



OCTOBER 8, 2009 WORK SESSION

Minnesota Ballpark Authority Work Session Meeting Minutes – October 8th, 2009

Chair Steve Cramer called the Work Session of the Minnesota Ballpark Authority for October 8th, 2009 to order at 1:30 p.m. The roll was taken. All Commissioners were present. Kathleen Lamb and Peter Cooper, Legal Counsel, were also present.

Staff Update on MBA Office Move to Target Field – Susie Helget

Ms. Helget reported that the MBA will move their offices to Target Field in February or March of 2010 pending the completion of fire code approvals in this part of the building. Ms. Helget has met with the Twins, Qwest and Hennepin County on coordination of phones and IT and all items are in process. New phone numbers and the MBA address will be finalized soon so this information can be distributed prior to the move.

Planning for Opening day – Lessons learned elsewhere

MBA staff has gathered information from other stadium managers around the Country about lessons learned from Opening Day and the weeks following. Dan Kenney noted that many of the lessons conveyed to us have already been addressed by the Project Team. There is significant attention being paid to wayfinding and parking in the vicinity of Target Field and plans for these and other issues will continue to be refined over the coming months. Ed Hunter added that the Transportation Management Plan (TMP) has identified emergency response scenarios, basic crowd control, and wayfinding issues with the Twins and the City of Minneapolis.

Mr. Kenney said that the City of Minneapolis is leading the Event Management Committee. The Project Team is concerned about traffic control outside of the ballpark footprint. Mr. Hunter noted that the Northstar November opening will be beneficial in viewing some of the exterior issues that arise. Dave Horsman, Director of Stadium Operations said that the Twins have convened an Incident Management Group as part of the TMP and have engaged a consultant to develop a specific plan for Target Field. This will be reviewed and include input from the Minneapolis Police and Fire, Hennepin County Emergency Response, MnDOT, and the FBI. The Emergency Response Plan will be a very well designed, user-friendly action plan and can be updated over time.

Planning for Opening day – 2008 MBA Input/Activities underway for Target Field

Mr. Kenney said that the Twins have a proposal from a consultant to develop a Communications Plan to educate the public on how to get to and from Target Field. Mr. Kenney will distribute the draft proposal to the Board Members in the coming weeks and discuss the MBA providing some funding for the development of this plan. Mr. Kenney noted he is also seeking participation from the City of

Minneapolis on this effort.

Mr. Kenney said the Twins are considering having a University of Minnesota college baseball exhibition game held at Target Field prior to opening. Mr. Horsman added that the Twins are considering holding open houses prior to opening for season ticket holders to give people an opportunity to walk through the ballpark prior to opening. Mr. Kenney also noted the Twins vs. Cardinals Exhibition games at Target Field prior to opening day. Mr. Kenney and Mr. Horsman noted that these events would provide training for event staff and run throughs prior to opening day.

MBA Oversight responsibilities under the terms of the Lease

Kathleen Lamb said the annual oversight calendar in the packets provides a good roadmap of what an annual year will look like for the MBA after opening day. Peter Cooper reviewed the oversight responsibilities as outlined in the lease. Chair Cramer asked about annual maintenance plan reviews. Mr. Kenney said he could invite Gary Glawe, Director of Facilities to a future Board Meeting to give the MBA a preview of their preventative maintenance plan.

Chair Cramer asked about maintenance and capital improvements. Peter Cooper stated much time had been spent when negotiating the lease to establish that distinction. The Twins are required to submit their descriptions of what is considered maintenance versus improvements. Mr. Kenney said that the design and construction has been done so well that hopefully in the first couple of years there will not be big maintenance issues to deal with. Then Cap Ex expenses will be down the road a bit and collectively MBA can decide the next generation of investment to enhance the fan experience.

MBA Mission/Vision Statement

Chair Cramer said that the mission/vision was developed a year ago and wanted to put it before the group again to discuss whether it was still consistent with our organizations goals or if we should make any changes. Commissioner Vekich commented that the Mission/Vision Statement is good and the MBA should continue to be a catalyst for development around the ballpark, not initiating development but being at the table for discussions of what will be around the ballpark. Chair Cramer mentioned that Commissioner Wade had discussed reaching out to other organizations around the Country that are similar to ours to discuss how development occurred around their facilities after they were built and the role that the organization played. Commissioner Wade agreed that this would be a good idea in the coming months. He agreed also with Commissioner Vekich that the Mission/Vision Statement did not need to be changed but suggested some clarification around Strategy 2 in the Mission Statement which discusses stimulating private investment, development and economic opportunity. Commissioner Vekich said that this statement relates to item 6 on the agenda which is the MBA investment strategies.

MBA Investment Management Strategies

Commissioner Vekich said MBA has about \$5 million in invested funds now and a plan needs to be put in place now to use those funds because if this doesn't happen, someone else will designate the money. The Board should develop some policies around those funds to get things started and leverage those resources. Chair Cramer agreed that the importance of public investments and public infrastructure in incenting private investment should not be underestimated. We control the street near Hines and some land through air rights with the Twins. Also, the role of the Vertical Circulation Building and the role it will play in the development of the Transportation Hub that Commissioner McLaughlin mentioned at the September MBA meeting, will be important in the months ahead. Mr. Kenney said that staff has viewed the designated resources discussed in the mission statement as the \$1 million that the Board set aside for District Enhancements and the \$5.2 is for the future MBA development decisions. Commissioner Wade recommended that we appoint someone to come up with clarification with the use of the funds. In the coming months, the private investment strategy

statement needs to be defined and communicated to our Project Partners and others so they understand our Vision and have an opportunity to comment on it. He asked staff to continue to work on this in the coming months and report back to the MBA Board.

There being no further discussion, the meeting was adjourned at 3:00 p.m.