



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee November 19, 2008

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Wednesday, November 19, 2008, 4:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Onnie Shekerjian

City Staff Present:

Travis Dray, Dep Mgr - Recreation
Kate Hanley, TCC Exec Dir
Shelley Hearn, Comm Rel Mgr
Jan Hort, City Clerk
Adrienne Richwine, Dep Comm Svcs Mgr
Mark Richwine, Parks & Rec Mgr

Guests Present:

Nancy Black, TCVB, Tourism Dev Mgr
Sean Connors, ASU Student
Marcus Cepeda, ASU Student
Stephanie Nowack, TCVB

Councilmember Mitchell called the meeting to order at 4:05 p.m., and everyone introduced themselves.

Agenda Item 1 – Public Comment

None.

Agenda Item 2 – Review Scope of Work and Discussion on Committee Action Plan

Councilmember Mitchell summarized the Committee's Scope of Work, as follows: "Address opportunities for economic and cultural development, including programs and related capital projects associated with professional, youth and amateur sports and recreation, and arts and cultural opportunities." He further summarized the five proposed goals:

- **Goal 1 – Examine opportunities for economic development through professional, youth and amateur sports within the City of Tempe.**

Councilmember Mitchell stated that the Committee would be working with Councilmember Shekerjian and her committee analyzing the partnerships shared with ASU, Insight, and TCVB, and identifying and fine-

tuning some of the systems, particularly concerning conference facilities. ASU has a large need for space for the intramural sports programs.

Mark Richwine encouraged the group to add to and expand the action items.

- **Goal 2 – Examine existing cultural programs, services and facilities and that serve the public to further enhance and expand opportunities.**

Councilmember Mitchell added that the group will work on ways to improve the TCA and developing art programs and services including programs resulting from partnerships with community and regional organizations, planning and development of capital projects for the Museum, Library and Vihel Arts Center, and rehabilitation and preservation of historic properties. He asked staff to bring forward the needs of the Vihel Center.

Mr. Richwine added that Tom Canasi will provide updates on the plans for the Library and Museum renovations.

Stephanie Nowack suggested adding ASU arts and culture-related partnerships, as well as promotion. The City is key partner to attract more people to their programs.

- **Goal 3 – Examine opportunities for enhanced quality of life and economic development through capital projects that provide, support and enhance arts and culture and recreational opportunities within the City of Tempe.**

Councilmember Mitchell summarized that this would include planning, development and implementation of community fund-raising for public amenities within Papago Park and the Town Lake District, veterans outreach programs and Veterans Memorial, development of regional parks including Tempe Sports Complex, Benedict Sports Complex, Kiwanis Park and Rio Salado Park areas, and the oversight of the golf program operations and capital improvement programs. He suggested having Nancy Ryan provide an update on the boathouse and an update on the Rio Salado Foundation. He also suggested having an update on the Ken McDonald Clubhouse, as well as an assessment of the golf program.

- **Goal 4 – Examine the economic impact of tourism resulting from cultural development and professional, youth and amateur sports.**

Councilmember Mitchell summarized that this item will include the development and implementation of cost effective youth and amateur sports facilities; examination, in conjunction with the Technology, Economic and Community Development Committee, of the economic development that may result from related business tourism, arts and culture-driven tourism, and youth and amateur sports; and enhancement of the Insight Bowl, Angels Baseball Spring Training. He asked that staff present an Ironman Recap at the next meeting.

Councilmember Mitchell asked about the Pat Tillman Run.

Travis Dray responded that the race is in April. Currently the City and the TCVB are joint sponsors and staff is providing logistical support at the present time.

Councilmember Mitchell commended Mr. Dray, Mr. Richwine, City staff, and the TCVB for working to provide great events.

- **Goal 5 – Examine on-going and potential partnerships for improving human services to the citizens of Tempe.**

Kate Hanley summarized that, in terms of the Foundation, this is not the year to be soliciting for large donations, but they are rolling out a concept called “Tempe Karma” and she will provide an update, as well as an update of how the community is responding to the increased demands for basic services.

Councilmember Mitchell urged Ms. Hanley to bridge to other committees wherever possible because the need is great and is vital to the community.

Agenda Item 3 – Future Agenda Items

- Discussion of a potential additional meeting each month and the involvement of boards and commissions (including Arts Commission, Golf Committee, Rio Salado Advisory Commission, TCC Board Member) as agenda items relate.
- Update on Ironman and assessment of cost and economic impacts. (Councilmember Shekerjian suggested releasing the figures for a press release and having a business owner, such as Eddie Goitia, do a “My Turn” to illustrate the economic impact.)

Mr. Richwine added that this meeting will normally be held the second Wednesday of the month. The next meeting will be on December 10th. The meeting will normally be held at 3:00 p.m., in the City Hall 3rd Floor Conference Room. There was a suggestion to hold a potential second monthly meeting at the Tempe Library.

Meeting adjourned at 4:35 p.m.

Prepared by: Connie Krosschell
Reviewed by: Mark Richwine

Jan Hort
City Clerk