



SAN JOSE SPORTS AUTHORITY
MEETING OF THE BOARD OF DIRECTORS
MINUTES
March 18, 2009

- Present:** David Alioto, Victor Arrañaga, Jr., Bob Bowsby, Linda Carrier, Dan Coonan, Anne Cribbs, Charlie Faas, Gary Fazzino, Dan Fenton, Bill Gates, Roberta Hayashi, Greg Jamison, Randy Knox III, Pierluigi Oliverio, Larry Stone and Liz Sullivan
- Staff:** Carrie Benjamin, David Eadie, Patricia Ernstrom, George Maxe, and Kathy Romero
- Guests:** Kerry Adams Hapner (representing Paul Krutko)
David O'Connell & Elizabeth O'Brien (Competitor Group, Rock 'n' Roll Marathon)

I. Welcome/Roll Call

Roll call was taken.

II. Review / Approve Minutes

Gary Fazzino moved the minutes for February be approved with one correction -- include Anne Cribbs as present at the February 4th meeting. Larry Stone seconded the motion, and it passed unanimously.

III. Review / Approve Financials

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

IV. Rock ‘n’ Roll Half Marathon (presented by David O’Connell and Elizabeth O’Brien)

- **Competitor Group Media**
Rock ‘n’ Roll Marathon promotes their races in magazines such as: Competitor, Tour De France, Triathlon and Triathlete.
- **San Jose Event Overview**
The Rock ‘n’ Roll Marathon will be held October 2- 4 and they are estimating 13, 000+ runners and over 1,000 spectators. The health and fitness expo will be on Friday and Saturday at the McEnery Convention Center. The race course starts at Santa Clara Street and Almaden Boulevard and finishes at the Plaza de Cesar Chavez.
- **Economic Impact**
\$10.6 million in direct visitor spending, \$555,000 in new tax revenues, \$16.5 million in total economic impact, \$438.00 spent on average by visiting runners on food, travel, lodging and entertainment.
- **Schedule of Events**
The arrival of CGI (Competitor Group International) clients, VIPs, and international runners; elite athletes’ press conference and evening dining and entertainment options will be provided.
- **Sponsorship Opportunities**
Multi-media package, event signage, expo space, public address announcements, VIP hospitality, race entries and marketing programs. There are various event promotional opportunities in print magazines, internet, radio and CGI promotions. Sponsorships levels include: Title—\$400,000, Presenting —\$125,000, Official— \$50,000, Local— \$25,000 and Expo— \$5,000. San Jose is one of the smaller races in the portfolio, and is now being billed as a “boutique” race. The event is in need of additional local sponsorship to continue record growth in San Jose. Board members are encouraged to forward sponsorship leads to David O’Connell.

V. Event Review

A. Amgen Tour of California and the San Jose Cycling Classic (presented by Kerry Adams Hapner)

The race events were a huge success with the community and well received by the media. Only five community complaints indicates an adequate level of community outreach. Kerry and The Office of Economic Development thanked the San Jose Sports Authority for their partnership, support and event management assistance for the Amgen Tour of California and the San Jose Cycling Classic events.

B. The First Tee Network Meeting (presented by George Maxe)

The First Tee of San Jose hosted The First Tee Network Meeting at the Fairmont San Jose February 26 through March 1, 2009. Joe Louis Barrow, executive director of The First Tee described the event as “Extraordinary.” Joe was deeply impressed with the conference and events from start to finish and couldn’t express his gratitude for such a great city welcome. There were six hundred gala attendees. Gray Fazzino concurred with Joe’s sentiment and agreed the event was a huge success.

- Spring Season - 100% utilization (200) began this week and is in full swing.
- Invitational - The Invitational will be held at CordeValle Golf Club on Sunday, August 9 and Monday, August 10.
- Palo Alto Golf Course - Possible youth program is still in the planning stage. Will offer two classes this fall and grow the program as needed each season.

VI. Executive Director Report / Event Recap

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

Friday, April 24 at 7:30 a.m. at the San Jose Marriott. Board members were invited to attend event. Cisco Systems is the title sponsor this year.

B. ASHN Hockey Championships (presented by Dave Eadie)

The hockey championships will take place May 25— through 30 at Sharks Ice at San Jose. Ninety teams will compete and with an estimated 1,200 participants. The San Jose Sports Authority will coordinate ancillary activities and events.

C. USA Rugby (presented by Dave Eadie and Patricia Ernstrom)

USA National Team vs. Ireland at Buckshaw Stadium on Sunday, May 31- a single match starting at 1 p.m. tickets go on sale March 27. Anticipated attendance is expected to be 8,000-10,000 and will be internationally televised.

D. USA Judo (presented by Dave Eadie)

2009 US Open (September), SJSA to support venue costs, ancillaries, volunteers, transportation, and hospitality. SJSA is partnering with the San Jose Convention and Visitors Bureau and the local judo community (Yosh Uchida, Mike Swain) to organize the event.

E. Tumbling and Trampoline Championships (presented by Dave Eadie)

This event will be held on June 24— 29 at the San Jose McEnery Convention Center.

F. FIVB World League Volleyball - Men (presented by Dave Eadie and Patricia Ernstrom)

USA vs. China, June 24— 27 at the San Jose State Event Center. The San Jose Hilton will be the headquarter hotel. First time the teams have met since Olympic Games and China's only stop in the USA. This is made possible by a partnership between San Jose Sports Authority, USA Volleyball, and Northern California Volleyball Association. This event will be internationally televised.

G. 2010 NCAA Men's Basketball Championships (presented by Dave Eadie and Patricia Ernstrom)

The VIP presale tickets email will go out on Friday, March 20. The event takes place in March 2010 at HP Pavilion.

H. San Jose Sports Hall of Fame (presented by Carrie Benjamin & Patricia Ernstrom)

This will be the 15th anniversary year for the San Jose Sports Hall of Fame and will take place in the fall. Board members interested in joining the Sports Hall of Fame Board should contact Roberta Hayashi. Board members were encouraged to send nominations for potential inductees to Roberta Hayashi, Liz Sullivan or Carrie Benjamin.

VII. Bid Items Approval / Updates

A. U.S. Figure Skating Championships – 2012

The Sports Authority is exploring the feasibility of bidding on the 2012 U.S. Figure Skating Championships. The event bid is dependent upon availability at hotels, the convention center, and HP Pavilion. Community and City support is needed.

Larry Stone moved the motion to explore the bid be approved as presented, Linda Carrier seconded the motion and it passed unanimously

VIII. Collegiate Sports Update

A. Santa Clara (presented by Dan Coonan)

The university's spring season sports are in full swing. The WCC Basketball Tournament in Las Vegas, NV was a success with a sellout attendance despite the increase in ticket prices.

B. Stanford (presented by Bob Bowsby)

The Stanford Women's Basketball team won the PAC-10 Conference Tournament. The event was not as well attended as when held in San Jose the previous six years. The event is currently contractually obligated to Galen Center on the campus of USC.

The university facing challenges due to the economic downturn and has already been through a first round of staff reduction.

IX. Sports Update / Forecast

A. San Jose Sharks Economic Impact Report (presented by Charlie Faas)

Study shows San Jose Sharks and HP Pavilion at San Jose have contributed \$1.7 billion to the city of San Jose. HP Pavilion provides San Jose with an ongoing annual economic impact of \$254 million and generated approximately 5,000 full time jobs. The facility continues to be a key draw to downtown San Jose. Board members observed that the Mercury News has not elected to publish this story.

B. Oakland A's (presented by Larry Stone)

A group of civic leaders have formed a new baseball booster group to help lay grounds for luring the Oakland A's to San Jose. City Council will discuss the issue publically for the first time at its April 7 meeting. Councilmember Oliverio encouraged members of our board to attend the meeting.

X. Confirm next meeting May 20, 2009

- Future Board Meetings
June TBD
September 16
November 18

XI. Adjournment

Meeting adjourned at 5: 31 p.m.

Recorded by,

Victor M. Arrañaga, Jr., Secretary