

MINUTES OF  
THE GOVERNING BOARD  
OF THE  
SACRAMENTO BALLPARK AUTHORITY

September 11, 1997

The meeting of the Governing Board of the Sacramento Ballpark Authority was called to order at 5:35 p.m. on Thursday, September 11, 1997 by Chair, Joe Serna, Jr.

Present: Cox, Dickinson, Pannell, Steinberg and Serna

Absent: Johnson

1.0 *Minutes*

1.1 Approval of June 18, 1997 meeting minutes

A MOTION was made by Boardmember Steinberg, seconded by Boardmember Cox to approve the minutes as written. The motion carried 5-0 with 1 absent.

[The following item was taken out of agenda order]

3.0 *New Business*

3.2. *Presentation by Dick Hyde*

Mr. Hyde shared that he will be putting together a strategy proposal for the review of the Authority that would present some options for moving forward toward having professional baseball in Sacramento. This would include ideas relative to looking at relocation franchises, expansion franchises, identifying the proposed site and the submittal of an application. Mr. Hyde is of the opinion that Sacramento would be ready to do this in the year 2002.

Boardmember Steinberg concurred with the remarks by Mr. Hyde noting that looking at expansion teams would not prohibit but also allow for relocation.

Mr. Hyde noted that while in Denver on the recent baseball fact finding trip, it was expressed that Sacramento is already quite a ways 'down the road' in its efforts towards making professional baseball happen.

Chair Serna offered that one thing he noted was that various cities had adopted

different strategies. In Denver there was an official group made up of city leaders vs. elected officials; also that the state is always involved in some manner.

Mr. Hyde stated that in Denver there had not been a team of any kind and that the baseball effort was a true 'grass roots' one in 1982 by a group of people not politically led. However he advised that in the other cities (Baltimore, Chicago and Cleveland) there were teams retained and the effort was in building the ballparks.

Chair Serna agreed that in Denver the role of the elected official was less visible and much less involved; that the role of the Play Ball organization should be to energize the private sector, getting them involved and started moving forward. It was also noted that in Denver they didn't impose the tax until they had a team in place.

Boardmember Cox offered that the basic seed has been planted and the role of the Authority is to bring the dream to fruition. Mr. Cox continued that he would offer that someone be drafted to serve as a General Chairman (someone not elected), someone with high visibility and the financial means to devote the time needed to this project. Additionally Mr. Cox continued that there should be a committee of 15-17 motivated business leaders with interest in this type of project to work with the chairman to make up the authority with reports out to the elected officials

Chair Serna stated that in other communities there are similar bodies such as the current Sacramento SBA.

Mr. Cox responded that this entity would not be building the ballfield.

Vice-Chair Dickinson offered that he had similar feelings about what needs to be done to advance the efforts of this project. Agrees that business leaders is a crucial element but suggested that there are no magic numbers as to how many should serve on this group. Mr. Dickinson feels that the Metro Chamber has shown interest and that the Authority should take advantage of their recruiting abilities and efforts.

Mr. Dickinson discussed the many advantages of Denver; the fact that there were no elected officials involved and that the involvement was made of major civic leaders from the private sector. He further agreed with Mr. Cox that the Authority, as it is currently comprised, will not get the stadium built.

Mr. Steinberg commented that if this is to go regional it will be most important to get people involved from outside the immediate area.

Chair Serna stated that he is "not prepared to fold in the tent" as yet if everyone said 'No'. He is of the opinion that the private group can act independently; but

that this Authority membership has to make a convincing case to sell the product. Mr. Serna feels that if a strong case is made, this will work in turning the downtown around. In all cities visited the ballpark and games brought back their downtowns.

Mr. Dickinson offered that there is a need to define a proposal of what the Authority membership wants from the private group; pursuing a franchise and developing a stadium is distinct; expansion franchise is persuasive. However, Mr. Dickinson concluded that there are some issues to think through before private investors or members are approached.

In response to questions from Boardmembers, Mr. Hyde responded that Denver did not feel having a Minor League Team was all that important or beneficial in pursuing the franchise.

Mr. Dickinson contributed that in Denver it had been heard that it was considered a credible thing to do but whether one had a minor team or not, one could still get a major league team.

It was agreed that Mr. Hyde will prepare and bring back to the Authority members a draft proposal in the near future. Mr. Hyde suggested that the Authority members not wait for the proposal but begin to move forward with contacts.

Chair Serna invited those that care to join him to establish contacts and set meetings with members of the private sector that could be potential investors and/or committee members.

Boardmember Pannell shared his observations of the ball trip and further commented that he felt there would be a need to have applications from those in the private sector that might be interested in serving and participating. Further that there is a need to have an energetic person at the helm.

Mr. Pannell added that he is of the opinion that the current Authority is not together yet; that he doesn't care about the surrounding counties, that 'downtown' is it, not Natomas.

Discussion ensued that when making the initial individual contacts with those to be considered as a member in the private "ownership" group it would be necessary to:

- a) convince the contact that the vision is a right one;
- b) inform them that they would be part of a lead effort; and
- c) persuade them to invest in the vision

Mr. Dickinson suggested that all names be submitted to the Chair and that he and Mr. Serna would review the list after all names are submitted.

Tom Friery offered at this time that he has not found one ownership group involved in a stadium.

Chair Serna stated that operating on an assumption that elected officials can't do it is not a healthy outlook; that this vision needs to be given an all out effort.

## 2.0 New Business

### 2.1 Consideration of appointment of Chief operating Officer

Vice-Chair Dickinson suggested that this body was not yet ready to approach either item 2.1 or item 2.4 [Preliminary Budget]. Further recommended that the County Chief Executive, Bob Thomas and the City Manager, Bill Edgar, be asked to review what might be done in the recruitment of a Chief Operating Officer as well as a possible recommendation on the budget.

Chair Serna asked Boardmembers Pannell and Steinberg to meet with Mr. Edgar. It was requested that the Secretary invite both to the next Authority meeting (December 11, 1997).

### 2.2 Review of phone poll re: meeting days/times

Mr. Friery reviewed this polling of all boardmembers conducted in February of 1997.

### 2.3 Adoption of Meeting Schedule

A Motion was made by Boardmember Pannell, seconded by Boardmember Cox to adopt the meeting schedule as proposed on the draft submitted. Motion carried 5-0 with 1 absent. The meeting schedule is as follows:

Thursday, December 11, 1997	5:30 - 6:30 p.m.
Thursday, March 12, 1998	5:30 - 6:30 p.m.
Thursday, June 11, 1998	5:30 - 6:30 pm.
Thursday, September 10, 1998	5:30 - 6:30 p.m.
Thursday, December 10, 1998	5:30 - 6:30 p.m.
Thursday, March 11, 1999	5:30 - 6:30 pm.
Thursday, June 10, 1999	5:30 - 6:30 p.m.
Thursday, September 9, 1999	5:30 - 6:30 p.m.
Thursday, December 9, 1999	5:30 - 6:30 p.m.

## 3.0 New Business

### 3.1 Consideration of draft document - "Policy Issue - Regional Outreach"

Kristine Mali of Play Ball! Sacramento presented the draft Regional Outreach Plan. She reported that the goal is too mobilize citizens in outlying counties to lobby their elected officials to join the SBA and to participate with Play Ball!

Sacramento. Participation by Yolo, El Dorado, Placer Counties and their respective cities is greatly desired.

Play Ball! Sacramento feels they should be the driving force behind the grassroots effort in order to develop and coordinate support for baseball and a ballpark in Sacramento.

Ms. Mali further shared that they wish to continue with the initial plans to amend SB441. That they want to contact the county executives of the outlying counties to enlist ideas and suggestions in this portion of the project; further there will be a need to find an author for this amendment when it is ready to go forward.

Play Ball! in addition wants to move forward with an aggressive education program in these counties aimed at creating awareness and support for the goals of Play Ball! Sacramento. Their database at this time numbers approximately 5,000 names.

Chair Serna agreed that there should be a building of chapters of Play Ball! in other areas even though there is no product to show for awhile. Mr. Serna further advised Ms. Mali that the Authority would appreciate a report by Play Ball! Sacramento at each meeting.

Ken Berling, a resident of Placer who attended the fact finding trip shared his enthusiasm for baseball being located in downtown. Further suggested that a publicity video tape be made to show to outlying areas, citizen groups and others in promoting the overall vision. Commended everyone on trip and pledged his part in recruiting fans.

Boardmember Pannell offered that the outlying counties should not be allowed to 'shy' away from this product. He further shared that the private sector groups who assumed roles were empowered by the elected officials. The private group should meet, develop working ideas and return to the elected officials to make the final decision(s) and voting.

Chair Serna thanked John McCasey and Kristine Mali of Playball! Sacramento for their efforts and the fine 'fact finding' trip. Mr. Serna felt the trip went well and expressed his desire to do it again but in double numbers; would like to have a couple of bus loads.

Chair Serna also expressed that a 'Statement of Purpose' and/or 'Mission Statement' would be nice by the next meeting of SBA; something that would say what the SBA is all about.

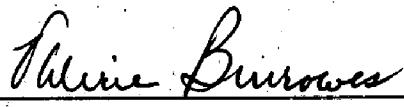
Tom Friery, Authority CFO, presented a draft proposal for a Sports Summit to be attended by each neighboring jurisdiction and their ten largest employers with the intent of increasing regional participation in SBA and identifying businesses to develop the baseball initiative.

For the Good of the Order

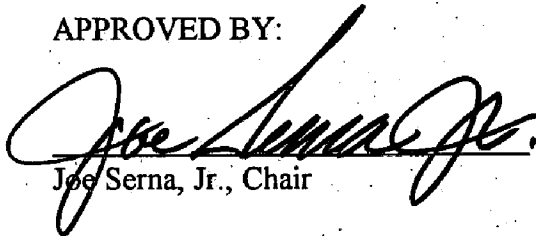
- Chair Serna and Vice-Chair Dickinson will pursue a meeting with Bob Thomas and Bill Edgar to look at putting together a proposed budget for SBA.
- Tom Friery, CFO, shared that he would be coordinating steering committee meetings of staff in the organizations that will be providing support to SBA.
- Mike Kennedy will complete the video tape; copies are needed for various meetings.

There being no other business to come before the Governing board, the meeting was adjourned at 6:32 p.m.

SUBMITTED BY

  
Valerie Burrowes, Secretary

APPROVED BY:

  
Joe Serna, Jr., Chair