

Martinez, Ruben

From: City Web
Sent: Monday, December 21, 2020 12:21 PM
To: PublicComment-AutoResponse
Subject: Public Comment for Meeting on December 22, 2020 about Agenda Item A

Public Comment for Meeting on December 22, 2020 about Agenda Item A

Name: Wayne Hunt, Branding and Graphic Designer, Adjunct
Professor, Art Center College of Design

Address: Pasadena,
CA 91109

Comments:

Do not allow the names Rose Bowl or Rose Bowl Game to be used anywhere outside of Pasadena.

Brands are powerful and valuable properties, taking decades to develop and enter the public consciousness. But this value can erode if allowed to become associated with anything other than its origin.

Rose Bowl and Rose Bowl Game are two valuable brands, and among top sports/venue brands in the US and internationally with an enduring halo effect on Pasadena. An appraisal might value these famous brands in the millions of dollars.

If we allow a Rose Bowl Game to be played in Texas we essentially say that we don't value the exclusivity of the Rose Bowl and even the unique qualities of Pasadena. The Rose Bowl is about a place — a specific place here in Pasadena. The Rose Bowl game is about a specific event in a specific place, Pasadena's Rose Bowl.

For an event in Texas to be associated with the Rose Bowl and Pasadena is wrong. We don't want our Rose Parade to take place elsewhere so don't allow our cherished brands to be exported and diminished either. Don't devalue our beloved brands by exporting the Rose Bowl to Texas.

Martinez, Ruben

From: City Web
Sent: Tuesday, December 22, 2020 11:37 AM
To: PublicComment-AutoResponse
Subject: Public Comment for Meeting on December 22, 2020 about Agenda Item A

Public Comment for Meeting on December 22, 2020 about Agenda Item A

Name: Elias Marin a Pseudonym **Address:** Pasadena, CA 91101

Comments:

The City should declare that the Tournament of Roses (TOR) is in anticipatory breach of all its contracts with the City.

The TOR Board is clearly using the covid pandemic as an excuse to attempt to create an asset that is legally divisible from the City of Pasadena that they can then sell to the highest bidder.

Rather than allowing this rogue TOR Board (which as of 12/31/2019 was sitting on more than \$25 million in cash and investments) to ignore us and steal our brand, we should organize the removal of the Executive Board of the TOR by the membership of the TOR.

This rouge TOR board is made up of arrogant snotty lawyers who think it is more important to advance absurd and bad faith legal arguments than it is to work collaboratively with the people of Pasadena who have spent decades allowing this organization to use our streets and Stadium without adequate compensation.

Consent given to read my comments out loud: Yes

Entry Submitted: December 22, 2020 at 11:36 am

12/22/2020
Item A

Martinez, Ruben

From: City Web
Sent: Tuesday, December 22, 2020 12:12 PM
To: PublicComment-AutoResponse
Subject: Public Comment for Meeting on December 22, 2020 about Agenda Item A., B., C.

Public Comment for Meeting on December 22, 2020 about Agenda Item A., B., C.

Name: Rich Chinen **Email:** **Phone:** **Address:** Pasadena, CA

Comments:

As a Pasadena resident and business owner, I support the use of the Rose Bowl Game name in the CFP semifinal in Texas. I speak for myself and not the Tournament. I only know what I have read in the general media. I was an RBOC member when the Tournament, UCLA and Pasadena came together for the stadium renovation. Not easy. It got done because we could foresee a new area stadium in the future. I was the Tournament President for the 2015 CFP semifinal at the Rose Bowl Game. Retaining the Rose Bowl Game name and the Rose logo at the 50-yard line in the semifinal games were two issues the Tournament argued hard for. That was not easy. It got done because we could foresee the declining value of the Granddaddy of Them All with playoffs and the possibility of expansion. The Tournament's game broadcast contract expires in 2026. Around the world, New Year's Day from Pasadena means sunshine, flowers and football. After 2026, it may not be. Portability and flexibility are effective principles during this pandemic. Please support the use of the Rose Bowl Game name at the Texas CFP semifinal.

Consent given to read my comments out loud: Yes

Entry Submitted: December 22, 2020 at 12:12 pm

12/22/2020
Item A

To: City Web
Subject: RE: Public Comment for Meeting on December 22, 2020 about Agenda Item A - Giving Away Rose Bowl Name

Public Comment for Meeting on December 22, 2020 about Agenda Item A - Giving Away Rose Bowl Name

Name: Paul Little, Pasadena Chamber of
Commerce **Email:** **Phone:** **Address:** Pasadena, CA
91106

Comments:

Please do not allow the College Football Playoff game in Texas to use the Rose Bowl name.

The name and the game are Pasadena's identity to the world. Allowing it to be used for a game in Texas would diminish the name and the value of the event. The Rose Bowl name is part of Pasadena's brand and should be protected and cherished by the City and the Tournament.

You betray Pasadena, its residents and our history to allow the Rose Bowl name to be used for a game in Texas.

Why not stage a New Year's Rose Bowl Game here in Pasadena? Doesn't our agreement with the powers-that-be provide for the Tournament and Pasadena to invite other teams when whoever would normally play in the Rose Bowl are elsewhere? Why not invite teams who want to play in the most storied college football stadium in the world?

Perhaps Oregon and Northwestern would appreciate an invitation to play here on New Year's Day. We would be better served by having any teams play in Pasadena's Rose Bowl than allow the Rose Bowl name to be used outside Pasadena.

Keep the Rose Bowl name and brand associated only with Pasadena.

12/22/2020
Item A

Please.

Consent given to read my comments out loud: Yes

Entry Submitted: December 22, 2020 at 2:28 pm