

**SAN JOSE ARENA AUTHORITY  
SPECIAL MEETING OF THE  
BOARD OF DIRECTORS**

**MEETING MINUTES  
October 20, 2010**

**1. Call to Order/Roll Call/Introductions**

The San Jose Arena Authority convened the Special Board of Directors meeting at 4:00 p.m. at HP Pavilion at San Jose, 525 W. Santa Clara St., San Jose, CA.

**Present:** Tricia Lord, Mark Burriss, Rob Coelho, Barbara Keegan, Kris McFarland, Jody Smith, Ray Purpur, Pierluigi Oliverio, Bruce Pinsky, John Veargason, Kansen Chu and Dan Orloff

**Absent:** Joe Di Salvo, Bill Ekern, Bob Leininger, Ed Shikada, Rani Yadav-Ranjan

**Guests:** Rich Sotelo and Don Gralnek, HP Pavilion Management; Sheila Tucker, City Manager's Office

**Staff:** Chris Morrissey (Executive Director) and Patty Deignan (City Attorney's Office)

**2. Committee Reports**

2.1. Facilities Committee (Co-Chairs: Veargason and Burriss)

a. Discussion and Recommendation on Proposed Modification of Advertising Restrictions on Hard Liquor (Spirits) in HP Pavilion at San Jose.

Don Gralnek, Executive Vice President and General Counsel for HP Pavilion Management, presented components to the advertising of hard liquor (spirits) in the Pavilion. He discussed the issue of the Pavilion's applicable standard as well as the current industry standards in the NHL and NBA. Rob Coelho made a motion to approve the proposal as presented with the condition that no spirits advertising be allowed on the Zamboni ice making machines. The motion passed 8-2.

**3. Open Forum**

Executive Director Morrissey reported that the Regular Arena Authority Board meeting scheduled for October 27<sup>th</sup> has been cancelled. He also reported that the Sports Hall of Fame event is scheduled for November 16<sup>th</sup> and that the Administrative Assistant interviews were completed.

**4. Adjournment** - The meeting adjourned at 5:20 p.m.

Submitted by:

Chris Morrisey