



SAN JOSE SPORTS AUTHORITY
MEETING OF THE BOARD OF DIRECTORS

MINUTES

February 4, 2009

Present: David Alioto, Victor M. Arrañaga, Jr., Linda Carrier, Stacy Carroll, Pete Constant, Dan Coonan, Charlie Faas, Gary Fazzino, Julie Frambach, Bill Gates, Roberta Hayashi, Greg Jamison, Pierluigi Oliverio, Larry Stone

Staff: Carrie Benjamin, David Eadie, Patricia Ernstrom, George Maxe, Kathy Romero and Molly Redfearn

Guests: Kerry Adam Hapner (representing Paul Krutko)

I. Welcome/Roll Call

Roll call was taken.

II. Review / Approve Minutes

Victor M. Arrañaga moved the minutes for December be approved as presented, Pete Constant seconded the motion, and it passed unanimously.

III. Review / Approve Financials

Charlie Faas reviewed the November and December financials. Gary Fazzino moved the financials be approved as presented, Larry Stone seconded the motion, and it passed unanimously.

IV. Executive Director Report/ Event Recap

A. Amgen Tour of California (presented by Patricia Ernstrom)

The Amgen Tour of California will be held on Tuesday, February 17th. This stage of the race starts in San Jose at the Park and Almaden festival area. The highlight of this year's race is the return of Lance Armstrong to professional cycling. He will join the Astana Cycling Team along with Levi Leipheimer at this year's race.

B. San Jose Cycling Classic (presented by Kerry Adams Hapner)

The San Jose Cycling Classic comes to the streets of San Jose, Saturday, February 14. It will be a cycling celebration with professional, amateur and community cycling activities, including a competitive time trial race, a non-competitive tour ride, a CEO Challenge and a Criterium. The San Jose Cycling Classic will bring together a projected 1,000 cycling athletes, 20,000 spectators and cycling-related exhibitors. This event will show cyclists everywhere that San Jose is a one of the best places in the world to ride.

The San Jose Cycling Classic will begin with the King of the Mountain Time Trial Race and Ride sponsored by Mattson Technology, and a CEO Challenge powered by SunPower. Cyclists can register for the Time Trial Race, the 30-mile tour Ride or both.

The San Jose Cycling Classic continues that day with the debut of the Criterium built by Webcor. Riders will take to the streets of San Jose to compete in a multi-lap one-day race throughout the city. The .86 mile urban downtown "track" features many of the elements that will give it a "classic" designation – tight turns, high speed straight-aways, side-by-side racing as well as cash and prizes, including \$5,000 for top male professionals and \$5,000 for top female professionals. All the action starts and finishes on Park Avenue near Plaza de Cesar Chavez. In addition, an art exhibit and a movie night are planned during the week.

SJSA has been part of the organizing committee and has been working closely with the Office of Cultural Affairs and the Office of Economic Development and is supporting all of the ancillary events, volunteer management and grass roots marketing, and has contracted with the City to facilitate acquisition and payment of specific event requirements.

C. LiveStrong Challenge & Local Organizing Committee

On Monday, February 16, the Lance Armstrong Foundation will be hosting a kick off reception at the Tech Museum for the LIVESTRONG Challenge. The event is coming back to San Jose on July 11-12, 2009.

D. The First Tee & The First Tee Annual Network Meeting (presented by George Maxe)

The First Tee of San Jose is proud to host The First Tee Network Meeting at The Fairmont San Jose from February 26 to March 1, 2009. The First Tee of San Jose is pleased to announce that General Colin L. Powell, USA (Ret.), former U.S. Secretary of State and founding chairman of America's Promise Alliance, will deliver the keynote address at the Gala Dinner on March 1, 2009. The First Tee Network will generate approximately 1,700 room nights through the duration of the conference.

E. REACH Youth Scholarship (presented by Carrie Benjamin & Patricia Ernstrom)

The REACH Youth Scholarship is chaired by Ronnie Lott and co-chair Brandi Chastain. For the past 13 years the Sports Authority has received tremendous support from the City of San Jose, media, businesses and schools.

This year the REACH Youth Scholarship Breakfast will be held Friday, April 24th at 7:30 a.m. at the San Jose Marriott.

Fundraising has been more challenging this year. Bridge Bank will no longer serve as title sponsor, and the program is seeking a new title sponsor for the program.

Since its inception, the REACH Youth Scholarship program has provided more than 80,000 in scholarships.

F. 2010 NCAA Men's Basketball Championship (presented by Patricia Ernstrom)

San Jose State and HP Pavilion will host the 2010 NCAA Men's Basketball Rounds 1 and 2 in March of 2010. SJSU, SJSU and HPP constituents will receive email notification regarding ticket sales in March.

V. New Event Confirmed / Approval

A. FIVB World League Volleyball (Men's)

The FIVB is the governing organization for international volleyball. We are proposing SJSU enter into a partnership with USA Volleyball, and Northern California Volleyball Association to conduct this event. The proposed competition will feature USA vs. China June 26 and 27 at San Jose Event Center. The San Jose Hilton is the proposed headquarter hotel. SJSU will participate financially in the event and serve as the financial agent.

Larry Stone moved the FIVB World League event be approved as presented, Linda Carrier seconded the motion and it passed unanimously.

B. USA Rugby

The proposed event is USA National Team vs. Ireland – International Rugby on Sunday, May 31, 2009 (single match, 1 or 2 p.m. start time). The anticipated attendance is 8,000-10,000 at Santa Clara University's Buck Shaw Stadium. The Earthquakes will do the event operations at the stadium as well as ticket sales. USA Rugby will do the publicity and marketing with assistance from SJSA and the Earthquakes. SJSA will assist with grassroots marketing as well. In addition to being televised in the United States, the event will be internationally televised – proposed distribution in Canada, Ireland, England and South Africa. SJ Earthquakes and USA Rugby are negotiating operations agreement. Awaiting final approval from SCU for facility rental.

Gary Fazzino moved the USA Rugby event be approved as presented, Bill Gates seconded the motion, and it passed unanimously.

VI. Bid Items / Updates

A. USA Gymnastics Trials – Gymnastics

2012 U.S. Olympic Trials – Gymnastics , June 28 – July 1, 2012, Previous hosts: Philadelphia (2008), Anaheim (2004), Boston (2000, 1996), Baltimore (1992), Salt Lake City (1988), and Jacksonville (1984 & 1980), Team Trials are a collaborative, three-way partnership between the U.S. Olympic Committee, USA Gymnastics, and the local organizing committee, RFP/Letter of Interest anticipated soon. No update at this time.

B. USA Taekwondo

National Qualifier – May 2009, 500-700 room nights, US Open – February 2010, 2,000 room nights, National Qualifier – March 2011, 500-700 room nights, Junior and Senior Nationals – July 2012, 6,000-7,000 room nights. San Jose Sports Authority and the San Jose Convention & Visitors Bureau are partnering to shape a bundling concept for multiple events. We have secured a National Qualifier in September 2009, and are finalizing details for a US Open in 2010, Junior/Senior Nationals in 2011, and National Qualifier in 2012.

C. USA Judo

2009 US Judo Open (October), SJSA to support venue costs, ancillaries, volunteers, transportation, and hospitality. Estimated SJSA costs: \$10,000-\$12,000. Proposed venue is the SJSU Event Center. SJSA is working with local Judo community (Yosh Uchida and Mike Swain) on bid components.

D. NCAA Women's College Cup (soccer)

San Jose/SCU bid has been tabled while the NCAA explores feasibility of combining men and women's championships in 2010 and beyond.

VII. Sports Update / Forecast

A. San Jose Sharks (presented by Charlie Faas)

The San Jose Sharks are in first place in the West Division and television ratings are up. The China Sharks (Shanghai) are sixth place in their league with two thousand attendees at each game.

B. San Jose Earthquakes (presented by Dave Alioto)

San Jose Earthquakes will showcase their new team Amway jerseys – their official sponsor. Season ticket sales are slow and the San Jose Earthquakes are in the process of putting together an incentive plan for sales.

C. Women's Professional Soccer (presented by Anne Cribbs)

FC Gold Pride will kick off the 2009 WPS season on April 5th at home against the Boston Breakers at Buck Shaw Stadium on the campus of Santa Clara University.

VIII. Other Business

A. Conflict of Interest Code and Disclosure Statement

Elected officials can submit their documents already on file with the City of San Jose.

B. Future Board Meetings

March 18
May 20
June TBD
September 16
November 18

IX. Adjournment

Meeting adjourned at 5: 26 p.m.

Recorded by,


Victor M. Arrañaga, Jr., Secretary