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October 18, 1999

To: The Board of Governors of Exhibition Place

From: David Bednar
General Manager, CNEA

Subject: Major League Baseball Association

Recommendation:

It is recommended that the Board approve the following:

1. A scoreboard be erected in the Ball Park area at no cost to Exhibition Place;
2. The Board enter into a licensing agreement with the Major League Baseball Association ("MLB") to allow its logo to appear on this scoreboard from September 1, 1999 to August 31, 2000 with automatic renewal for an additional two years on a basis of one-year intervals unless a 6-month notice is provided by either the Board of MLB and on terms and conditions satisfactory to the City Solicitor and the Interim General Manager of Exhibition Place.


Background / Discussions:

During the past six months, discussions between CNEA staff and the Major League Baseball Association (MLB), resulted in MLB donating \$5,000.00 US to support a Cuban Pee Wee tournament during the 1999 CNE. Due to unfortunate last minute circumstances the Cuban's pulled out of the tournament, however the funds, with MLB's agreement, were then put towards the construction of a new scoreboard for the Exhibition Place Ball Park.

MLB requested identification on this scoreboard in the form of its logo in recognition of their donation, however a licensing agreement is required in order to do this. MLB has sent a copy of this agreement to the CNEA, however, given that the licencing agreement is for a period of one year (with a renewal for two [2] further consecutive years) and not just for the period of the annual CNE, I have indicated to the MLB that it is necessary to request approval of the Board.

I have reviewed this matter with Dianne Young, Interim General Manager of Exhibition Place who is in agreement with this recommendation.

Respectfully submitted,


David Bednar
General Manager

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The foregoing report was reviewed by the Executive Committee at its meeting held on October 22, 1999 and is recommended to the Board of Governors for APPROVAL.