

**LODI CITY COUNCIL  
SPECIAL CITY COUNCIL MEETING  
CARNEGIE FORUM, 305 WEST PINE STREET  
TUESDAY, JULY 22, 2014**

A. Call to Order / Roll Call

The Special City Council meeting of July 22, 2014, was called to order by Mayor Katzakian at 7:06 a.m.

Present: Council Member Johnson, Council Member Mounce, Council Member Nakanishi, Mayor Pro Tempore Hansen, and Mayor Katzakian

Absent: None

Also Present: City Manager Schwabauer, City Attorney Magdich, and City Clerk Robison

B. Regular Calendar

B-1 Provide Direction to Staff Regarding Level of Support for Amgen Tour of California Bid

City Manager Schwabauer provided a PowerPoint presentation regarding the request for City support for the Amgen Tour of California. Specific topics of discussion included information regarding the 2015 Amgen Tour, visibility for Lodi, key community leaders bringing this bid forward, request for City contribution, community contributions, potential stage finish at Hutchins Street Square, and the next steps.

In response to Mayor Pro Tempore Hansen, Mr. Schwabauer stated this event typically draws thousands of people to a community, many of whom are from the Silicon Valley. The race would potentially travel from the Delta to Lower Sacramento Road, then toward Elm Street, and ultimately finish at Hutchins Street Square for approximately a three-mile route within town; it is eight days total with one day in Lodi; the race time would most likely be ten minutes; and total road closure would last approximately one hour.

In response to Mayor Katzakian, Mr. Schwabauer stated most cities that bid for this tour continue to bid year after year.

In response to Council Member Johnson, Mr. Schwabauer stated that the race is expected to begin in Davis before coming through the Delta to Lodi; the total cost for the race is \$100,000 to \$120,000 and would cover food and hotel costs; the tourism groups, Chamber of Commerce, and wineries are raising funds to cover costs; and the requested City contribution would pay for Police overtime associated with the event.

In response to Council Member Nakanishi, Mr. Schwabauer stated the committee bidding this project, not the City, would be the responsible party.

In response to Council Member Johnson, Mr. Schwabauer stated that, despite the fast-approaching deadline, this would be an opportune time to bid on the tour as Lodi is likely to be selected this year.

In response to Mayor Pro Tempore Hansen, Mr. Schwabauer stated that approximately 180 people participate in a professional race such as this; riders would most likely be minutes apart in a sprint finish; and Lodi hotels would host race officials, organizers, and hospitality groups with the racers transferred to another city as there are not enough Lodi hotels to accommodate all of the participants in the race.

In response to Mayor Pro Tempore Hansen, Mr. Schwabauer stated there would be minimal lost revenue of Hutchins Street Square rentals and the City contribution would cover overtime for the Police to assist with blocking and monitoring streets.

In response to Council Member Johnson, Mr. Schwabauer stated staff has estimated Police overtime would cost \$25,000 to \$30,000 based on figures from past events, as well as inquiries with other cities. This expense could be absorbed by the savings from the vacant Economic Development Coordinator position.

Council Member Mounce suggested that the community be well-informed about the event and the road closures, particularly because some of the closed roads will be high travel areas.

Council Member Johnson stated he supported this effort as it does fall into the economic development arena despite the fact that these funds cover a three-hour event instead of a full-time Economic Development Coordinator position.

David Phillips, Michael-David Winery and sponsor of Cyclefest, confirmed the group has financial commitments to date of \$50,000 without doing an organized fundraising effort and he felt the committee would be successful in raising the full cost. He added that he hoped the roads would remain closed longer than one hour to provide time for additional race-related activities. He estimated the economic benefit to Lodi to be in the high six figures and stated he anticipates including food and beverage booths at the finish line, which may require assistance from the City with electricity.

Nancy Beckman stated she would provide Council with figures on the potential economic impact this event could have on the community, as well as what other cities have spent when hosting this tour. She requested Council support of the event in order to include that statement in the bid package. She felt confident the money would be raised and that there would be community support for this event. Further, Ms. Beckman estimated 300 volunteers would be needed.

Pat Patrick with the Lodi District Chamber of Commerce reminded Council this was only a proposal and not a commitment of funds at this time. Other cities are vying for this opportunity, and the organizers have requested certain demands be clearly demonstrated in the bid package. Lodi is fortunate to have such generous community support and this tour will do more for Lodi in advertising because it will receive national and international attention.

In response to Council Member Nakanishi, Mr. Patrick stated the event would most likely take place during the second week of May 2015. Ms. Beckman added that the event starts on a Monday and Lodi would presumably be the second or third day of the event.

There was general concurrence of Council in support of the 2015 Amgen Tour of California.

Myrna Wetzel pointed out that the tour would tie in well with the Lodi Street Faire that weekend.

C. Adjournment

There being no further business, the meeting was adjourned at 7:40 a.m.

ATTEST:

Jennifer M. Robison  
City Clerk