

Rodriguez, Jane

From: eddie and freddie [sraheen@earthlink.net]

Sent: Tuesday, May 31, 2005 1:18 PM

To: Rodriguez, Jane

Subject: NO NFL in Pasadena

There are 100 reasons we can think of why we DO NOT want the NFL in Pasadena!!

We don't need to list them, only to repeat

NO NFL IN PASADENA!!!

Edward and C. "Freddie" Hannan

Rodriguez, Jane

From: Robert Reiter [robir@pacbell.net]
Sent: Tuesday, May 31, 2005 2:49 PM
To: Rodriguez, Jane
Subject: NFL/Rose Bowl

I hope the City Council votes against NFL in the Rose Bowl

Respectfully,
Bob Reiter
Homeowner - District 6

5/31/2005

Rodriguez, Jane

From: joyce sakonju [jcsakonju@yahoo.com]

Sent: Tuesday, May 31, 2005 9:55 AM

To: Rodriguez, Jane

Subject: NO on the NFL

Do you Yahoo!?

Yahoo! Mail - You care about security. So do we.

Rodriguez, Jane

From: Seth Hoffberg [seth@aup1.com]
Sent: Tuesday, May 31, 2005 2:05 PM
To: Madison, Steve
Cc: Rodriguez, Jane; Bogaard, Bill; Streator, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Tyler, Sid; westpasadenaresidents@yahoo.com
Subject: Please Read
Importance: High

Mr. Madison,

I am a thirty year old native Angelino who relocated to Pasadena two years ago to raise my family. The reason my wife and I selected Pasadena, specifically the "Linda Vista" area of West Pasadena is due to the high quality of life one can actively enjoy in the large metropolis that is Los Angeles. Our beautiful city is unlike any other in Southern California, but I don't have to sell you on the merits of our environment, or due I?

I have read all the literature (that has been produced and provided to taxpayers, such as myself) for and against an NFL team coming to the Rose Bowl. For the record I am also a huge sports fan, with season tickets to both professional and collegiate teams. However I can not justify the reasoning behind your vote to go further with the pursuit of bringing a professional franchise (NFL) to Pasadena.

I am sure you have your financially based reasons, but I would beg to differ and in some cases heavily dispute the "potential" and/or "projected" dollars listed as net proceeds to our respective city.

I think we both remember the fan base and subsequent environment that surrounded the last professional football team we had in Los Angeles, during the mid-80's. I hope you realize that your vote symbolizes that you are willing to bring that to Pasadena.

The existing collegiate team that currently occupies the Rose Bowl six Saturdays a fall is a completely different fan base then what a professional team would bring to West Pasadena. In regards to "monies spent" in our city, specifically the pipe dream that the streets of "Old Town" would be lined with prospective shoppers and diners on those football Sundays is completely inaccurate. The majority of these "fans" will not positively contribute to the economic or ethical goal that I hope we are trying to reach in our great city.

If you're looking for people to spend more money in Pasadena fix the public school situation and we'll all have more money to spend on something other then private schools, much less see how the values of our home will increase too, but I digress.

By you voting "yes" on June 6th you are saying that you don't care about the future of Pasadena.
By you voting "yes" on June 6th you are saying that you don't care about the impact to the existing environment.
By you voting 'yes' on June 6th you are saying that you do not want to be re-elected to your respective district seat.

As a home owner in Pasadena I ask you to vote "NO!"
As a voter in District 6 I ask you to vote "NO!"
As a neighbor of yours in "Linda Vista" I ask you to vote "NO!"
As someone who is going to be in attendance on June 6th I ask you to vote "NO!"
And as a concerned father of two sons I ask you to vote "NO!"

If you would like to discuss this further I can be reached at the numbers listed below, and invite the rhetoric surrounding this topic.

Respectfully,

Seth Hoffberg

5/31/2005

AUP

1685 Mateo Street
Los Angeles, CA 90021
213.488.0606 phone
213.488.0492 fax
213.305.9832 cell

--

No virus found in this outgoing message.

Checked by AVG Anti-Virus.


Version: 7.0.322 / Virus Database: 267.3.2 - Release Date: 5/31/2005

Rodriguez, Jane

From: Larry Mangubat [larry.mangubat@dilbeck.com]
Sent: Tuesday, May 31, 2005 4:06 PM
To: Rodriguez, Jane
Subject: No to NFL

Pls. vote NO to the NFL for the future of my kids Maxine 4 ½ yrs. old and Tristan 1 ½ yrs. old.
Thank you!

From a concerned West Pasadena resident. 104 Arlington Drive

	Consistently Exceeding Expectations
Larry Mangubat <i>Realtor</i>	Dilbeck Realtors GMAC R.E. 132 E.Colorado Blvd. Pasadena, CA 91105
larry.mangubat@dilbeck.com larryMhomes.com	tel: (626)431-2282 tel2: (626)584-0101 fax: (626)584-3889 mobile: (818)625-2777

Add me to your address book...

Want a signature like this?

Rodriguez, Jane

From: Sandra Grinnell [grinnellw@earthlink.net]
Sent: Tuesday, May 31, 2005 4:31 PM
To: Rodriguez, Jane
Subject: vote no to nfl!!!

Sandra Grinnell
grinnellw@earthlink.net
EarthLink Revolves Around You.

NEIGHBORHOOD
UNITARIAN
UNIVERSALIST
CHURCH of Pasadena

301 North Orange Grove Boulevard
Pasadena, California 91103-3540

Phone: (626) 449-3470
Fax: (626) 449-3472
www.uuneighborhood.org

The Reverend Dr. Jim Nelson,
Senior Minister

The Reverend Kathleen Owens,
Assistant Minister

Mary Fauvre Holmes, *President*

Alyssa Bellew, *Administrative Director*

Jo'Ann De Quattro, *Outreach Director*

Stephen Grimm, *Music Director*

A liberal religious community

Dear Council

We are writing to express our deep concern about the possibility of a National Football League team using the Rose Bowl on a regular basis. Our congregation meets for worship near the Rose Bowl, on Orange Grove Boulevard, and the increase in traffic and in noise would impact us on those Sundays when games are played. The Arroyo is an excellent bowl, and amphitheater, and noise travels quickly and efficiently up the hill. The added traffic would impede access to our congregation.

Every study we are aware of confirms that professional football does not add revenue to a city but, rather, drains resources, and we believe that Pasadena could and should use its available resources in a far better way – to focus more on schools, on affordable housing, and access to health care for its citizens.

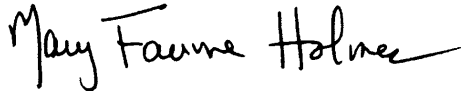
We hope that there will be no NFL team using the Rose Bowl and urge you not to grant such a license.

Sincerely

Rev Dr. James Nelson
Senior Minister



Mary Fauvre-Holmes
President



MAY 31 PM 5:11

Rodriguez, Jane

From: Bob Snodgrass [bsnodgrassca@earthlink.net]
Sent: Wednesday, June 01, 2005 9:56 PM
To: Rodriguez, Jane
Subject: material for copuncil



RBprotest2b.doc
(578 B)

Kindly distribute the attached document to the mayor and members of the City Council. It is part 2 of a discussion of alternatives to the NFL proposal for the Rose Bowl. Part 1 was sent on May 16th.

Thank you
Bob and Kay Snodgrass

The Rose Bowl and the Arroyo Seco face long-term funding and priority problems. Unfortunately there is no central arroyo master plan. What is the first priority for these unique resources? The status quo is not sustainable; increasing the number of concerts & similar events is not enough. Additional non tax, non spectator revenue is needed. There are three ways to do this:

1. Make a deal with the NFL, hoping that the bad experience of other cities with the NFL can be avoided and that the NFL preference for “entertainment complexes” over isolated stadiums will not lead to additional construction next to the stadium.
2. A University affiliated stadium has access to university funds and alumni donations. We have no University affiliation, just a loose arrangement with UCLA. UCLA will not bail us out.
3. A stadium embedded in a nonprofit corporation or foundation could raise money and preserve the Arroyo and the stadium. An NFL team is not essential for corporate sponsorship in the form of naming rights. A nonprofit forward-looking corporation has some advantages.

We think that a Central Arroyo Educational and Recreational park which includes the Rose Bowl is a better alternative for the 21st century than bringing in the NFL. The understanding that “any use of the facility by the NFL would have priority over all other activities (except Tournament of Roses activities)”, see chapter 8, p 21 of the EIR, gives them a blank check. If they can add on so-called minor non-game events at will, other uses of the Arroyo will suffer. The NFL has a history of taking advantage of cities and taxpayers in the past. There was no discussion of naming rights to the stadium, something that surely interests the NFL. There are other options.

The NFL project would add over 800,000 square feet to the Rose Bowl, creating a much more massive stadium. These major changes might result in loss of the National Historic Landmark designation, as the EIR noted in CH 3.8.5. How significant would that be? It's not our first consideration, but it is important. Loss of the National Historic Designation is a real possibility with the NFL plan and would hurt Pasadena, a city with great traditions of preservation.

The FMM telephone survey is not a valid guide to opinions about the importance of the NHL designation. Their Fig 11, a panel of responses to 17 different parts or sections of their question 13, suggests that many respondents changed their opinion to strongly oppose the NFL proposal after hearing “According to the environmental study, the NFL's renovation proposal would threaten the Rose Bowl's National Historic Landmark status”. In other words, this information produced a negative reaction. There were 6 different possible answers to each of 17 questions, all included under question #13. This produced a 17 x 6 matrix of percentages. The different answers to the different sub-questions are not statistically significant, when analyzed by analysis of variance. There are too many cells, too many questions. The respondents had to answer quickly because there were 26 questions (Some questions contain multiple sub-questions, like question 13. You can see these details in Appendix A of the survey) yet the average total time on the survey was only 18 minutes. The rapid sequence of complex questions may help to explain why respondents didn't change their opinions after receiving the important information that the Rose Bowl operates at a deficit.

The NFL proposal involves trade-offs. Some groups benefit, others lose. Those who responded to the telephone survey got a rapid-fire series of questions and some sound bites of information. Telling people that \$80,000 of additional money might come to the Pasadena schools is misleading unless they are also told that this is less than 0.1% of the annual budget for the Pasadena schools. It's small beer. The FMM survey data should have told us how many voters were called in order to reach 808 respondents and the hours when the calls were made (April 25-27 were weekdays). The WRPA survey's 14% response rate is good for mail surveys. We need to know what the response rate was for the telephone survey, how

many people couldn't be reached, how many refused to cooperate, or couldn't understand the questions in English. The most offensive feature of the FMM survey is that it preceded release of the final EIR. Yet it asked respondents whether or not the council should approve the EIR. It was "should we buy this pig in a poke? Yes or no?" The intensity of opinion is as important as the distribution of opinion among Pasadena citizens. The only way to balance these factors (might help business, will hurt those who use the Arroyo for exercise and will hurt those who live close by) is by voting.

Some citizens want a Pasadena NFL team. However, there are down sides to professional football. An NFL team in the Rose Bowl, especially if they can pre-empt any date that they want, will hurt others who use the Arroyo for organized and informal exercise. Pro football fans bring problems of rowdiness and drinking. We doubt that the police or the NFL would seriously try to control drinking at tailgate parties. They will have many incentives to look the other way. Also, football is a violent sport and pro football is its most violent form. We don't want to exalt violence at a time when our nation is filled with hatred and intolerance between different political groups and parties.

Let's consider Topical response O (from the EIR)

The EIR wanted to avoid the exercise issue and gave a misleading answer. "The comment has been made by several commenters on the Draft EIR that attendance at an NFL game would more appropriately be classified as "entertainment" rather than as 'recreational'." This is quoted from Section 3.11 of the Draft EIR (Recreation), which states that attendance at NFL games would provide an additional recreational opportunity in the City. "Webster's New Collegiate Dictionary defines 'recreation' as 'a means of refreshment or diversion.' Recreational activities can take more than one form—they may be active, such as participatory sports, individual exercise, or other group activities that are physically active in nature; or passive, in which one watches a soccer game, watches a movie, or attends a concert. Attendance at an NFL event is considered a recreational event, albeit a passive one (see Topical Response B above). Therefore, it is appropriate to consider attendance at an NFL game as providing additional recreational opportunities to the City of Pasadena".

It's fun to attend a football game or watch it on TV; it is not health promoting. The USDA classified ketchup as a vegetable in 1981 in order to help schools reduce the cost of meals. This evoked howls of protest. Even worse was the classification of batter-coated French fries as a fresh vegetable in 2004, which was upheld by a Federal court ruling in Beaumont, TX. To say that it's fun to attend football games is true, but it dodges questions about priorities.

Active exercise- walking, jogging, cycling, swimming etc. is better for us than sitting and watching any sport at home or in the stadium. Exercise enhances fitness and reduces stress for all ages, and it can be an important part of many medical treatment programs. Exercise increases brain production of new neurons or nerve cells as we age (see below). The Arroyo offers many forms of organized exercise, spontaneous exercise and water sports at the Aquatic center.

Some stadium modifications are needed. There is a significant risk of an Mw 7.0 earthquake on the Sierra Madre Fault, which could damage the Rose Bowl (EIR, Chapter 3.5). The earthquake might come during a Rose Bowl event. Nobody can estimate the likelihood of a terrorist attack, but such an attack, if it occurs, would come when the Bowl is crowded. Terrorist attacks on the Rose Bowl are more likely than at most stadiums, because the Rose Bowl is a national icon. The narrow tunnels prevent rapid safe exit from the stadium today. One can imagine people trampled to death as they try to get out. The tunnels need modification, for safety and easier screening of fans entering the stadium. We've heard that both tunnels and risers need attention. Better seating would be a medium term objective, and would reduce the number of seats while increasing their size and comfort. Some provision for club seating, luxury boxes, etc is possible without spending \$250 million. Luxury boxes are most important for a commercially oriented operation.

Many citizens assume that a commercial take-over of the Rose Bowl is the only alternative to its destruction. This is not the case. We outline one scheme, which could produce long term revenue, including a sheltered endowment, while preserving and enhancing the Central Arroyo as a recreation site. This would require vision and money. We have millionaire friends and are willing to help with fund-raising for such a project, if and when it were approved. This is just an example, one could approach the corporation or foundation idea in several ways.

Central Arroyo educational and exercise park corporation

The first requirement is to develop consensus. The Council's approach to date promotes antagonism and lawsuits, not consensus, because all alternatives haven't been considered. An election can resolve this issue. If the EIR is certified, an election should be held and both sides can put their appeal to the voters. If the NFL plan is rejected, or if the council makes an offer to the NFL which is refused, the City must first draw up a master plan for the Central Arroyo, using previous work as a background with the provision that the city is empowered to transfer management, debts and planning for the central Arroyo to a non profit corporation which would include subsidiary corporations. The Articles of incorporation for the master corporation will recognize obligations to preserve and improve the Rose Bowl stadium, exercise facilities for the general public, an esthetic and non-commercial environment for the Arroyo and an obligation to public education on exercise and fitness matters. The corporation would be required to keep the stadium and general exercise facilities in balance. A subsidiary corporation would run the Rose Bowl and raise funds for its improvement and endowment. Discussion of these long term issues, including the desirability of selling naming rights, must precede final approval of the master plan. Once the master plan is approved, work can begin on the articles of incorporation and directors for these corporations. We suggest that directors be initially appointed by the City Council and re-elected after a period of time, perhaps 5 years. These corporations would be isolated from city budget crises and relatively independent of political interference. The master corporation would include a corporation to manage the Rose Bowl, replacing the current RBOC, another corporation to build and maintain an exercise biology museum in the Arroyo (see below) and possibly other corporations. It would coordinate the various activities with the overall objectives established in its articles of incorporation and facilitate building an endowment.

The Rose Bowl operating corporation could approach corporations such as Nike and Adidas for support associated with naming rights and wealthy individuals such as Warren Buffett and Lawrence Ellison for multi-million dollar contributions to establish an endowment and promote education in physical fitness and exercise for ordinary children. We note that M & T Bank paid \$75 million for naming rights to the Baltimore Ravens' stadium for 15 years in 2003, and Invesco paid \$120 million for naming the Denver stadium for 20 years in 2001. Reliant paid \$300 million for 30 year naming rights for the Houston stadium in 2002. That's 10 million dollars each year.

Some people object to naming rights, which are a form of advertising. It is possible to overdo advertising and "branding". Ralph Nader has spoken against it and San Francisco voters passed proposition H in November 2004, prohibiting any sale of naming rights to Candlestick Park, which is city property. We personally would rather sell naming rights if that is used to establish a long term educational Park for the Arroyo and the stadium. We feel that Pasadena and the Rose Bowl are unique and would not be submerged if there were an Adidas Rose Bowl or a Legoland Rose Bowl. Some Pasadenans may feel otherwise; an election to decide this may be required.

A nonprofit corporation would have important advantages for fund raising and would find it easier to limit and control advertising, signs etc. Some wealthy donors prefer a nonprofit tasteful preservation and education-oriented venture, which is part of a health-promoting Central Arroyo Park, over commercial ventures likely to be associated with excessive alcohol use, rowdy behavior and promotion of bars and restaurants. A corporation might raise over 100 million dollars from individual donors plus naming rights. The Rose Bowl Corporation would need energetic and well known people as directors, people with personal corporate

contacts. People like Peter Ueberroth, Eli Broad, and former California governors come to mind, but we have no idea whether those individuals would be interested in this project. Personal contact would be necessary to enlist their support. The directors might of course decide that they did not want to or need to sell naming rights. They would be obligated not to sell naming rights to entities associated with pornography, violence, etc.

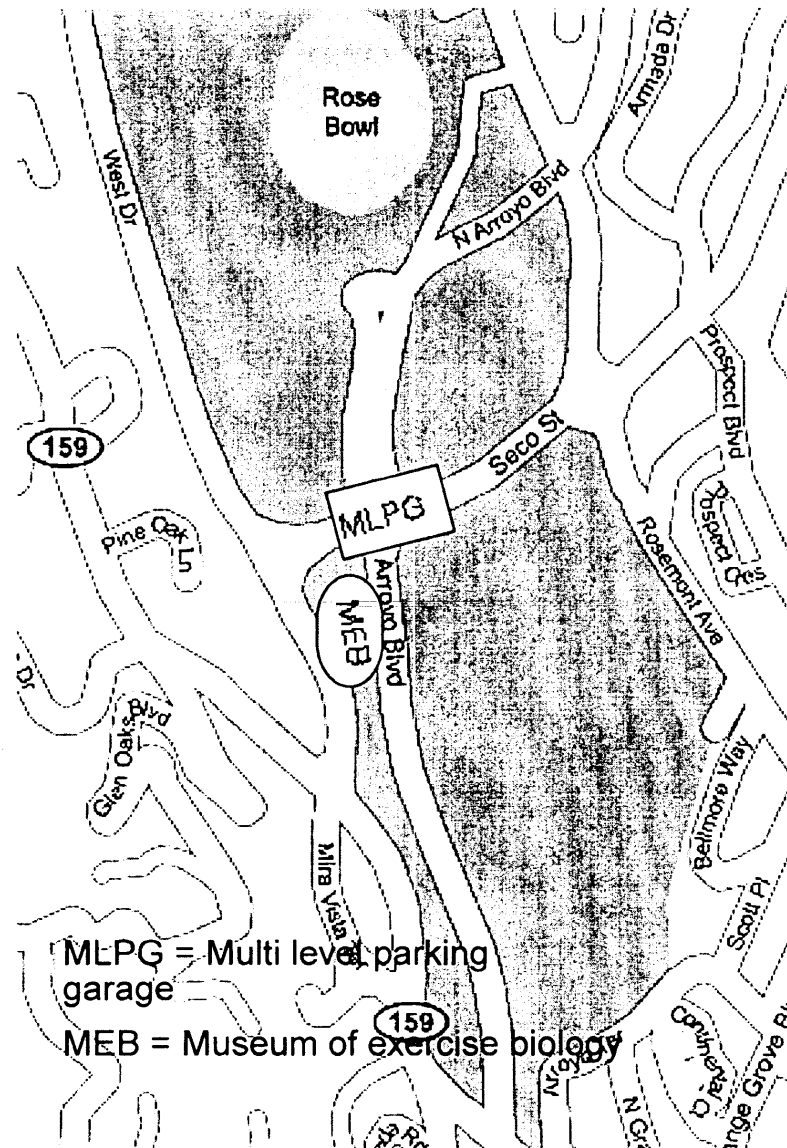
The Master Corporation must promote education and conservation by Park users. The fact that the Arroyo is mostly "free" and can be used at almost any time is wonderful. However, nothing is truly free and upkeep is expensive. There are no signs in the Arroyo saying "This is your Park. It costs money to clean and maintain. Help us by putting all litter in trash containers and recycling your cans and bottles into special containers at points A, B & C". Recycling containers would be locked boxes so that persons could not remove the contents, and trash containers would have to be far more numerous than they are now. We walked around the "exercise loop" Sunday morning the 15th. There were no containers for about 1.5 miles from the point where Washington Boulevard intersected Rosemont to the edge of lot I. There was a lot of litter. We don't include trash containers inside the golf course or on the North side of West Street, where nobody walked or cycled. We estimate that at least 1000 cans and bottles could be collected weekly, and many more after event days. This is not a lot of money, but it is a start in educating park users. None of that goes on today.

Parking problems

A Multi-level parking garage should be constructed at the intersection of Arroyo Blvd. and Seco Street (see map). Most of the garage should be below ground. This would close off Arroyo Boulevard at that point, reducing car traffic through the Arroyo, and would permit parking of 3-4,000 cars. Fewer people would be involved in this operation than current turf parking, but a single parking structure would not obviate the need for turf parking for the biggest events. Some previous alternatives for the Rose Bowl have proposed a parking structure to replace part or all of the Rosemont Pavilion. A multilevel parking structure would be expensive (about \$10-16,000 per car space) but it would make money in the long run. Cars entering and leaving this structure would not pass through Linda Vista or the Washington Boulevard exit on the East. Some time later a multilevel parking structure could be built to the North of the bowl for convenient access from the 210 freeway. We can't escape the need for parking structures unless we tear down the Rose Bowl or build a monorail connecting to the Gold Line. Cars can get in and out of a parking structure much quicker than they get in and out of the Golf course.

Objections to parking structures within the Arroyo come from esthetic objections and the fear that parking structures within the Arroyo would take business away from downtown and Old Pasadena. Living close to the bowl and hammered by heavy traffic on game days, we see the need for direct access from the 134 and 210 freeways into and out of the Arroyo to bypass our neighborhoods. Our scenario would prevent new restaurant construction in the Arroyo. The NFL would add restaurants and shops within their expanded stadium. There are many reasons for Rose Bowl visitors to visit Old Pasadena and related areas. If most of the structure is below ground and it is tastefully designed, esthetics will be satisfactory. The City of Pasadena would have to approve any new construction within the Arroyo and should insist that it harmonize with the existing structures. We'd like to see traffic along Rosemont and West street closed off most of the week.

This map shows our proposed changes:



Exercise biology museum across from the kid space museum-

A nonprofit corporation with a primarily educational aim would run this museum. It would pay rent and aim to improve knowledge of exercise and its effects on the body, focusing on average children and adults, not star athletes. For example, one can imagine the following 7 sections, each updated every 3-4 years to reflect new scientific knowledge.

1. Sudden death of famous athletes like Hank Gathers & Reggie Lewis, causes and how to lessen this risk in the future.
2. Exercise and its cardiovascular effects in normal children and adults
3. Exercise effects on glucose tolerance- how exercise can offset other factors promoting the development of diabetes
4. Exercise in the elderly
5. The pleasure of exercise – is there really a “runner’s endorphin high?” and how can this be understood?
6. How and why voluntary exercise causes increased generation of new neurons (nerve cells) in the brain
7. Can we exercise the brain?

The museum would sell books and videos on exercise biology, sports medicine and related topics. Most Americans exercise spasmodically (if at all), often alternating between frequent exercise and none at all. We must learn simple ways to monitor our fitness and ways to maintain a good level of fitness when we reach it. Simply saying "eat right and exercise an hour a day" isn't much help. The museum board of directors might include Cal Tech scientists. The museum would also house a research faculty, which sought grants from federal and state agencies (and HMOs like Kaiser) to improve the fitness and well-being of "ordinary youngsters" (not star athletes) in the Pasadena and adjoining school systems. Children today have a high and increasing incidence of serious obesity and diabetes. Our schools can not address this problem at a time of cutbacks and lay-offs. The museum faculty would develop proposals for outside funding, targeting the health and fitness of ordinary children.

There is some evidence that early nutritional instruction may have a lasting effect on children's eating habits. The Rutgers Nutritional Sciences Preschool has reported some interesting results (<http://www.msnbc.msn.com/id/7876715/>). We know that age 12 is too late to change children's eating or exercise habits. What about a program for kindergarten children *and their parents*?

The first stage of this endeavor could begin once the corporations were formed and operative. Physical fitness experts would form an educational unit affiliated with USC or UCLA, housed in space currently used by the PUSD (which is planning to close schools). This small group would develop proposals in cooperation with the Pasadena Educational Foundation aimed at measurable and sustainable improvements in the physical fitness of ordinary children in the Pasadena schools, with later expansion to include proposals in conjunction with other school districts. These proposals would consider diet, parent attitudes, and out of school activities in addition to school programs. If any patentable approaches resulted, the Museum of Exercise Biology would own the patent.

Summary

We have outlined one way to fund a Central Arroyo educational and exercise Park governed by a master corporation. This would provide endowment and long term stability for the Arroyo, work to improve the health of all citizens and upgrade the Rose Bowl Stadium. Corporations and wealthy individuals would be solicited for donations, endowment and for naming rights. If Invesco paid 6 million dollars a year back in 2001 for Denver naming rights, surely we may think in terms of \$5 million per year for naming rights to the world famous Rose Bowl, as part of an educational exercise Park, i.e. more "classy" than current NFL stadiums with their commercial and entertainment complexes. We mention a multilevel parking garage and a proposed exercise biology museum, along with certain individuals as possible corporate directors. These are only illustrative examples. Most directors of these corporations must come from Pasadena. One could also propose a regional public authority like that which operates the Burbank airport. We believe that a group of 501c(3) corporations would have better fund raising prospects and long term stability, but this is open for discussion. We hardly mentioned the Aquatic Center, a vital part of any Plan. Parkland and open space in LA County is rapidly diminishing. The need for preservation and for improved physical education (in its broadest sense) for youngsters is obvious, and not only for Pasadena. The Arroyo and the Rose Bowl are precious regional resources. We ask "Why not the best? Save the Arroyo and the stadium; keep football, but keep it in its place". We are ready to help.

Bob and Kay Snodgrass
731 West Washington Blvd., Pasadena, CA 91103-2023
bsnodgrassca@earthlink.net
5/17/2004

Rodriguez, Jane

From: Kari Wenger [Kari91101@charter.net]
Sent: Wednesday, June 01, 2005 10:41 PM
To: Rodriguez, Jane; Bogaard, Bill; Madison, Steve
Subject: Against NFL access to the Rose Bowl

Dear Mr. Bogaard, Mr. Madison and Ms. Rodriguez,

As a resident of Pasadena, I want to be on record as being against allowing the NFL access to the Rose Bowl. Given a yes vote on the NFL project, there will be damage to our infrastructure, neighborhoods, environment and quality of life that can only be minimally offset by new revenues.

The community and I know and love will no longer exist should the NFL be given access to the Rose Bowl on a regular basis.

Kari S Wenger
Pasadena 91101

Rodriguez, Jane

From: group1@att.net
Sent: Wednesday, June 01, 2005 12:18 PM
To: Rodriguez, Jane
Subject: 6 June NFL Vote

Ms. Rodriguez,

I wish to express my strong concern over keeping the NFL out of the Rose Bowl and supporting a "NO" vote on 6 June. I also wish my lack of support for the NFL to become part of the public record.

Thank You,

Jeff Longshaw
456 Glen Holly Dr.
626-441-6950

--

Jeff Longshaw
The Longshaw Group
626-441-6950
Cel. 626-298-4604

6/2/2005

Rodriguez, Jane

From: Dax Kimbrough [daxkimbrough@hotmail.com]
Sent: Wednesday, June 01, 2005 8:29 PM
To: Tyler, Sid; Madison, Steve; Gordo, Victor; Haderlein, Steve; Holden, Chris; Little, Paul; Jjstreator@cityofpasadena.net; Bogaard, Bill; Rodriguez, Jane
Subject: NO on NFL

Dear:
Jane Rodriguez (City Clerk): jrodriguez@cityofpasadena.net
Mayor Bill Bogaard bbogaard@cityofpasadena.net
Joyce Streater (District 1) jstreater@cityofpasadena.net
Paul Little (District 2) plittle@cityofpasadena.net
Chris Holden (District 3) cholden@cityofpasadena.net
Steve Haderlein (District 4) shaderlein@cityofpasadena.net
Victor Gordo (District 5) vgordo@cityofpasadena.net
Steve Madison (District 6) smadison@cityofpasadena.net
Sid Tyler (District 7) styler@cityofpasadena.net

As a resident of the Arroyo, I have love for the environment; the natural environment, and the environment that the area provides to the community of Pasadena.

While the NFL would bring revenue to the city , it would bring unwanted traffic, congestion, crime, and destroy an area that provides a sense of community to the residents of this great city. I'm a huge football fan, but LA fNFL ootball has always brought it share of problems, so I urge you to vote NO on the NFL.

Best
Dax Kimbrough

Rodriguez, Jane

From: Carol Burke [bookgal@earthlink.net]
Sent: Wednesday, June 01, 2005 11:28 AM
To: Rodriguez, Jane
Subject: NFL

No to NFL!

6/2/2005

Rodriguez, Jane

From: RRobe123@aol.com
Sent: Wednesday, June 01, 2005 9:06 AM
To: Rodriguez, Jane; Bogaard, Bill; Streater, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Madison, Steve; Tyler, Sid
Subject: NFL

Dear City Council Members,

As a life long resident of Pasadena, I want to express my complete opposition to the NFL coming to Pasadena. The reasons for my opposition can be viewed on WPRA's website, www.WPRA.net.

Pasadena has progressed a great deal over the past couple of decades, with everything from the revitalization of Old Pasadena, to the preservation and improvement of our beautiful Arroyo Seco. We have worked to both preserve and improve on those things that make Pasadena so special.

The NFL coming to Pasadena **does not fit**. We already have such huge issues with traffic in West Pasadena. The Rose Bowl is not an easily accessible venue for NFL traffic. It's located in a quiet, suburban neighborhood, with one lane roads for access.

The nature of the NFL and their fans, would bring to our city, a group that **does not fit**. The atmosphere of Old Pasadena would change forever. The thought of our city streets being taken over on weekends, by "worked up" sport enthusiasts, is a complete nightmare to me.

I haven't spoken to one single person who wants the NFL to come to Pasadena, so I'm at a loss for how our district rep, can be voting in favor of the NFL. Nobody I know in this district, is being represented by that vote.

Please do not allow the NFL to come to Pasadena. It is not in the best interest of Pasadena citizens, and flies in the face of all our efforts to preserve what we love about our special city. Thank you for your time.

Sincerely,
Rebecca Roberson
1000 Ellington Ln.
Pasadena, CA 91105

Rodriguez, Jane

From: Anne Dougherty [adougherty@att.net]
Sent: Tuesday, May 31, 2005 11:17 PM
To: Rodriguez, Jane; Bogaard, Bill; Streator, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Tyler, Sid
Subject: VOTE NO for an NFL Team in Pasadena

As a 14 year resident of Pasadena, I am concerned about the additional burden the latest growth in housing and commercial properties is placing on our infrastructure. The traffic in the West Pasadena corridor is terrible. Parking can be difficult to find. The Rose Bowl and it's various events tax our infrastructure. However, the number of events currently staged there is manageable. Adding an NFL team to the Rose Bowl schedule will place an additional burden on the residents of Pasadena. The traffic and environmental impact will be detrimental.

I urge all of you to vote NO to using the Rose Bowl for an NFL team.

Note: I've sent a separate email to Steve Madison.

Sincerely,
Anne M. Dougherty
145 Hurlbut St. #107
Pasadena, CA 91105

Rodriguez, Jane

From: Zoe Rowe [zrowe@earthlink.net]
Sent: Tuesday, May 31, 2005 9:32 PM
To: Rodriguez, Jane
Subject: IMPORTANT

VOTE NO ON NFL!

ZOE ROWE
206 W. CALIFORNIA BLVD.
PASADENA, CA 91105

Rodriguez, Jane

From: connie carrasco [ccarrasco@sbcglobal.net]

Sent: Tuesday, May 31, 2005 9:22 PM

To: Rodriguez, Jane; Bogaard, Bill; Streater, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Madison, Steve; Tyler, Sid

Subject: vote "No" on the NFL

I am a resident of Pasadena California and I urge you to vote NO on the NFL. Please do not contribute further to the potential destruction of the arroyo and/or the terrible traffic congestion that already exists here in Pasadena.

Thank you,
Connie Carrasco

Rodriguez, Jane

From: Jennifer Sayenga [jennie@sayenga.com]
Sent: Tuesday, May 31, 2005 8:20 PM
To: Rodriguez, Jane; Bogaard, Bill; Streater, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Madison, Steve; Tyler, Sid
Subject: Please Consider

To Whom It May Concern:

I am a resident of West Pasadena and am writing to urge you to consider how the NFL at the Rose Bowl would greatly diminish the historical landscape of our area as well as our quality of life.

When my husband and I chose to leave Hollywood to move to Pasadena three years ago, it was because Pasadena felt like the only place left in Los Angeles which offered serenity and old fashioned neighborhood values. If we wanted a party every weekend, we would have moved to West Wood. I can't imagine any good will come from interrupting the integrity of the Arroyo Seco to offer the public one more Starbucks or another place to grab a burger. The Rose Bowl has survived as a tradition here because it does not infringe upon or overburden this community on the regularity and scale that the NFL would.

I recently discovered the Kidspace Museum and the adjoining park with my 2 1/2 year old daughter. I was awestruck that she could play in such a natural, beautiful, unencumbered environment while still being in a city. Please have the foresight to realize that to advance in the name of progress means plowing under a legacy of natural wonderment which has been a very sacred part of this town. If the city grows only to accommodate visitors, what reasons do residents have to stay? We bought into the notion that Pasadena still had the charms of an era gone by. Consider the impact this decision will have on our land and our citizens for years to come.

With Great Concern and Sincerity,

Jennifer Sayenga
1428 Brixton Road
Pasadena, CA 91105

Rodriguez, Jane

From: Pamala Grayson
Sent: Tuesday, May 31, 2005 6:50 PM
To: Rodriguez, Jane; Streator, Joyce; Little, Paul; chrisholden@cityofpasadena.net; Haderlein, Steve; Tyler, Sid; Gordo, Victor
Subject: FW: NFL in Pasadena

From: Pamala Grayson
Sent: Tue 5/31/2005 12:43 PM
To: Madison, Steve
Cc: bbpogaard@ci.pasadena.ca.us; wpra@wpra.net
Subject: NFL in Pasadena

Mr. Madison;

When you were elected, we were optimistic that you would be a strong guardian for our district, - as you promised. But you have proven to be an enormous disappointment.

You have forsaken your constituency in hopes of a greater political future for yourself. This could be the only logical conclusion one could come to because you so blithely chose to sacrifice our property values, our historical distinction, our traffic, and the financial viability of the future of Pasadena. Not only are you willing to sell your constituency down the river, but the entire city of Pasadena! Must all politicians be so transparent in their aspirations? We had hoped for better from you and have been betrayed.

Pamala Grayson

----- End of Forwarded Message

Rodriguez, Jane

From: Judy Klump [jklump@acslaw.net]
Sent: Tuesday, May 31, 2005 6:28 PM
To: Rodriguez, Jane
Subject: NFL

Please just say NO to the NFL.

Judy Klump

Rodriguez, Jane

From: Carolyn A Britton [cabnana@juno.com]
Sent: Tuesday, May 31, 2005 5:40 PM
To: Rodriguez, Jane; bbogard@cityofpasadena.net
Cc: Madison, Steve; Tyler, Sid
Subject: SAVE OUR CITY

City Clerk, Mayor and members of the City Council.

Please save our city by voting NO to the NFL taking over the Rose Bowl and our City.

As a long time resident of this City, I feel you will be doing a disservice to this once great City by any action you take to allow this to happen.

As a older citizen of this City, my days are not that long, but for the young people left I hope and pray that the City will continue to be the City I grew up in.

Carolyn Ann Britton

Rodriguez, Jane

From: Alice Khosravy [akhosravy@sbcglobal.net]

Sent: Wednesday, June 01, 2005 8:43 PM

To: Rodriguez, Jane; Bogaard, Bill; Streator, Joyce; Little, Paul; Holden, Chris; Haderlein, Steve; Gordo, Victor; Madison, Steve; Tyler, Sid

Subject: Fwd: Neighborhood Alert

I recieved this message saying that you are about to vote on the NFL coming to the RoseBowl. I want to let you know that this registered voter thinks it is a GREAT idea for the city. Please vote YES! on bringing in new revenue and jobs.

Sincerely,

Alice Khosravy

451 S Oakland Ave #1

Pasadena, CA 91101

Rodriguez, Jane

From: Paul Huddle [hpaulh@thegathering.org]
Sent: Thursday, June 02, 2005 1:23 PM
To: Rodriguez, Jane
Subject: Vote Yes!

I live and work in Pasadena. Show vision and creativity for our city's future - Vote "Yes" on the NFL.

H Paul Huddle
Regional Director
The Gathering/SoCal
109 S. Los Robles Avenue
Pasadena, CA 91101
Ph/Fax 626.792.6270
Cell 626.487.1000
<http://www.socal.thegathering.org>

Rodriguez, Jane

From: Robb Morgan [robbmorgan@earthlink.net]
Sent: Thursday, June 02, 2005 1:24 PM
To: Rodriguez, Jane
Subject: NO TO NFL

Please don't let the character of Pasadena be further destroyed. The negative impact of bringing the NFL to this city would far outweigh any possible benefits. It's not worth it! Say NO to the NFL -- No Football League!

Robb Morgan

Robb Morgan
robbmorgan@earthlink.net

Robb Morgan
robbmorgan@earthlink.net