19 expanding and they move the oven and we put the whole
20 operation into the shopping center, that grease trap will
21 be needed no matter what, so we didn't view it --
22 **CHAIRMAN McCUSKER:** So go through your deck now
23 on where you are and what you need to get open.
24 **MR. FURRIER:** Okay. Well, so the next page is
25 reviews, which you should look at when you have some spare

1 time.
2 The existing location, Daniel talked about it a
3 little bit, but that was an old -- if you remember, that
4 was Ameribank on the corner and the overpass just
5 completely destroyed that little shopping center. So the
6 fact that these guys can survive is -- it does defy all
7 logic. I've leased space in this town for a long time and
8 that's probably the worst retail location that you can
9 imagine. So I think these guys, they have a story,
10 they've got a product and they can succeed.
11 So basically we have a building permit to do
12 this project. Our intention was to do this without any
13 help from Rio Nuevo, and then we -- you know, it just got
14 really expensive. So the design's been done. It's been
15 through the process. It's been permitted and we've got a
16 couple of bids and -- so we could start this project in
17 the next two to three weeks. In essence, it's -- you
18 know, it's a take out -- you know, it's a take out
19 storefront operation and there's a patio. There's patio
20 seating in the front and there's a shared patio with
21 Bruegger's on the north side of the building.
22 And the shopping center's got access from
23 Broadway, from Alvernon, from the residential street Calle
24 Altar behind it and it's -- you know, it's a solid little
25 neighborhood location. The tenants are stable there.

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1 It's -- you know, the neighborhood has got great
2 demographics. For an inner city neighborhood, it's got
3 the three best neighborhoods in the city.
4 If you have any construction questions, we'll
5 be happy to answer those.
6 So that's the Bruegger's patio you see in the
7 red outline. There's a patio, I don't know if my cursor's
8 showing, but close to Alvernon, and then there will be
9 some tables out there.
10 So anyway, yeah, permit's done, it's ready to
11 start.
12 So here's what we did. We -- we did a simple
13 model just based on existing sales, and then we looked at
14 this the way we look at it when we're doing a tenant
15 representation project. And I'm going to let Natalie
16 explain our model. It's not as complicated as it looks,
17 but we represent, and I know this might be the enemy for
18 everybody, but it's Starbucks, and we did do one downtown,
19 but when we do their deals, they have a model, and a lot
20 of fast food -- other fast food people say, if I can pull
21 five percent of the traffic off the street and my average
22 sale is -- you know, at Starbucks it might be \$9 per sale,
23 they'll do their sales projection on that.
24 And Tucson is an interesting town, because we
25 don't have any freeways to speak of, and so our arterials

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1 hold enough traffic and move enough cars that, you know,
2 it's fairly easy for a well-run restaurant to succeed or
3 any retailer. You know, that's not the case in a lot of
4 cities that have mass transit, so picking locations here
5 isn't quite as tricky as it is in -- you know, in other
6 cities that have, you know, 30-story residential towers
7 and mass transit and, you know, underground.
8 So anyway, there's two different models here,
9 the existing location and the Broadway/Alvernon location,
10 so I'm going to ask Natalie to kind of explain the way we
11 looked at it.
12 **MS. FURRIER:** So we got to these numbers by
13 taking their 2024 revenue, and then we divided by their
14 average transaction cost, which is actually \$26.30, and
15 then the day that they're open to get to a customer count
16 per day for each month.
17 Then we looked at that customer count and
18 divided by the number of cars at the intersection at their
19 current location to see what percentage of the traffic
20 they were actually capturing, which is less than half of a
21 percent. This is a common method in the restaurant
22 business like my dad said.
23 And then we took the car count from Broadway
24 and Alvernon and we applied the capture rate to that,
25 which then resulted in the number of customers per day

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1 that we think that they could capture.
2 And then we multiplied by the average
3 transaction cost to get a projected number of sales. And
4 we did this for every month to account for the summer
5 downtime.
6 Then we added them all up to get what our
7 annual sales figure is and we applied a 50 percent margin
8 or error, because we felt that the sales seemed high for a
9 bakery, although definitely not impossible, especially for
10 their high quality of product.
11 And then we just grew that number by
12 two percent a year to forecast for the next four years.
13 **MR. MARQUEZ:** So if you don't mind me jumping
14 in, I've been to Cafe Francois, right? Is it Francois,
15 Daniel?
16 **MR. MARTINEZ:** Francias.
17 **MR. MARQUEZ:** Francias. Thank you very much.
18 So I have a hard time, you know, going off the
19 intersection from that area because you are a destination.
20 You don't have a ton of competition on that side of town.
21 You have LeBuzz obviously, we're big fans of LeBuzz, too,
22 but you're a destination. People drive specifically -- I
23 drive specifically from Casa del Sol on River to your
24 location just because your baked goods are amazing. I
25 think you need more seating in your original spot. It's

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1 fantastic.
2 Starbucks is a retail coffee juggernaut, so
3 when I look at Daniel's numbers, which were close to the
4 original numbers that we saw, he does like \$350,000 a
5 year. If we take \$350,000 a year times five -- times 2.5,
6 which is about -- we actually get about 2.3. I can see
7 Dan already. So we usually get 2.3 of the state sales
8 tax. That's about \$45,000 of sales tax you're going to
9 generate from us, I think, at your storefront on Broadway.
10 So, I mean, I'll give my opinion and the board
11 can do what it wants to do, but I see us putting like
12 \$50,000 into this.
13 **CHAIRMAN McCUSKER:** We haven't seen your TI
14 budget, Greg, so let's go to that. I think it's safe to
15 say nobody knows how much revenue you're going to be --
16 **MR. FURRIER:** Well, I think -- I don't know
17 that I would compare the two locations on an equal basis.
18 I mean, Pantano and Wrightstown is -- you know, it's
19 impossible to get in and out of there. And so yeah, he's
20 a destination, but it's a ridiculous location. And so to
21 think that the sales volume there would be the same as it
22 would be at Broadway and Alvernon would be -- I don't
23 think that's accurate at all.
24 And if you look at the turnover at the
25 intersection of Pantano and Wrightstown, I mean, you name

1 it and the lifespan of restaurants and other retailers at
2 that intersection is really, really short. And there's a
3 reason for it, because the access is bad. And so --
4 **CHAIRMAN McCUSKER:** Let's move to -- we can
5 debate revenue forever. Let's move to the costs.
6 **MS. VILICANA:** Yeah. And I would even say
7 you're going into a neighborhood -- it's like these two
8 pillars of opportunities, not only just the traffic going
9 by, you've got a neighborhood where you're -- you've got
10 like the synergy of recurring revenue. And that's what
11 LeBuzz kind of has, too, in its own right. I'm talking
12 about the Tanque Verde location and even the one that's
13 midtown.
14 But this is a unique model and I'm curious to
15 see -- when I saw those numbers and the way you brought
16 down the calculations, I have more appreciation for it
17 than when I was reading the narrative you provided. I
18 thought, well, the narrative makes sense, but this is -- I
19 like how you even lowered it more to give rationale around
20 the revenue stream as well, so thank you.
21 **CHAIRMAN McCUSKER:** So go through what you need
22 to get it open. That's 205,000. And that's your
23 contractor bid now?
24 **MR. FURRIER:** Yes.
25 **CHAIRMAN McCUSKER:** And, Greg, how much is

1 PICOR putting into this or how much are you guys putting
2 in?
3 **MR. FURRIER:** We're putting in whatever you
4 don't. And so we committed to make this deal with these
5 guys because they -- Daniel works 12 hours a day. I mean,
6 these guys work harder than anybody that I've run across
7 in a long, long time and we know they'll succeed.
8 And we have -- this is a done deal for us as a
9 landlord. No landlord puts 100 grand or 150 grand into a
10 deal like this. I mean, anybody that's transacted before
11 would say that we're out of our minds. But they're a good
12 name and these guys work very hard and this thing will be
13 successful. And so -- and the benefit we get from it is
14 it pulls traffic. It's a great name for the shopping
15 center and it's a cool little business to have. And I
16 think when you have these little neighborhood service
17 centers, you want the kind of businesses, you know, that
18 will serve the neighborhood, and you also want a regional
19 business. And, you know, the traffic that goes down
20 Alvernon south is from the foothills and eastbound into
21 downtown, you know, that's very high quality traffic. And
22 the three neighborhoods around San Clemente are the
23 highest income neighborhoods in the city. So we think the
24 core demographics and traffic will support this thing.
25 And it is good for the center. And we've had the center

1 for -- since '93 and it doesn't have debt on it, so we
2 have money to do stupid deals and --
3 **CHAIRMAN McCUSKER:** That's not a good segue to
4 asking Rio Nuevo for money.
5 **MR. FURRIER:** I mean, we're putting a lot of
6 money into this deal, and so when I say a dumb deal, I
7 mean like this is -- this is a deal that we want because
8 we want it and because it's a great name. But if you
9 looked at the economics of this, most landlords would be
10 like I'm not putting that money into this deal. I'll wait
11 for somebody to take it the way it is.
12 **CHAIRMAN McCUSKER:** So you're speculating a lot
13 on revenue and you're basing your interest in this on
14 increased revenue. What if we agreed to this and you
15 don't hit the revenue and we claw something back?
16 **MR. FURRIER:** Yeah, I think we'd do something
17 like that. I think that's fair. I mean, we're not
18 looking to -- you know, we weren't expecting to come to
19 Rio Nuevo and I think we would do that.
20 **CHAIRMAN McCUSKER:** We've never done that, but
21 this is the perfect opportunity to do that, because, you
22 know, there's no way to know -- there's no way to know
23 what kind of revenue you're going to do there.
24 **MR. FURRIER:** Well, I -- that's true other than
25 the fundamental thing about the locations. I mean, you

1 don't have to be a retail developer --
2 **CHAIRMAN McCUSKER:** We're going to find out
3 because, you know, you're going to be open for a year, and
4 then we true up. Would you do that?
5 **MR. FURRIER:** Yeah.
6 **MS. VILICANA:** I'll make a motion to approve
7 that particular deal, that we -- we give them the full ask
8 of 104,171 and that in a year we true up and see where we
9 are. And if Mr. Furrier is willing to move forward with
10 that, you know --
11 **CHAIRMAN McCUSKER:** So you'd probably have to
12 have a revenue target. You'd have to have some milestone.
13 **MS. VILICANA:** What's proposed.
14 **MR. FURRIER:** Your model was based on you
15 getting paid back sales tax revenue; right?
16 **CHAIRMAN McCUSKER:** That's right.
17 **MR. FURRIER:** You can set it up whatever. I
18 mean, you just project out what you get year one, and
19 then, you know, see if you're on track to get paid back.
20 Is that the way you would do it?
21 **CHAIRMAN McCUSKER:** True it up on actual sales
22 tax after the first year -- first full year of operation.
23 And that means -- that means that PICOR might have to pay
24 some money back to us.
25 **MR. MARQUEZ:** Not PICOR.

1 **CHAIRMAN McCUSKER:** I'm sorry. It's Greg
2 Furrier.
3 **MR. FURRIER:** But we wouldn't -- you wouldn't
4 get reimbursed 104,000 in the first --
5 **CHAIRMAN McCUSKER:** No, we know that some of
6 it's going to be sunk, but, you know, if your revenue
7 doesn't do better. If revenue does do better, everybody
8 will be fine. No harm, no foul.
9 **MR. FURRIER:** Okay. It is what -- yeah, if we
10 figure out a model, but I --
11 **CHAIRMAN McCUSKER:** Tim -- our lawyer's about
12 to go crazy on this, so --
13 **MR. SHEAFE:** Well, maybe we could simplify this
14 by turning it around the other way and approving a number
15 which could be increased after a year based on
16 performance.
17 So let's pick a number off the top of our head,
18 because we're using the revenue model that we're looking
19 at. If you pick a number like 50,000 and say, all right,
20 we would do 50,000 approved subject to our normal
21 conditions and requirements, that means that the expenses
22 have to be verified by invoice and that we would be
23 following the same protocol we normally do and then have
24 an opportunity to increase that after a year based upon
25 revenue experience and then pick up the next 50,000

1 provided there is revenue base to support that.
2 **MR. OSERAN:** You might want to cap it, though.
3 **MR. SHEAFE:** And cap it at 50. It would be up
4 to 50. And we could very easily come up with a formula
5 that expresses that.
6 **CHAIRMAN McCUSKER:** Tim --
7 **MR. FURRIER:** What's the hurdle for earning the
8 second 50,000?
9 **MR. SHEAFE:** Well, you've taken your volume
10 based upon your traffic and jumped it from a little over
11 350,000 to over 800,000, so we could very easily index
12 that and go back and say, all right, if it turns out to be
13 450, it would represent X, if it turns out to be 550, then
14 that represents Y and we could work that through on a
15 formula.
16 **CHAIRMAN McCUSKER:** Basically the revenue would
17 have to double to get the full amount.
18 **MR. SHEAFE:** Which is what he's proposing. You
19 know, 330, he's actually more than doubled it. He's taken
20 it up about 130 percent, so -- and what we want is for
21 that to happen.
22 **CHAIRMAN McCUSKER:** Tim, go ahead.
23 **MR. MEDCOFF:** Thank you.
24 So the reason why I raised my hand initially is
25 the ask can't be more than \$102,935 based on the total

1 project construction costs, because statutorily Rio Nuevo
2 cannot do more than 50 percent.
3 Second, obviously it's up to the board on
4 whatever you want to do, but you guys are over
5 complicating this. There's no reason why you can't just
6 do this as an equivalent tax reimbursement and just
7 actually pay them up to whatever cap you want whether
8 that's 102,935 or whatever, so that they'll just get
9 basically the equivalent sales tax reimbursement until
10 they hit that cap.
11 **MR. SHEAFE:** Well, wouldn't that require a
12 GPLET?
13 **MR. MEDCOFF:** No, not if you're doing it with
14 tax dollars.
15 **CHAIRMAN McCUSKER:** We use non-TIF dollars.
16 What that doesn't do is give you any immediate for
17 construction. It doesn't help you get it built, but it
18 pays you back over the year.
19 **MR. SHEAFE:** We can do this in two steps so
20 that we can get them early cash and then pay the second
21 part of that as a reimbursement.
22 **MR. MARQUEZ:** Hold on. So a suggestion. Based
23 on my original comments, do \$50,000 of construction
24 reimbursement and then the other 52,000, do it over rebate
25 over the first 12 months after C of O. And if he hits his

1 numbers, he going to get pretty close to his hundred, but
2 you're got to do 800 and some thousand dollars. If you
3 don't, you'll end up getting 20 grand extra. That's what
4 I would do.
5 **CHAIRMAN McCUSKER:** Dan, do you want to say
6 something here?
7 **MR. MEYERS:** Well, I kind of like Tim's idea as
8 well, but I want everybody to keep in mind that we need to
9 report the sales from that specific location. So when
10 they go to do their TPT returns, we need to make sure that
11 they track the Broadway/Alvernon location.
12 **CHAIRMAN McCUSKER:** Right.
13 **MR. FURRIER:** We would like to get 50,000 if
14 you -- you know, up front, and then whatever the rest of
15 it is, however you want to do that. That would be, you
16 know, preferable, because there's a lot of -- you know,
17 there's cash going out, you know, so --
18 **MR. SHEAFE:** How long would the rebate go for,
19 Edmund, in your --
20 **MR. MARQUEZ:** I would go -- I would go 12
21 months from C of O.
22 **CHAIRMAN McCUSKER:** So, Daniel, will the
23 Alvernon/Broadway location be your headquarters or will it
24 be the Pantano/Wrightstown location?
25 **MR. MARTINEZ:** As far as production,

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1 Pantano/Wrightstown will be our commissary so to speak.
2 **CHAIRMAN McCUSKER:** But where I'm going is
3 where do you file the tax return from? So if
4 Broadway/Alvernon is your headquarters, you would file the
5 tax return for the company, which would include the
6 Pantano/Wrightstown location.
7 **MR. FURRIER:** Are you talking about the sales
8 tax, the TPT?
9 **CHAIRMAN McCUSKER:** It's from where it's
10 reported. If he reports it for that address, it's Rio
11 Nuevo tax.
12 **MR. MEYERS:** Fletcher, I don't think that's
13 true. It's done by location. If you've got a Circle K,
14 every Circle K -- you know anything like that, I think
15 it's going to be that specific location --
16 **CHAIRMAN McCUSKER:** Is that the how the TPT is
17 reported, on an individual store basis?
18 **MR. FURRIER:** Yeah.
19 **MR. MEYERS:** Yeah, it's really by where the
20 location is.
21 **CHAIRMAN McCUSKER:** And so let's see if we can
22 simplify this. They're amenable, Edmund, to something
23 flexible. Go for it.
24 **MR. MARQUEZ:** Yeah. I would like to make a
25 motion that we reimburse up to 50 percent of the

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1 construction cost up to \$50,000, and then upon C of O, we
2 rebate a site specific sales tax to the Broadway and
3 Alvernon location for the next 12 months.
4 **CHAIRMAN McCUSKER:** To the cap?
5 **MR. MARQUEZ:** Yeah, up -- or no. Well, yeah,
6 to the cap, yes.
7 **MR. SHEAFE:** To the cap, which is stated by
8 Tim's calculation.
9 **MR. MARQUEZ:** Up to 102,000, yes.
10 **CHAIRMAN McCUSKER:** So this gets Daniel in
11 there. It gets you 50 grand immediately to offset your
12 TI, and you get the rest of it as you earn over the next
13 year.
14 **MR. OSERAN:** I second the motion.
15 **MR. SHEAFE:** It's been proposed and seconded.
16 **CHAIRMAN McCUSKER:** So, Tim, give us the exact
17 amount again.
18 **MR. MEDCOFF:** Yeah. So the exact amount is
19 102,935 based on this construction total project
20 construction cost at 205,870.
21 Also just a point of clarification. It's not
22 sales tax -- coming out of the sales tax bucket, because
23 there is no GPLET, so it would be a sales tax equivalent
24 economic benefit agreement.
25 And the third clarification, it would be 50,000

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1 upon presentation of construction verified costs, not
2 50,000 on execution of an EBA subject to the normal
3 standard.
4 **MR. MARQUEZ:** Yeah, I said construction
5 reimbursement.
6 **MR. MEDCOFF:** Understood.
7 **CHAIRMAN McCUSKER:** With that math that would
8 be \$50,000 up front subject to our normal review and
9 procedures and then 52,935 spread out as they earn it over
10 a 12-month period until they hit that cap.
11 **MR. SHEAFE:** And one clarification. I think
12 this payment would be paid back to the landlord; correct,
13 Greg?
14 **CHAIRMAN McCUSKER:** Yes, this goes to Furrier.
15 **MR. MARQUEZ:** All of that accepted as an
16 amendment.
17 **CHAIRMAN McCUSKER:** And who second that?
18 **MR. OSERAN:** I did.
19 **CHAIRMAN McCUSKER:** Okay. So we have a motion
20 and a second to reimburse Greg Furrier for \$102,935,
21 50,000 of that at the front end and \$52,935 over the next
22 year as you earn an equivalent amount of TPT tax. And it
23 stops when you hit the cap. So if you're really
24 successful, you could earn that pretty quickly.
25 **MR. MARQUEZ:** It stops at the cap or at the

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1 12th month.
2 **CHAIRMAN McCUSKER:** Right. And that's okay
3 with you guys?
4 **MR. OSERAN:** Yes.
5 **CHAIRMAN McCUSKER:** Natalie, do you need a job
6 when you get out of whatever you are?
7 **MR. MARQUEZ:** PICOR. She's good.
8 **CHAIRMAN McCUSKER:** Okay. Brandi, call the
9 roll.
10 **MS. HAGA-BLACKMAN:** Okay. Can you stop sharing
11 your screen, please?
12 Okay. Jannie Cox.
13 **MS. COX:** Aye.
14 **MS. HAGA-BLACKMAN:** Chris Sheafe.
15 **MR. SHEAFE:** Aye.
16 **MS. HAGA-BLACKMAN:** Edmund Marquez.
17 **MR. MARQUEZ:** Aye.
18 **MS. HAGA-BLACKMAN:** Richard Oseran.
19 **MR. OSERAN:** Aye.
20 **MS. HAGA-BLACKMAN:** Taunya Villicana.
21 **MS. VILICANA:** I approve.
22 **MS. HAGA-BLACKMAN:** Shay Jimenez.
23 **MS. JIMENEZ:** Aye.
24 **MS. HAGA-BLACKMAN:** Mike Levin.
25 **MR. LEVIN:** Aye.

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1 **MS. HAGA-BLACKMAN:** Fletcher McCusker.
2 **CHAIRMAN McCUSKER:** I vote aye.
3 (Motion made, seconded and passed unanimously).
4 **CHAIRMAN McCUSKER:** That's unanimous.
5 Thank you, everybody. Thank you for your
6 flexibility, Daniel. That's about a block from my house,
7 so I'll be there the day you open.
8 **MR. MARTINEZ:** All right. Sounds like a plan.
9 **CHAIRMAN McCUSKER:** Okay. Guys. Good luck.
10 **MR. OSERAN:** Thanks guys. Appreciate it.
11 **CHAIRMAN McCUSKER:** The only thing left for us
12 is any future agenda items. Speak now or forever hold
13 your peace.
14 **MS. COX:** I would like to have AEP on the
15 agenda. I was hoping it was going to be on today.
16 **CHAIRMAN McCUSKER:** All right. So I'll get you
17 next.
18 **MS. COX:** Please, for the next regular meeting.
19 **CHAIRMAN McCUSKER:** Sure.
20 Anything else for future agendas?
21 We get our budget in May, right, Dan?
22 **MR. MEYERS:** In May.
23 **CHAIRMAN McCUSKER:** The May regular meeting,
24 we'll see the budget?
25 **MR. SHEAFE:** The regular meeting, and it will

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1 be handed out ahead of time.
2 **CHAIRMAN McCUSKER:** Okay. Motion to adjourn.
3 **MR. SHEAFE:** So moved.
4 **MS. COX:** Second.
5 **CHAIRMAN McCUSKER:** All in favor say aye.
6 (Motion made, seconded and passed unanimously).
7 **CHAIRMAN McCUSKER:** Thank you, everyone.
8 (3:58 p.m.) .
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