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Trials: Millions to be fundraised for event

Continued from page 1

Masback said, emphasizing that money was not the deciding factor in which city was awarded the trials.

"Money doesn't hurt. I'd be naive to say that it didn't," he said. "But it was the quality of the ideas more than the quantity of money (that secured the trials for Eugene)."

The athletics department spent just \$50,000 during the bid process, Moos said, the rest came from the supporting groups and other donors.

The presentation to the USA Track & Field site selection committee included a video promoting the storied history of Hayward Field, featuring interviews with track and field stars such as Maurice Green and Jackie Joyner-Kersee discussing memories of competing at Hayward.

It was only natural that the University and others involved in the

bid process would turn to Nike for help with the video presentation, Moos said.

"There are no finer marketers — I believe — in certainly the sports industry than Nike, and we have a very good relationship with them here at the University of Oregon," Moos said.

Moos said Nike has not pledged financial support "of any significance" for the actual event.

He would not say whether future contributions from Nike are expected but commented that "we've got to find several million dollars, so we're going to be out hitting the sidewalk."

"We didn't secure this bid based on any pledges by Nike or any one or two or three individuals," Moos said.

Transportation shouldn't be a problem, as buses will shuttle athletes to and from airports, Tom Jordan of Northwest Event Management said.

Those involved are confident that housing athletes and fans will not be as difficult as some may think.

"We think these are issues that are going to be addressed to the satisfaction of every single athlete and hopefully spectator that comes here," Jordan said.

Masback said organizing a marketing campaign that focuses on the national and international market rather than on just Oregon is one of the most important things to do right now. He expects everything to come together well.

"I think that the great thing is you're not talking about a group there in Eugene that's never put on a track meet," he said.

Contact the news editor at mcuniff@dailyemerald.com

Measure 37: Court's decision might be appealed

Continued from page 1

Day said Oregonians in Action will appeal the ruling as soon as possible, but in the meantime the group is telling supporters to remain calm.

"It's not the end of the world," Day said. "This is why we have appellate courts."

Kimball said 1000 Friends supports calling a special session of the state legislature to figure out what to do now that Measure 37 has been struck down.

The legislature attempted to clarify the law in their session earlier this year but was unable to compromise.

Kimball thinks a special session would be more productive.

"I think an advantage would be

that it would focus their work," Kimball said, "and they now have guidelines from the judge as to what is constitutional."

Kimball knows that this victory does not close the issue of land-use planning.

"This is not an end but the beginning of a larger fairness debate," Kimball said.

University law professor Keith Aoki said he was also shocked at the ruling, especially because it came from a circuit court judge.

"With the judges being elected, I tend to think that would make them more timid," Aoki said, "but she kind of dug in and made a strong ruling."

The ruling was broader than the one

in 2002 that struck down a similar law, Measure 7, on technical grounds. It is hoped the broader ruling will lead to changes in Oregon's land-use laws, Aoki said.

"Land-use planning was ripe for a course correction," Aoki said. "This should lead to a long and healthy discussion on balancing between property rights and state regulation."

The unexpectedness of the decision makes an appellate ruling another possible surprise, Aoki said.

"I was ready to live with Measure 37," Aoki said. "I wouldn't even wager a bet (on the appeal)."

Contact the city and state politics chagan@dailyemerald.com

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