

Communication (a) to the Board of Governors for its March 7, 2014 Meeting

From: Tom Baugh [<mailto:tom@marketplaceevents.com>]

Sent: March 6, 2014 3:47 PM

To: Arlene Campbell

Cc: Dianne Young

Subject: Re: BMO Field Expansion - BOG Meeting - March 7th at 11 am

Arlene:

My thanks to you and Diane for last night. I do not envy your position of balancing the needs of so many stakeholders – no easy task. The fact you are earnestly listening and evaluating is appreciated. I am pleased to be more involved in the process from this point forward.

Thank you for the invitation to attend tomorrow's session. I have a BILD board meeting tomorrow at 9am – will do my best to finish up there in time to get to the Allstream Centre. If not, here are my quick points for the Board's consideration. I am assuming (for context) Diane's notes make it unnecessary for me to repeat my comments from last night:

- Immediate implications. Nice to know \$500k is in the budget for way finding, but that does us no good for next week. Specifically, what is the plan to avoid disaster on March 22? What is your plan to handle social media criticism of the entire EP parking experience? If MPE suffers material financial damage (easy to show 2nd Saturday attendance revenue trends) because of parking what are our remedies with the DEC?
- Future blackout dates – at a minimum a must-have, memorialized in writing.
- If EP parking is not sufficient to support the co-located events (National and Blooms) then we should renegotiate the terms of 2017 and 2018 contracts (just executed). To be clear, I'm not saying the contracts were tendered under false pretense, but given the reality of the EP expansion plan the value-for-rent-paid balance (relative to parking capacity) is clearly not in sync.

In advance, thanks.

Tom

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