



**SAN JOSE SPORTS AUTHORITY  
MEETING OF THE BOARD OF DIRECTORS  
MINUTES  
March 19, 2008**

Board Members Present: Tom Bowen, Stacy Carroll, Pete Constant, Dan Coonan, Anne Cribbs, Joe Dooling, Charlie Faas, Gary Fazzino, Dan Fenton, Julie Frambach, Bill Gates, Roberta Hayashi, Greg Jamison, Randy Knox, Larry Stone and Liz Sullivan

Staff: Patricia Ernstrom, David Eadie, Shelly Wolfe, Carrie Benjamin and Molly Redfearn

**I. Welcome/Roll Call**

Roll call was taken.

**II. Approve January and March Minutes**

Pete Constant moved the minutes for January to be approved as presented, Joe Dooling seconded the motion and it passed unanimously.

Roberta Hayashi moved the minutes for March 5 to be approved as presented, Joe Dooling seconded the motion and it passed unanimously.

**III. Event Recap**

**A. Amgen Tour of California**

The Amgen Tour of California Stage 3 finish was on Wednesday, February 20, 2008. The San Jose Sports Authority again partnered with the office of Economic Development to form the local organizing committee chaired by Paul Krutko. The City of San Jose was the only city to host the tour all three consecutive years. The route started in Modesto, continued up the back side of Mount Hamilton to Alum Rock and Sierra Road. The finish and festival area was in front of City Hall. SJSA staff coordinated over 150 volunteers for the event. The event was broadcasted on the cable network Versus at 8 pm that evening. In addition to television, 301,000 hours of video

were watched with 224,540 viewers. The Sports Authority was reimbursed for costs associated in producing the event through the sports development fund. In addition to the Tour, San Jose hosted the King-of-the-Mountain Ride up Sierra as an additional activity on the Saturday prior to the race.

#### B. LIVESTRONG Challenge

San Jose has been chosen as one of four cities to participate in the Lance Armstrong Foundation event. It will be held July 12 & 13, 2008 and includes a 5K run and cycling rides in distances up to 100 miles. Participant estimates are 3,000-4,000.

The Sports Authority is seeking members of the community to take an active part in the Local Organizing Committee.

#### C. Pac-10 Women's Basketball Tournament

The tournament was held March 7-10 at HP Pavilion. Susan Hammer chaired the LOC which raised \$32,000 to purchase tickets for distribution to underserved kids and their families. More than 20 different community groups attended the event. San Jose has hosted the event since 2003. The 2009 tournament move to Los Angeles and the Galen Center at USC during the same weekend as the men's tournament at Staples Center. The overall attendance for the event this year was 16,000. Ancillary activities were held at HP Pavilion during the tournament, which included Dads and Daughters Day with Brent Jones, and Ladies Night Out party before the game.

#### D. U.S. Figure Skating Bid Proposal

SJSA is preparing a bid to host the 2010 U.S. Figure Skating Championships and is seeking board approval to submit the bid to the U.S. Figure Skating Association. The last time San Jose hosted the event was in 1996. In 2010 it will be a 12-day event with two weekends of NBC broadcast. U.S. Figure Skating expects 100,000 spectators and 200 journalists over the course of the event. The estimated economic impact for the Championships is 20 million dollars. There will be no NHL All-Star break because of the Olympics. The bid fee / guarantee to USFSA is \$500,000. Half of the guarantee would be split evenly between the Office of Economic Development, HBID/CVB and the Sports Authority. The other 50% by SVSE & HP Pavilion. The Sports Authority's portion would be \$83,333. The event would occur January 13-24, 2010.

Larry Stone moved the financial support and the bid proposal to be passed as presented. Julie Frambach seconded the motion and it passed unanimously. Greg Jamison and Charlie Faas abstained from voting.

#### E. Rock 'N' Roll Half Marathon

SJSA continues to look to help identify sponsors for this event. Sponsorship in San Jose has fallen short of expectations and is off from other cities around the country. This event is promoted around the country and the event organizers like holding it in San Jose. The event is a great one for San Jose - a primary economic impact survey in its first year showed a 16 million dollar impact for San Jose. We need to continue to show community involvement, leadership support and sponsorship to do all we can to keep the event in San Jose.

#### F. U.S. Olympic Team Processing

Team Processing will take place July 14 - August 8. Our ongoing work with the USOC includes recruiting, training and managing volunteers. In addition, we created and are managing a Local Organizing and Community Outreach committee to help ensure the community support for the athletes in San Jose. We will be engaging corporate partners to be volunteers as well. Most teams will be staying on the SJSU campus, but some may stay in hotels. Some possible marketing ideas are street pole banners, posters in businesses, buttons, etc. Along with NBC 11 and our community partners, we will be hosting a watch party for the opening ceremonies on August 8 in St. James Park. They are open to holding a 30 minute program spot before opening ceremonies for \$50,000 if any potential sponsors are interested. USOC alumni are planning an Olympian reunion on July 25 - 27 in San Jose.

#### G. Pacific Rim Championships

This international gymnastics competition will be held March 28-30, 2008 at the San Jose State Event Center and McEnery Convention Center. The event will be broadcast on NBC Sports. This will be the last time to see these athletes compete before they leave for Beijing. Opening ceremonies will be held in the City Hall Rotunda on March 26 at 1pm. We anticipate 300 - 400 people to attend the opening ceremony.

#### H. REACH

The REACH Youth Scholarship breakfast presented by Bridge Bank will take place on May 16. The event is chaired by Ronnie Lott while Brandi Chastain and Kevin Frandsen serve as co-chairs. This year we have 53 students nominated from several schools in Santa Clara County.

#### IV. Economic Impact Presentation, Dan Rasher PhD., Sports Economics

Dan Rasher from Sports Economics presented the new economic impact tool to be used by the City of San Jose, the San Jose Sports Authority and other partners to measure various events including sports and festivals. The goal for this tool is for the City to have a consistent and conservative mechanism to measure the economic impact of each event. The Sports Authority

will continue to work with Sports Economics to continue to do primary surveys for selected Sports Authority events to be incorporated into the tool.

#### V. Bylaws Recommendation

Current bylaws have not been revised since 1991. The bylaws are in need of a revision especially to update and clarify areas for consistency with the agreement with the City as well as updating for notification via "new" technology such as email and fax notification.

A recommendation was made by the Bylaws committee to allow for notification by email and fax; updating the quorum requirement to be the majority of current members eligible to vote plus one; and update voting provisions for Council Members and City Manager Representative.

Additional updates and revisions to the overall bylaws will be worked on by the committee and brought back to the board for approval at such time.

Anne Cribbs moved to change the bylaws as recommended by the committee. Pete Constant seconded the motion.

#### VI. Board Development

There are currently three board member positions that need to be filled. The board development committee will meet in the next 30 days to discuss potential nominees.


#### VII. New Business

The San Jose Sports Hall of Fame selection process has started for the class of 2008.

#### X. Adjournment

The meeting was adjourned at 1:23 p.m.

Recorded by,



William L. Gates, Secretary