

**CITY OF LAREDO
CITY COUNCIL MEETING
M2010-R-05
CITY COUNCIL CHAMBERS
1110 HOUSTON STREET
LAREDO, TEXAS 78040
MARCH 1, 2010
5:30 P.M.**

I. CALL TO ORDER

With a quorum present, Mayor Raul G. Salinas called the meeting to order.

II. PLEDGE OF ALLEGIANCE

Mayor Raul G. Salinas led in the Pledge of Allegiance.

III. ROLL CALL

In attendance:

Raul G. Salinas,	Mayor
Mike Garza,	Council Member, District I
Hector Garcia,	Council Member, District II
Michael Landeck,	Council Member, District III
Juan Narvaez,	Council Member, District IV
Johnny Rendon,	Council Member, District V
Gene Belmares,	Council Member, District VI
Jose Valdez, Jr.,	Mayor Pro Tem, District VII
Cynthia Liendo Espinoza,	Council Member, District VIII
Gustavo Guevara, Jr.,	City Secretary
Carlos Villarreal,	City Manager
Cynthia Collazo,	Deputy City Manager
Horacio De Leon,	Assistant City Manager,
Jesus Olivares,	Assistant City Manager,
Raul Casso,	City Attorney

Motion to excuse Cm. Belmares.

Moved: Mayor Pro Tempore Garza

Second: Cm. Garcia

For: 7

Against: 0

Abstain: 0

IV. COMMUNICATION AND RECOGNITIONS

Recognitions

- a. Recognizing Laredo Police Department Bomb Squad who was recently reaccredited by the FBI.

Mike Wise, head of the Laredo FBI office, made a special presentation to Mayor Salinas and City Council. He mentioned that this accreditation process was a comprehensive effort, looking at every facet of the Bomb Squad to make the decision. Until now, the only other accredited Bomb Squads in the area were in Austin, San Antonio, and McAllen. The police officers went on to introduce themselves: Jorge Luna, Martin Guerra, Marco Rodriguez, and Jose Villarreal.

Citizen comments

V. PUBLIC HEARINGS

1. Public hearing and introductory ordinance amending the FY 2009-2010 City of Laredo Health Department budget by appropriating revenues and expenses in the amount of \$35,940.00; amending Chapter 6 (Animals and Fowl) of the City of Laredo Code of Ordinances and Fees (see attachment A) by:

Adding additional definitions to Article I, Section 6-1, amending Sections, 6-3 supervisor of animal control program, 6-4 regarding impoundment, 6-5 regarding designation of state law, 6-6 regarding redemption of impounded animals, 6-7 regarding management of small animals and fowl, 6-8 regarding management of large livestock not redeemed, 6-9 regarding disposition of funds collected by city, 6-13 regarding compliance with sanitation standards for keeping livestock, small animals and fowl, 6-18 renamed to cruelty to animals and adding provisions, adding Section 6-19 protection of animals and pets;

Amending Article II. Rabies Control by:

deleting the vaccination fee in Section 6-22 and moving it to Section 6-80, modifying Section 6-23 procedure when a person is bitten, modifying Section 6-26, amending Section 6-30 by deleting dangerous dogs, deleting Sections 6-31 registration of dangerous dogs, Section 6-32 attack by dangerous dog, 6-33 violations, 6-34 defense; and replacing it with health emergencies, and addressing in new Article V; and reserving those sections (6-31 through 6-34) for future expansion;

Amending Article III. Small Animals and Fowl by:

Adding additional requirements to Section 6-42 keeping practices, adding Section 6-45 pursuit of animals, adding Section 6-46 pet shop/pet store requirements, adding Section 6-47 grooming shop requirements, and reserving Sections 6-48 through 6-60 for future expansion;

Amending Article IV Large Livestock and Wild Animals by:

Including AG zoned areas in Section 6-62 enclosure required, amending Section 6-63 size of enclosure by adding livestock standing requirements, deleting sections 6-69 penalty and reserving same for future expansion

Adding a new Article V dangerous wild animals and dangerous dogs

Amending Section 6-70 by deleting publication and creating “dangerous wild animals”

Adding new sections:

Section 6-71 state law – seizure of a dog causing death of or serious injury to a person

Section 6.72 department determination as a dangerous dog

Section 6-73 requirements for ownership of a dangerous dog; noncompliance hearing

Adding a new Article VI nuisance and adding:

Section 6-74 owner responsibilities

Section 6-75 enforcement; interference with animal control or police officers

Adding a new Article VII. application, registration, permits, fees and penalty and adding new sections:

Section 6-76 non-transferability of permits

Section 6-77 spayed or neutered dog or cat registration required; intact dog or cat registration required

Section 6-78 litter permit

Section 6-79 term of registration and permits, falsifications

Section 6-80 registration, vaccination and permit fees (establishing increases in fees and new fees; refer to schedule a);

Section 6-81 waiver of fees

Section 6-82 waiver of requirements

Section 6-83 penalties and enforcement

Section 6-84 additional enforcement provisions

Section 6-85 parent's ultimate responsibility

To become effective sixty (60) days from public hearing and introduction; and providing for effective date and publication.

Motion to open the public hearing.

Moved: Mayor Pro Tempore Garza

Second: Cm. Garcia

For: 8

Against: 0

Abstain: 0

Cm. Belmares requested that the ordinance add a prohibition of tethering in yards that did not have fencing.

The following presentation was given:

Ch. 6 – Animals and Fowl

City of Laredo

Code of Ordinances

Purpose

Pet responsibility education awareness

Registration for rabies prevention (microchip)

Permits (enhanced surveillance, reporting and enforcement)

Spay and Neutering

Keeping practices

Dangerous pets

New

1.) Registration

Microchip to track for rabies vaccination and population surveillance.

Fee not effective until August 1, 2011.

Veterinarians can register or send to HD, those participating will charge \$5.00 for microchip.

2.) Litter Permit

To control illegal pet vendors, reduce risk of zoonotic diseases, prevent cruelty (rabies), \$15.00

3.) Pet Shop Permit

Rabies/zoonotic infection control, pet safety, monitor dangerous animal.

4.) Special Permit

Rodeo, Circus for large livestock and other animals.

5.) Dangerous Dog Permit-revised actions for dog bite prevention with enhanced definition, clear keeping practices, penalties and reporting - \$100.00

6.) Cruelty to Animals (i.e. Tethering) and Animal Safety –

a. prevent cruelty, improve pet responsibility, no animal shall be inappropriately tied or fastened.

b. Enhanced coordination with Laredo Police Department to improve neglect determination and cruelty.

7.) Special/Large Livestock – no livestock is allowed within cit limits, further defined under what conditions if any (number, distance, sanitation , care, feeding) livestock, other pets and animals may be kept i.e. school projects, certain agricultural zones.

8.) Enforcement/Penalties

Increase in fees for violations and for owners of pets who are non-compliant, progressive, second fine double and third tripled to maximum of \$500.00.

\$100.00 – Violation of minimum standards.

\$150 – violation such as cruelty, lack of protection

\$200 – violation such lack of rabies vaccination, dog bite

9.) Waivers-to owners or handlers of service animals used by persons with disabilities or law enforcement agencies.

Outcomes

- Permit process and microchipping-improve surveillance & curb illegal vending.
- Improve safety, rabies prevention, and pet responsibility.
- Permit will create standards for all vendors
- Reporting system is created “persons with a pet permit will be the first to call us when
- they see someone selling without a permit”
- Code enforcement and Laredo police Department can assist better
- LPD and ACOs have joint investigations on cruelty, neglect, and illegal practice.

- Stronger and clearer language to improve enforcement back-up.
- Currently streamlining data system and adding handheld devices to further improve efficiency, customer service and increase fieldwork.

Motion to close the public hearing and introduce as amended.

Moved: Cm. Belmares

Second: Mayor Pro Tempore Garza

For: 8

Against: 0

Abstain: 0

Ordinance Introduction: City Council

VI. FINAL READING OF ORDINANCES

Motion to waive the final reading of Ordinances 2010-O-025, 2010-O-26, 2010-O-27, 2010-O-28.

Moved: Cm. Belmares

Second: Cm. Liendo Espinoza

For: 8

Against: 0

Abstain: 0

2. 2010-O-025 Amending the City of Laredo FY 2010 Airport Construction Budget to recognize additional revenues from a grant received from the Federal Aviation Administration Airport Improvement Program being Grant Project No. 3-48-0136-60-09 in the amount of \$2,000,000.00 for noise mitigation under FAR PART 150 Noise Abatement Program at the Laredo International Airport and appropriating said grant revenue and local match to the appropriate expenditure accounts and authorizing the City Manager to implement said budget amendment. The City's local match of five (5%) percent in the amount of \$100,000.00 is available as follows: \$82,795.00 through the land purchased in FY2006 (Rash Tract) and the amount of \$17,205.00 is available in the Airport Construction Fund.

Motion to adopt Ordinance 2010-O-025.

Moved: Cm. Belmares

Second: Cm. Garza

For: 8

Against: 0

Abstain: 0

- 2010-O-026 Amending Chapter 25 entitled Plumbing of the Code of Ordinance of the City of Laredo by adding a new division III entitled irrigation systems which requires permits and minimum standards for the installation of irrigation systems within the corporate limits of the city; and requiring the registration of irrigation contractors; providing for a penalty for violation of any provisions, hereof; containing a cumulative clause; containing a saving and severability clause; ordering publication; providing for an effective date; and providing for other matters related to the subject.

Motion to adopt Ordinance 2010-O-026.

Motion to approve Resolution 2010-R-016.

Moved: Cm. Belmares

Second: Cm. Rendon

For: 8

Against: 0

Abstain: 0

VIII. MOTIONS

8. Consideration to award a contract to Johnson Controls, San Antonio, Texas in the estimated amount of \$88,035.70 through the State of Texas- TXMAS cooperative purchasing program for the replacement of the Laredo International Airport Terminal's facility management system which controls the building's air condition and heating system. This contract will be funded utilizing the Airport Construction Fund FAA Ineligible Division.

Motion to approve.

Moved: Mayor Pro Tempore Garza

Second: Cm. Valdez

For: 8

Against: 0

Abstain:

9. Consideration to exercise renewal option for annual contract FY09-030 to RM Personnel, Inc., Laredo, Texas, in the total amount of \$202,850.00, for providing contract employees for the Laredo International Airport Department. Temporary contract employees have been requested for dispatchers and customer service agent positions. The term of this contract will be for one (1) year with an option to extend for two (2) additional years. Funding is available in the Airport Fund.

Motion to approve.

Moved: Mayor Pro Tempore Garza

Second: Cm. Valdez

For: 8

Against: 0

Abstain:

10. Consideration to award contract FY10-035 authorizing the purchase of approximately one hundred thirty (130) trees of different species for planting at the North Central Park. Funding is available from the 2008 CO bond proceeds.

Motion to award to Santos Consulting in the amount of \$88,775.00.

Moved: Cm. Valdez

Second: Cm. Belmares

For: 8

Against: 0

Abstain: 0

11. Consideration to exercise renewal option for annual contract FY09-033 to City Ready Mix, Inc., Laredo, Texas, in the estimated amount of \$438,000.00, for the purchase of ready mix cement (job site delivered) for various City Departments. The term of this contract will be for one (1) year with an option to extend for two (2) additional years.

All materials are purchased on an as needed basis utilizing the Public Works Department, construction projects budgets.

Motion to approve.

Moved: Cm. Valdez

Second: Mayor Pro Tempore Valdez

For: 8

Against: 0

Abstain: 0

12. Consideration to renew contract FY08-047 currently awarded to RDO Equipment, Texas, in the estimated amount of \$75,000.00 for the purchase of original equipment manufacturer (OEM) parts and service for the City's John Deere heavy equipment fleet. This contract establishes discount percentage pricing for the purchase of needed repairs and replacement parts and services which are secured on an as needed basis. Funding is available in the Fleet Management budget.

Motion to approve.

Moved: Cm. Valdez

Second: Mayor Pro Tempore Valdez

For: 8

Against: 0

Abstain: 0

13. Consideration for approval of change order no. 2 a decrease of \$4,219.75 resulting from the additional and deletion of utility items, the major item being the deletion of approximately 1,267 linear feet of water line, and to add thirty-three (33) calendar days to the contract time for the construction contract with Zertuche Construction, Laredo, Texas, for the Bartlett Avenue Extension Project. Current construction contract amount is \$1,969,582.52. Current construction contract time is two hundred seventy-three (273) calendar days. Funding is available in the 2008 Utilities Bond.

Motion to approve.

Moved: Cm. Valdez

Second: Mayor Pro Tempore Valdez

For: 8

Against: 0

Abstain: 0

14. Award of construction contract to the lowest responsible bidder Whitestone Construction, Ltd., Laredo, Texas, in the amount of \$2,435,461.44 (Base Bid plus Additive Alternates 1-5) for the North Merida Drive Extension Project with a construction contract time of two hundred twenty (220) working days; and authorizing the City Manager to execute all related contract documents contingent upon receipt and approval of insurance and bond documents. The low bidder submitted an incomplete bid. Staff therefore recommends rejection. Funding is available in the 2009 Certificate of Obligation.

Motion to approve.

Moved: Cm. Valdez

Second: Mayor Pro Tempore Valdez

For: 8

Against: 0

Abstain: 0

15. Award of construction contract to the lowest responsible bidder Martinez Paving Company, Inc., Laredo, Texas, in the amount of \$566,331.50 for the North Central Park Phase 1C with a construction contract time of one hundred twenty (120) working days; and authorizing the City Manager to execute all related contract documents contingent upon receipt and approval of insurance and bond documents. The low bidder submitted an incomplete bid. Staff therefore recommends rejection. Funding is available in the 2006 and 2008 C.O. Issues.

Motion to approve.

Moved: Cm. Garcia

Second: Cm. Valdez

For: 8

Against: 0

Abstain: 0

16. Authorizing the Laredo Convention and Visitors Bureau to place temporary promotional banners for the Annual Laredo International Sister Cities Festival scheduled for April 23-25, 2010. The banner will be installed at the intersections of Springfield and Hillside Roads and at Calton and Yeary Roads to promote the festival. The banner will be installed from March 8 to April 26, 2010.

Motion to approve.

Moved: Cm. Garcia

Second: Cm. Valdez

For: 8

Against: 0

Abstain: 0

17. Amending the motion adopting the Rules and Procedures for the Allocation of Funds to Third Party Entities. The Amendment to Article #5 shall now read: General fund applicants must be a nonprofit organization recognized by the Internal Revenue Code (IRS) under Section 501(c)3, and Hotel-Motel applicants must be a nonprofit organization recognized under IRS Code Section 501(c). Several non-profit organizations that have applied for and received Hotel/Motel Funding in the past and do successfully promote tourism, including Laredo Main Street, Laredo Chamber of Commerce Cola Blanca, the Society of Martha Washington, and WBCA, do not hold an IRS 501 (c)3 designation but rather 501 (c)4 and 501(c) 6 designations. These organizations would be excluded from receiving future funding if the policy were to remain the same.

Motion to approve.

Moved: Cm. Garcia

Second: Cm. Valdez

For: 8

Against: 1

Abstain: 0

Cm. Landeck

18. Consideration for approval of change order no. 4 in the amount of \$173,711.43 to QroMEX Construction Co. Inc., Granite Shoals, Work Order no. 2 Water Distribution and Wastewater Collection for Pueblo Nuevo Improvements Project, subject to the approval of the Texas Water Development Board. This change order consists of

adjustments required for this project; \$2,921,961.88. Funding is available in the Colonias Fund account.

Motion to approve.

Moved: Cm. Garcia
Second: Cm. Valdez
For: 8

Against: 0

Abstain: 0

19. Consideration for approval to provide payment of \$77,397.53 to the Southwest Texas Rain Enhancement Association per Resolution 2008-R-074 to cover the cost of the 2010 program. The agreement will automatically renew January 1st of each year with the cost of the program being adjusted as needed every year, and being contingent upon funding availability. The program will provide coverage of the entire surface of Webb County beginning March 2010 through November 2010. The City will guarantee full payment of the program. Funding for this project comes from the Water Availability fund.

Motion to approve.

Moved: Cm. Garcia
Second: Cm. Valdez
For: 8

Against: 0

Abstain: 0

20. Consideration for approval of Amendment No. 2 to the professional services contract with Porrás Engineering, Laredo, Texas, for the Laredo International Airport Street Improvements Project in order to increase the fee by \$259,366.00, and revise the scope of work to include: environmental document preparation, revision of designs, specifications and plans per the revised scope and TxDOT specifications. The project will now provide for the full reconstruction and/or widening of streets previously scheduled only for surface milling and overlay, including Maher Avenue between Pappas Street and Hillside Avenue, Thomas Avenue between Hillside Street and Bartlett Avenue; and Bustamante between Daugherty and Saunders, as further described in attached Exhibit 1. The final engineering contract amount including this Amendment No. 2 is \$509,366.00. The project will be funded through Coordinated Border Infrastructure Funds. Funding is available in the Capital Grants Fund.

Motion to approve.

Moved: Cm. Garcia
Second: Cm. Valdez
For: 8

Against: 0

Abstain: 0

21. Consideration to renew contract FY09-032 currently awarded to Southern Sanitation, Laredo, Texas, in the estimated annual amount of \$63,589.60, for providing trash collection services for large volume containers. These services will be required for various city operations such as the Airport, Bridge System, CVB, Civic Center, Parks and Leisure, Public Access, Fleet Management, Traffic, Transit, Municipal Housing, Environmental Services, Fire, and Utilities. Funding is available in the respective departmental budgets.

Motion to approve.

Moved: Cm. Garcia

Second: Cm. Valdez

For: 8

Against: 0

Abstain: 0

22. Award of construction contract to the lowest bidder Menendez-Donnell & Associates, Inc., Houston, Texas, in the amount of \$1,859,511.00 for the Flores Avenue Drainage Improvements and Sanitary Sewer Rehabilitation with a construction contract time of one hundred twenty (120) working days; and authorizing the City Manager to execute all related contract documents contingent upon receipt and approval of insurance and bond documents. Funding is available in the 2007 Environmental Services Co., 2008 CO and 2009 Utilities Bond.

Motion to approve as amended to change 120 working days to 230 calendar days instead.

Moved: Cm. Garcia

Second: Cm. Valdez

For: 8

Against: 0

Abstain: 0

IX. GENERAL COUNCIL DISCUSSIONS AND PRESENTATIONS

23. A. Request by Mayor Pro-Tempore Mike Garza

1. Update on the South Laredo Library Project by Mario Jasso Project Architect, with possible action.

Mario Jasso from Architects Plus gave a presentation with maps and a video.

He stated that upon the completion of specs, within a month or so they would go out for bids, and construction should take about a year so that by next May or June, the library should be finished.

2. Discussion with possible action regarding auctions the City has on properties which have criminal activity associated with them.

Mayor Pro Tem Garza said that it was a general statement to be able to have an open discussion regarding this issue. He wanted to know if there was a way to seize or condemn property regarding houses that were raided over and over again.

Assistant Police Chief Jesus Torres stated that a policy already existed called the Nuisance Abatement. He added that they were sharing information with the Border Patrol in order to address this issue.

3. Discussion with possible action on the eligibility of benefits for employees who have been convicted of a crime.

Mayor Pro Tem Garza stated that after speaking with Representative Richard Raymond, he found that they may be looking at crafting a bill to prevent someone from using

official resources to benefit illegal activity. He felt that such an individual would not deserve the City's portion to what was vested in them.

Motion to add this item to the legislative agenda.

Moved: Mayor Pro Tem Garza

Second: Cm. Narvaez

For: 8

Against: 0

Abstain: 0

B. Request by Council Member Michael Landeck

1. Discussion with possible action on providing City employees a choice of filling prescriptions on a monthly basis with local pharmacies.

Cm. Landeck felt that they had discussed an economical solution to use the mail system regarding prescriptions, but he had been hearing complaints especially regarding the elderly. He went on to say that they had been used to visiting personally with their pharmacists and now the lack of this relationship was causing confusion and even discomfort for the elderly population.

Dan Migura, Human Resources Director, reported that during the budget workshop, they had decided to increase prescription co-pays, to add a step therapy program, and to have those individuals with chronic illnesses requiring maintenance drugs to use the mail order program. All these changes would have added significant savings for the fund balance.

City Manager Carlos Villarreal stated that they had already made an analysis when they presented the changes to City Council. He felt that if they did not do something in order to have savings, the current system would implode. He asked Cm. Landeck if local pharmacists would be able to match the prices of the mail order program.

Tomas Izaguirre, local pharmacist, stated that 24 years ago, he started his pharmacy downtown. He added that there had been five pharmacies downtown, and that now his was the only one left. He went on to say that pharmacists were the most accessible health care professionals, and their advice was free. He concluded that the elderly were apt to forget to order their medications, and that the postal workers were not health care workers.

Human Resources Director Dan Migura reported that they had made an effort to work with the local pharmacies. He indicated that there was a willingness to work with Wal-Mart and H-E-B to fill the prescriptions locally.

City Manager Carlos Villarreal stated that they would come back in thirty days with a report regarding working with local pharmacies and helping the elderly to receive their medications.

X. STAFF REPORTS

24. Presentation on operation and management of proposed baseball stadium.

Assistant City Manager Jesus Olivares reported that their direction had been to put out a request for proposal to see if there was anyone interested in operating the facility. He added that they had the two proposals that were submitted and that each submitter would give their presentation.

City Manager Carlos Villarreal stated that this was on the record that the groups agreed to invoke the rule that normally when something would come before Council, a group would not need to wait outside unless it were their wish.

Jose Melendez, representing the Laredo Broncos, explained to City Council their qualifications in the following presentation:

Laredo and the Broncos: Perfect Teammates

Table of Contents

- Laredo Broncos History
- Community Involvement last 4 years
- Corporate Sponsors Support
- Plans for New Stadium
- City of Laredo and Laredo Broncos Business Relationship
- Questions

Laredo Broncos Brief History

- Established in October 2005 as part of the United League Baseball.
- First Pitch was thrown on May 16th, 2006.
- Playoff Championship Participant in 2006
- Developed over 32 players that have on to Affiliated Organizations. 2 are in the Major Leagues
- One Ex Bronco is playing in the NFL with the Houston Texans
- Over 275,000 fans have crossed the turnstiles at Veterans Field since the Broncos inception.
- Broncos have been featured on Maxim Magazine, ESPN Magazine, ESPN Sportscenter, Baseball Tonight, Good Morning American, Fox Business Channel, MSNBC, CNN Sports Illustrated and several other high profile publications.

Broncos in the Community

- Given thousands of dollars to local non profit organizations thru donations and fundraisers.
- Free morning Kids games to local elementary and middle school children.
- Free Little League Clinics to youth kids throughout the season.
- Fundraisers for youth leagues.

Broncos in the Community: Local Organizations

- The Broncos are very happy to be in Laredo, and because of that they want to give back to the community.
- The Broncos have worked with many organizations in the area to do their part in helping the citizens of Laredo.

- Through fundraisers, or baseball clinics, or guest speaking, etc..., The Broncos have shown that they care about this great city.

Broncos in the Community: Colleges

- The Broncos and the colleges in Laredo have had a great relationship from the start.
- The Broncos have had TAMIU and Laredo Community College nights that have been a big success for both the colleges and the Broncos.

Broncos in the Community: Little League Baseball

- The Broncos and Little League Baseball are the perfect combination.
- At many home games throughout the year the Broncos honor the Little League teams, by introducing them before the game and letting them take the field with the players.
- The Broncos have also run clinics for the children and have also been helping them out in such events as the Pitch, Hit, and Run Competition.

Broncos in the Community: Local and National Law Enforcement

- The Broncos have had a great relationship with law enforcement agencies.
- The Broncos know that everyday these people whether in Laredo or Overseas, are out there doing their best to keep everyone safe. That is why the Broncos choose to honor these organizations.

Broncos and the Fans

- The Broncos know that the most important aspect is to make the fans happy.
- The Broncos give many opportunities for their fans to take part in special events like: season kickoff parties and world series parties.
- When the fans come to the ballpark through promotions and giveaways, The Broncos give them a time that they will remember for the rest of their lives.

Broncos in the Community: Local Businesses

- The Broncos having been working with local businesses every year since their inception.
- The Broncos provide ad space in many places around the stadium to promote these businesses.
- By working with the Broncos these businesses receive great exposure to the citizens of Laredo and help get their name out to the public.
- With a partnership with the Broncos, local businesses know that it is a winning combination.

Plans for the New Stadium

- United League Baseball All Star Game
- Yearly Tecolotes de Nuevo Laredo Exhibition Games
- Outdoor Concerts- Minor League Baseball Tours
- High School Baseball Tournaments
- College Tournaments
- Little League/Pony League Tournaments
- Soccer Games
- Community Events
- Boxing/Wrestling Events
- Laredo Latin Hall of Fame Museum

Broncos and Fast Track to Major League Baseball

- From the United League many of the players have made it into Major League Baseball organizations.

Broncos and the New Stadium

- The Broncos have had a nice run at Veterans Field, but to be even more successful, the Broncos need to play in the new stadium.
- The Broncos have already invested so much time and effort into this city, that they are the perfect fit.
- The Broncos have built trust with local businesses and organizations and with the new stadium, those places know that they will continue to get maximum exposure.
- The Broncos have been seen out and about at different events in the city. When the Broncos logo is seen people know who they are and what they are about.

Roger Christoph of Ventura Sports Group stated that they were the owners and operators of Grand Prairie Airhogs and El Paso Diablos and made the following presentation:

Ventura Sports Group

Introductions

- I. Roger W. Christoph, CEO Ventura Sports Group
- II. Mark W. Schuster, COO Ventura Sports Group
- III. Pete Incaviglia, Manager Grand Prairie AirHogs
- IV. Charlie Meyer, Chairman Expansion Committee American Association

Grand Prairie Partnership

Grand Prairie – Great success based on the circumstances

Limited funds for scope of project
 Limited time 10 months Design & Build
 Exceed City's expectations

“Ventura Sports came in with a dream for our city and they have exceeded all our expectations” Charles England, Mayor of Grand Prairie, Texas

Grand Prairie Partnership

Innovative by design

How 10 venues are taking a fresh approach to designing and using space.

1. Arrowhead Stadium renovation, Kansas City, Mo NFL
2. New Auburn Arena, Auburn, Ala. NCAA
3. Texas Memorial Stadium renovation Austin, Tx NCAA
4. New Minnesota Twins Ballpark MLB
5. New Meadowlands Stadium NFL
6. QuikTrip park, Grand Prairie, Texas American Association
7. Lucas oil Stadium, Indianapolis NFL
8. New Cowboys Stadium, Arlington, Texas NFL
9. New Real Salt Lake Stadium MLS
10. JQH Arena, Springfield, MO NCAA

Operator

Mission Statement: “To provide affordable family entertainment that touches the entire community.”

Two ways to achieve this: Stadium Experience – Something for everyone and Player – Fan interaction

Multitude of events – 150 days and Promotions

Stadium Experience

Create different experience, give fans of choice

Kids Playgrounds

Pool

Sports Bar & Restaurant

Seating options

Eating options

Run the bases after the game

Player accessibility

Result: A very diverse cross-section of the community attending

Sports Bar & Restaurant

Seating Options

Merchandise

Food & Beverage

Player Accessibility

Player & Field Accessibility

Multitude of Events

More than Baseball!

Enhance entertainment district not compete with LEC

Concerts, festivals

Rodeo, Monster Truck, X Games

Sporting events (Boxing, MMA, NCAA, HS)

MLB tryouts, clinics, academies

Corporate Private Parties, graduations

Philanthropic (Relay, Scouts, Susan Komen, etc)

Concerts

Large Concerts

Festivals

Cultural & Civic

Rodeo

Motocross

ArenaCross (X Games)

Monster Truck

Entertainment Destination

MMA – Mixed Martial Arts

Harley-Davidson Night

National Attraction

Local Entertainment

Private Parties

Graduations

Philanthropic

“Working with Ventura Sports Group is a true partnership that brings real value to the city and its residents. They don’t bring a traditional landlord tenant relationship. They are great to have as partners.”

Tom Hart, City Manager, Grand Prairie, Texas

Operator (Promotions)

Bobble Heads

Tonya Harding mini-bat night

Laundry Night

Arthur Anderson night

Mother-in-Law night

Funeral give away

Break the Curse/Jessica Simpson night

Youth Baseball and Incubator

Baseball Clinics

NCAA Spring Tournaments

Operator

How do we accomplish this?

Experienced staff, trained within organization

Partners: Acknowledge not experts in everything including food & beverage, sodexo
Interns

Two way investments

Former MLB

American Association

Great brand – Formed in 1902 – Great Heritage

XI. EXECUTIVE SESSION

The City Council hereby reserves the right to go into executive session at any time during this public meeting, if such is requested by the City Attorney or other legal counsel for the City, pursuant to his or her duty under Section 551.071(2) of the Government Code, to consult privately with his or her client on an item on the agenda, or on a matter arising out of such item.

25. Request for executive session pursuant to Texas Government Code Section 551.072 to deliberate the value of real property pertaining to a potential purchase of the Paul Young Car Center located at Bob Bullock Loop to house various City Departments.

Motion to go into executive session pursuant to Texas Government Code Section 551.072 to deliberate the value of real property pertaining to a potential purchase of the Paul Young Car Center located at Bob Bullock Loop to house various City Departments.

Moved: Cm. Garcia

Second: Cm. Rendon

For: 8

Against: 0

Abstain: 0

After Executive Session the Mayor announced that no formal action was taken.

XII. ADJOURNMENT

Motion to adjourn.

Moved: Cm. Garza

Second: Cm. Rendon

For: 8

Against: 0

Abstain: 0