



**DOWNTOWN DEVELOPMENT AUTHORITY
TIGERS TICKET DONATION PROGRAM COMMITTEE MEETING
TUESDAY, APRIL 30, 2019 – 11:00 A.M.**

COMMITTEE MEMBERS PRESENT:

Ehrlich Crain
Sonya Delley
Melvin Hollowell

COMMITTEE MEMBERS ABSENT:

Richard Hosey
Steve Ogden

OTHERS PRESENT:

Gay Hilger (DEGC/DDA)
Malinda Jensen (DEGC/DDA)
Paul Kako (DEGC/DDA)



**MINUTES OF THE DOWNTOWN DEVELOPMENT AUTHORITY
TIGERS TICKET DONATION PROGRAM COMMITTEE MEETING
WEDNESDAY, APRIL 30, 2019
DETROIT ECONOMIC GROWTH CORPORATION
500 GRISWOLD STREET, SUITE 2200 – 11:00 A.M.**

GENERAL

Call to Order

Noting that a quorum was present, Mr. Hollowell, Alternate Chair, called the meeting of the Downtown Development Authority Tigers Ticket Donation Program Committee to order at 11:08 a.m.

APPROVAL OF MINUTES

Mr. Hollowell called for a motion to approve the minutes of the March 8, 2019 Committee meeting.

On a motion by Mr. Crain, seconded by Ms. Delley, the minutes of the March 8, 2019 Committee meeting were unanimously approved.

PROJECTS

Detroit Tigers Ticket Donation Program Discussion

Ms. Jensen advised that at the last DDA Board meeting, a motion was made and seconded to schedule monthly DDA Tigers Ticket Donation Program meetings until a mutually agreeable Plan is approved. Representatives from the Tigers organization were invited to attend this meeting but were unavailable.

Ms. Jensen reported that Paul Kako and she had met with Elaine Lewis, Jordan Field, Mike McLaughlan and John Graves yesterday. They shared the Program Overview and 2018 Executive Summary, as requested by the Committee at the March 8 meeting. Ms. Jensen highlighted the points contained in the 2018 Executive Summary.

Ms. Jensen stated that in response to Mr. Crain's question at the last Committee meeting about the Tigers outreach to Charter schools, the Tigers staff followed his suggestion and contacted Central Michigan and Grand Valley State universities to get a list of the Detroit charter schools. As part of their outreach for the 2019 season, they are going to email a letter to all of the charter and magnet schools to make sure they are aware of the ticket donation program.

Also, at the last Committee meeting, there was a lot of discussion about who these 50,000 tickets are supposed to go to. The CMA that was created in the late '90s was very vague and stated that the Tigers would provide 50,000 tickets per year to "children from low-income families." Ms. Jensen advised that based on staff's research, an internal document from 2001 was found entitled "Community Advisory Board Meeting, December 6, 2001, Tigers Care Ticket Report Update." At the time, John McHale, who was the predecessor to Elaine Lewis, received informal authorization, to expand that designation to "underprivileged, disadvantaged and deserving individuals." There are no records of DDA Board or Stadium Authority approval of the 2009 Ticket Donation Policy & Procedure (internal document that the Tigers used to distribute tickets). Based on that and fast forward from 2001 to 2018, Ms. Lewis and her



team submitted their reports each year that addressed who they were contacting and who they were giving tickets to per the guidelines of their policy & procedural manual.

At the March 8 Committee meeting, there was discussion about tickets going to children outside of Detroit and Wayne County. Ms. Jensen advised that she researched and did an analysis on the funding for Comerica Park, and approximately \$40 million came from DDA from casino bond money, the Stadium Authority contributed approximately \$40 million, and Michigan Strategic Fund put in \$55 million for public infrastructure in and around Comerica Park. Because the CMA does not specifically state the geographic area for the ticket distribution, the Committee felt that the parties that put money in should be able to benefit. Based on the funding sources, and the fact that this practice has continued since the opening of Comerica Park through this current season, the 50,000 tickets should be distributed to low-income, underprivileged and deserving children in the state of Michigan.

Ms. Delley said that she doesn't have a problem with the tickets going all over the state, as long as they are given to the right demographic and the Tigers are exhausting all measures to distribute those tickets locally. Ms. Jensen said that has been the Tigers informal policy since there isn't a formal plan in place.

Mr. Crain said there are a couple of issues for him. The first is that the CMA requires the Tigers to submit a program that will be approved by the DDA and the Stadium Authority. No one has been able to produce that document. In the absence of there being one, there needs to be one created and approved with all of this spelled out, i.e. how the tickets would be used, how they are to be distributed and the geographical area. It is important to develop a plan and get approved. Mr. Hollowell agreed that it should be starred as an action item.

Ms. Jensen said, to bring this to closure because we do need to get a program in place and offered to put together a document that would represent how the Committee can move this forward.

Mr. Hollowell said that he has come up with four points to be incorporated in the Plan, with several subpoints. The Committee discussed the four points and the specific language and made recommendations for Ms. Jensen to incorporate in the Plan to be forwarded to the Tigers.

On a motion by Mr. Crain, Seconded by Ms. Delley, the Committee approved the Plan to be submitted to the Tigers and subsequently to the full DDA Board for approval.

PUBLIC COMMENT

OTHER MATTERS

ADJOURNMENT

With there being no other business to be brought before the Committee, Mr. Hollowell adjourned the meeting at 12:10 p.m.