

**CITY OF LAREDO
SPECIAL CITY COUNCIL MEETING
M2009-SC-03
CITY COUNCIL CHAMBERS
1110 HOUSTON STREET
LAREDO, TEXAS 78040
July 6, 2009
12:00 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
Michael Garza,	Mayor Pro Tempore, 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.,	Council Member, 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 Cynthia Liendo Espinoza.

Moved: Mayor Pro Tempore Garza

Second: Cm. Garcia

For: 7

Against: 0

Abstain: 0

IV. Consideration for the selection and approval of a consultant to provide feasibility plans, surveys, designs, plans and specifications and construction services for the Professional Baseball Facility to be located in the vicinity of the Laredo Entertainment Center.

Carlos Villarreal, City Manager, asked the companies to be very specific. He said that staff would like to know who the City would be working with on this project.

Jesus Olivares, Assistant City Manager, submitted the August 2008 Resolution to City Council that approved the election improving and maintaining the venue project where voters approved building a stadium in the City of Laredo. He introduced the following companies:

Jerry Faucet, HKS Architects in Dallas, Texas, gave the following presentation:

HKS Team:

Earl Brichard, GVG Partners – Landscape Architect
Juan Sanchez, Humphries & Sanchez Architects
Jeff Puig from Puig Engineering
Sergio Chavez, HKS Architects
Mike Hassard, HKS Architects
Scott Weaver, GBG Partners

HKS Sports and Entertainment

Tradition & Innovation

The Palazzo in Las Vegas is the largest leed certified building in the United States. Utilizing practices and standards of energy conscious and site sensitive design for over fifteen years.

HKS assisted the American Institute of Architects in the development of AIA document B214-2004, standard form of architect's services: Leed Certification.

First Leed Silver Certified Building in Texas.

100 more scheduled to take the test this year.

Radioshack is the biggest Leed Silver in the state.

30 MSF of Leed certified or registered projects nationwide.

HKS is unique among its peers in that it looks to brand research as a primary design driver.

Our unique knowledge and experience allow us to create venues and spaces that optimize their potential for brand communication and revenue generation.

Our Goal

Thoroughly understand the essence of the PROJECT, the Ownership, and the equity elements that define their comprehensive brand.

Create truly distinctive branded environments. This results in the greatest fan and sponsor loyalty.

Loyalty = Leverage

Leverage = Revenue \$\$\$\$

Relevance

What makes a brand enduring is its relevance. True relevance means cultural relevance to all user groups:

Fan culture

Venue is designed such that fans feel like they can make a difference in the outcome of the game.

Player/Athlete Culture

They feel as if the venue design gives them a competitive edge because of its unique configuration.

Team Culture

Over time the franchise and its venue should become synonymous. Venue is the dominant physical expression of the team.

Sponsor Culture

Co-branded spaces within the venue are designed such that sponsors feel they must be represented and believe they receive high value for dollars spent.

Creating a valuable Facility Brand

1. Create a Distinctive Overall Development with a Strong Identity
2. Create a Distinctive Architectural identity for the Facility
3. Create Separate & Distinct Spaces Within the Facility

MLB BallPark Experience

Arena Experience

NFL Stadium Experience

Collegiate Experience

Soccer Stadium Experience

Minor League Ballpark Experience

Joker Marchant BallPark

Whataburger Field

Dogers/White Sox Facility

Dell Diamond

Dickey – Stephens Park

Stockton BallPark

Cracker jack BallPark

Dr. Pepper BallPark

Elements that define a Ballpark

Fan Amenities

Public Spaces
Retail/novelty
Concessions/Food courts
Themed restaurants
Hospitality Lounge
Picnic Areas
Playgrounds

Seating/Fan Environments

General Seating
Premium Seating
Media Accommodations
Suites
Accessibility Requirements

Theming, Sponsorship, and Environmental Graphics

Integrated Team

City, Team, H& S, Consultants, & Contractors

Research

Historical
Geographic
Cultural
Architectural

Programming

City of Laredo team/End Users Operator

Site Analysis

Physical
Views to/from Site
Utilities
Influencers

Design Charrettes

Image/Character
Massing
Footprint
Energy Modeling/Leed
Circulation
Utilities

Services
Amenities
Sports
Document Development
Work Sessions
Informal and Formal Reviews
Construction
Assist Contractor
Observe the Work
Manage the Contract
We listen, innovate & Deliver

HKS has executed commissions for structures valued in excess of \$45 billion. More than \$19.7 billion in work, in construction dollars, is currently underway. HKS has completed projects located in 900 cities in 46 states, the District of Columbia, and 54 foreign countries. Over 80 percent of our work is repeat. HKS has completed/underway more than 10 million square feet of sustainable space. The American institute of Architects has repeatedly adopted HKS's forms and procedures as standards for practice. Ranked by BD World Architecture as the World's 9th largest architectural firm. Ranked by building design & construction as the nation's 3rd largest architectural firm.

Our market Sectors:

Aviation
Interiors
Residential
Education
Sports & Entertainment
Healthcare
Retail
Hospitality
Corporate
Commercial

Nathan Coove, Director of Sports at Crafton Tull Sparks in Tulsa Oklahoma gave the following presentation:

Laredo's Home Town Team

Humphries & Sanchez	Architecture
Crafton Tull Sparks	Architecture
Synergy Structural	Engineering
Puig Engineering	Civil Engineering
Texas Energy Engineering	MEP Engineering
Millunzi & Associates	Food Service
Millenium Sports	Field Consultant
Cooper – Lochte	Landscape

Don't mind us, we're just redefining sports architecture. Crafton Tull Sparks is at the cutting edge of today's sports facility technology. Our aim is simple, to collaborate with our clients to create successful sports projects that build excitement, achieve revenue-generating goals, and celebrate the cultural identity of organizations and communities. Crafton Tull Sparks has the experience, the expertise, the talent and the passion to help you make your project the best that it can be. Additionally, Crafton Tull Sparks brings an uncommon, yet critical component to the table with our holistic understanding of the operational management side of sports facilities, a key factor in the success of any sports venue. Our award-winning facilities are taking the sports world by storm. From the "best new collegiate athletic facilities in the nation", set to debut this September, to "2008's Best New Ballpark of the Year", Crafton Tull Sparks is taking a refreshing new approach to the design of exceptional sports venues.

Design Concept and Visuals

Laredo Professional Baseball Facility Site Study –

Our team has visited the proposed site for the Laredo Professional Baseball Facility. The site has good access to the nearby highway system and it is close to the existing Laredo Entertainment Center. There are nearby locations for potential future retail development. This presents an exciting opportunity for the new ball park to become a key anchor component of a larger "Laredo Entertainment District". Existing roadway access from the northeast corner of the site via Sinatra Drive suggests that the main entry plaza be located at this corner of the site. In this concept, the main entry plaza develops a strong connection to likely future retail/restaurant development across the street and offers the potential to connect to existing LEC parking to the northeast. In this scenario, the ball park would be oriented with the home plate/centerfield line just west of north/south. This suggests development of a strong entry sequence beginning along home plate and stretching down the third base line, creating exceptional opportunities to tie the ballpark into the remainder of the developing "Laredo Entertainment District", forming another key anchor in tandem with the adjacent LEC. This orientation will provide spectators a superb sunset view out over the Laredo airport complex.

The building program, the specific site of the stadium, and the overall image of the ball park will be determined as we carefully analyze several factors, including your specific needs and requirements, local and micro-site context, functional access and circulation patterns, and interaction with nearby facilities.

One thing is clear, the site vicinity provides no shortage of opportunity to develop the Laredo Baseball Facility as an innovative and strong component of this larger entertainment district and a strong symbol of Laredo's upward growth and forward-thinking.

Process

- Define
- Solve
- Design
- Build

Martin H. Dinitto, AIA, Associate Principal from Populous, gave the following presentation:

The Message

People simply feel more affection for ball parks than they do for other sports' stadiums and arenas. Madison Square Garden, for all its fame, is merely an address not a home. And a place like Gillette Stadium may be a cathedral to New England Patriots fans, just as Old Trafford is to Manchester United fans, but linear football stadiums – of both varieties – and the cereal boxes that accommodate basketball and ice hockey are pretty much just so many efficient people containers. Ball yards are quirky and idiosyncratic living things, because the architecture is part and parcel of the outfield itself – all the better that that's in utter counterpoint to the infield, that diamond of inviolate geometry.

In a subversive way, ballparks even sort of divert attention from the game itself. Football and basketball and soccer and hockey fans probably pay more attention to the action, but baseball fans are more engaged by the whole experience. It's rather like how some people go to the restaurants primarily for the food, others just as much for the ambience. If football fans act more like baseball fans, it's when they're outside the stadium, tailgating. Baseball parks are sort of made for interior tailgating.

Well, two or more league parks – in Minneapolis and Miami – are coming. May we hope that they are wonderfully up-to-date with the toilets and concessions stands and the escalators and all that stuff, and horribly nostalgic with the architecture and the atmosphere.

Frank Deford

“Ballparks Should Be Built for Fans, Not Architects”

Team Organization

City of Laredo

Minor League Team

HKS, Inc

Humphries & Sanchez Architects

Smith Secman Reid, Inc

Puig Engineering

TBG Partners

Jaster Quintanilla

SDI BAI Access by Design

Process

Integrated/Interactive Team

City, Team, HKS, H & S, Consultants & Contractors

Research

Historical

Geographic

Cultural

Architectural

Programming

City

Team/End Users

Operator

Site Analysis

- Physical
- Views to/From site
- Utilities
- Influencers

Design Charrettes

- Image/Character
- Massing
- Footprint
- Energy Modeling/Leed
- Circulation
- Utilities
- Services
- Amenities
- Sports

Document Development

- Work Sessions
- Informal & formal Reviews

Construction

- Assist Contractor
- Observe the work
- Manage the Contract

Potential Non-Game Day Venue Events & Revenue Opportunities

- Concerts
- Music Festivals
- High School Football/Soccer
- Boxing
- Fund Raisers
- Corporate Events
- Catered Receptions/Banquets/Parties
- Conferencing/Meeting Space
- Kids Camps
- Automobile Shows
- Movie Night
- Food/Brew Fests
- Flea Markets/Bazaars
- Tenants

Ventura Sports Group

Roger Christoff, managing partner of Ventura Sports Group:

A Turnkey Solution

- Design
- Build
- Own
- Operate

Design

- Work with the City & Architect
- Reflects image City and Heritage
- Fans expect different experience
- Multi functional – Not just baseball!
- Green (energy & water)
- Data from other Parks (operator vs. architect)
- Family oriented
- Variety of seating (comfortable environment)
- Entertainment areas within the park
- Results: “2008 Best New Ballpark”

Build

- Developer on behalf of the City
 - Contracted with Architect
 - Contracted with General Contractor

- No RFP process = Save \$, Save Time, Economy
- Relationships with Baseball Subs, access to
- Experience from Grand Prairie stadium
- Involved Perfectionist (detail, detail, detail)
- On budget! On Time!

Own

- Assemble ownership group

 - Ventura Sports Group (majority)
 - Local ownership

- Contribute to the Stadium Project
- Acquire Team
- 20+ year operating lease
- True partnership with City of Laredo
 - Profit Sharing
 - Facility Sharing

Operate

- Hire management staff
 - 20 full-time
 - 200 part time
- Food & Beverage Concession Operation
- Sports Bar & Restaurant
- Interns (University Student Training Center)
 - JB& F, announcers, control room, F & B Marketing, Horticulture, Promotions, (HD), Merchandising, Sports Medicine & Psychology, Technology (Cisco)

Non-baseball related events

Concerts, festivals, boxing, philanthropic, fireworks, rodeos, graduations, weddings,
LFL

Merchandise Store (create brand/logo)

Ticket office, Website

Kids playground area

Baseball Team (Managers/Players)

MLB

Local

Butch Henry

MLB Player

Houston Astros	1992
Colorado Rockies	1993
Montreal Expos	1994-1995
Boston Red Sox	1997-1998
Seattle mariners	1999

MLB Coach

Sarasota Reds	2004
Billing Mustangs	2005

Manager of the Year

American Association	2007
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Pete Incaviglia

MLB Player

Texas Rangers	1986-1990
Detroit Tigers	1991
Houston Astros	1992
Philadelphia Phillies	1993-1995
Baltimore Orioles	1996-1997
New York Yankees	1997
Detroit Tigers	1998
Houston Astros	1999

MLB Coach

Erie Seawolves	2003-2006
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College Baseball Hall of Fame

Art Howe

MLB Player

Pittsburgh	1974-75
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Houston Astros	1976-82
St. Louis Cardinals	1983-85
Houston Astros	1989-93
Oakland A's	1996-02
NY Mets	2003-04

Affordable Family Entertainment

Family Fun, food & Fellowship

Kids Zone

Promotions

Bobble heads

Tony Harding mini-bat night

Laundry Night

Arthur Andersen night

Mother in Law Night

Funeral Give Away

Break the Curse

Jessica Simpson Night

Concerts

Festivals

Private Parties

Cultural & Civic

Harley-Davidson Night

Rodeo

Motocross

ArenaCross (X Games)

Monster Truck

Entertainment Destination

All Generations

Baseball Clinics

National Attraction

NCAA Spring Tournaments

Local Entertainment

Graduation

Philanthropic

Food & Beverage

V. 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.

VI. ADJOURNMENT

Motion to adjourn.

Time: 3:00 p.m.

Moved: Mayor Pro Tempore Garza

Second: Cm. Belmares

For: 8

Against: 0

Abstain: 0

I, Gustavo Guevara, Jr., City Secretary, do hereby certify that the above and foregoing is a true and correct copy of the minutes contained in pages 01 to 12 and they are true, complete, and correct proceedings of the City Council meeting held on July 6, 2009.

Gustavo Guevara, Jr.
City Secretary