



Minutes of the Sponsorship Review Commission Meeting held on November 19, 2008, 8:30 am,  
51 West 3<sup>rd</sup> Street #105, Tempe, Arizona 85281

## **Minutes Sponsorship Review Commission November 19, 2008**

Members/Staff Present: Travis Dray, Shelley Hearn, Stephanie Nowack, Sherri Wakefield-Saenz, Daryl Crawford, Kathi Overkamp, Jodie Garth

Members Not in Attendance: Terri Cranmer

Meeting convened at 8:45am

### **I. Consideration of Meeting Minutes**

- a. The meeting minutes of September 9, 2008 were accepted as written.

### **II. Review of sponsorship applications**

- a. Arizona Academy of Performing Arts - \$2,000 granted

### **III. Consideration/approval for funds distribution for Meeting Max software**

- a. Approval for purchase had been granted by the committee through proxy email votes prior to today's meeting. Stephanie further explained the benefits of the software of tracking room nights by hotels in Tempe. As anticipated, Ironman November 2008 event will be the first event using the Meeting Max software. TCVB will have computers on site at this event capable of registering Ironman participants for 2009. Two Tempe hotels have also accepted an invitation to be present to aid in registrations. Cost for the software was \$5,000 and \$1000 annually for support and upgrades. Stephanie thinks this will be an excellent source for tracking room nights in Tempe and appears to be very user-friendly for visitors.

**IV. Applicant feedback**

- a. One event previously granted funding (Veteran's Day Parade) qualified for \$1,200 cash, which has been distributed, and all city services paid by this commission. It was decided that the proper way to finalize the distribution of funds for the city services would be to write Veteran's Day Parade promoter a check for the city services then he would turn around and write the city a check.
- b. Another event (Tempe High School Homecoming Parade) wasn't aware that city expenses must first be paid before a check from this Commission would be processed. Since it is now very difficult for the High School District to cut a check after an event has taken place, this committee approved a check be cut to the City of Tempe directly, rather than the promoter. Stephanie Nowack made a motion to make a one time exception to write a check to the City of Tempe rather than a promoter in an effort to make the process easier for the promoter. It was seconded by Sherri Wakefield-Saenz. It was the consensus of the committee to approve the motion as stated.

**V. Signing of agreements**

- a. Stephanie and Travis signed agreements (5) that had been received since the last meeting.

**VI. Future meeting schedule**

- a. Next meeting date is February 9, 2009, 8:30 a.m.

Meeting adjourned at 9:40a.m.

Prepared by: Jodie Garth, Assistant Recreation Coordinator, 480-350-5276  
Reviewed by: Travis Dray, Recreation Deputy Manager, 480-350-5182