

The Better Jacksonville Plan

Citizens Oversight Committee

Quarterly Meeting

October 25, 2001

The meeting was called to order in the Mayor's Large Conference room at approximately 6 p.m.

The Mayor opened the meeting with remarks about the status of The Better Jacksonville Plan. He explained that the project focus for the meeting would be the Sports Complex. The Mayor introduced Wayne Boy, Project Manager for the Baseball Park and Sports Entertainment Arena.

Wayne Boy presented a Power Point overview and status report on the Baseball Park and Sports and Entertainment Arena.

The following points were reviewed:

- ✓ Project teams
- ✓ Project site layouts
- ✓ Project details for each venue including:
 - Architectural design
 - Spectator amenities
 - Event support facilities
- ✓ Project budgets

Questions from the Citizens Oversight Committee focused primarily on architectural design, venue seat counts, and financial data.

- There was unanimous consent by the Committee on the "retro" East Jacksonville theme featuring standing seam roofs, brick exteriors and architectural steel accents.
- The issue of ballpark seating was questioned and discussed; the Committee expressed the opinion that the seat count was secondary to the quality of the facility.
 - One Committee member, a season-ticket holder with the Jacksonville Suns, noted that there is nothing worse than sitting in a half-empty venue and that 8,500 seats were sufficient for the Jacksonville market.
 - Another Committee member concurred and noted that the 8,500 seats planned for the ballpark exceeded the attendance requirements of the MLB Montreal Expos.

Q. Does financial data exist that considers costs versus revenue producing potential?

A. A draft proforma has been prepared and will be available when complete.

The Mayor thanked the Citizens Oversight Committee for their ongoing commitment and invited them to the Arena groundbreaking on December 4th and the Baseball Park groundbreaking on December 17th.

The meeting was adjourned.