

**MINUTES OF REGULAR MEETING OF
THE LOS ANGELES MEMORIAL COLISEUM COMMISSION**

July 31, 2014

1. CALL TO ORDER

The Regular Meeting of the Los Angeles Memorial Coliseum Commission was convened in the Commission Board Room on Thursday, July 31, 2014, and called to order at 2:50 p.m. by President Ridley-Thomas.

2. ROLL CALL

PRESENT: Commissioner Mark Ridley-Thomas, President
 Commissioner William Chadwick, Vice President
 Commissioner Curren D. Price, Jr.
 Commissioner Tom LaBonge (Alternate)

ALSO PRESENT: Attorney Thomas Faughnan
 Attorney Noreen Vincent
 Kathy Markarian, Chief Administrative Officer
 Greg Hellmold, County Auditor-Controller's Office
 Dan Stimmler, USC, Associate Senior Vice President
 Ex-officio member Reginald Jones-Sawyer, Sr.

ABSENT: Alternate Don Knabe
 Ex-officio member Senator Ricardo Lara

3. PUBLIC COMMENT

President Ridley-Thomas invited Public Comment, to which one individual responded. A member of the public, Joe Essy addressed the Commission.

4. APPROVAL OF MINUTES

President Ridley-Thomas requested a motion to approve the draft minutes of the regular meeting of May 29, 2014. There were no requests for revisions to the draft minutes.

ACTION: On motion of Commissioner Chadwick, and seconded by President Ridley-Thomas, unanimously carried, the minutes of the regular meeting of May 29, 2014 were approved.

5. PRESIDENT'S COMMENTS

President Ridley-Thomas had no comments.

6. CHIEF ADMINISTRATIVE OFFICER'S REPORT

Ms. Markarian provided a report on the following items:

1. 30th Anniversary of the XXIII Olympic Games Held at the Los Angeles Memorial Coliseum – July 28, 2014
2. USC's Semi-Annual Report Provided to the Board of Directors – California Science Center and Exposition Park
3. Quarterly Report of Issues Submitted to USC – June 30, 2014
4. Status of CalPERS Audit – Draft report received July 17, 2014
5. Update on Trademark Applications – All registrations are complete
6. Coliseum Association Update – Sale of the Sports Arena Alcoholic Beverage Control (ABC) License Complete
7. FY 2014-2015 Commission Budget filed on May 30, 2014 with the Mayor of Los Angeles, the County Board of Supervisors and the California Science Center Board
8. FY 2013-2014 Minutes to be filed with the Mayor of Los Angeles, the County Board of Supervisors and the California Science Center Board after approval of May 29, 2014 minutes

The Chief Administrative Officer's report was received and filed.

7. FINANCIAL REPORT

Ms. Markarian provided a report on the following:

- a. Quarterly Financial Report – April 2014 through June 2014
- b. FY 2014- 2015 Cash Flow Projection
- c. FY 2014-2015 Operating Expense Budget to USC for Funding

USC and Commission President will meet to discuss the FY 2014-2015 Operating Expense Budget.

8. PROPOSED AMENDED AND RESTATED MEMORANDUM OF UNDERSTANDING BETWEEN THE COMMISSION AND THE EXECUTIVE OFFICE OF THE BOARD OF SUPERVISORS FOR ADMINISTRATIVE SUPPORT

Ms. Markarian provided the Commission with an Amended and Restated Memorandum of Understanding (MOU) with the Executive Office of the County Board of Supervisors to provide the ongoing administrative support functions of the Commission. The Amended and Restated MOU will provide the proper staffing levels and revise the associated billing rates.

ACTION: On motion of Commissioner Chadwick, and seconded by Commissioner Price, unanimously carried, the Amended and Restated MOU was approved.

9. SEMI-ANNUAL REPORT FROM USC FOR THE PERIOD JULY 29, 2013 THROUGH DECEMBER 31, 2013 – EXECUTIVE SUMMARY

Ms. Markarian presented an Executive Summary of USC's semi-annual report for the period July 29, 2013, through December 31, 2013. The semi-annual report included information regarding:

- 1) Completed and planned events
- 2) Capital repair or improvement projects either underway or proposed in the following twelve-month period
- 3) Operating receipts, operating expenses and capital improvement and repair cost reports in furtherance of the provisions of Section 4.3 (Cumulative Calculated Amount)

ACTION: On motion of Commissioner Chadwick and by Common Consent, there being no objection, the Chief Administrative Officer's Executive Summary of USC's semi-annual report was received and filed.

10. USC REPORT – UPDATE ON EVENTS AND CAPITAL REPAIRS/IMPROVEMENTS

Mr. Dan Stimmler, USC, Associate Senior Vice President, Auxiliary Services presented the Commission with general information regarding:

- a. Completed and planned events and
- b. Capital repair or improvement projects underway or proposed

Commissioner Chadwick requested that USC's future reports should identify which events are beneficial to the community. The Commission also discussed its obligation to ensure/encourage community events.

USC will report on the Sports Arena facility assessment at the Commission's next meeting.

11. CONSIDERATION OF USC'S PROPOSED NEW WORD MARK DESIGNS AND LOGO

Ms. Markarian presented USC's proposed new word mark designs and logo which is intended to provide an updated look/feel signaling a new era of the Coliseum/Sports Arena. This is a refresh to the peristyle-themed logo that the Commission has been using. The new logo prominently features the Coliseum iconic peristyle and Olympic Cauldron.

USC intends to use the new marks to create a consistent brand message moving forward. The marks will be used for both internal branding (e.g. stationary, business cards, etc.) and external marketing efforts (e.g. website, marketing collateral, advertising, signage, etc.).

The Commission requested that USC register the marks with the Olympic rings, if possible. Attorney Faughnan indicated that Commission staff will continue to research the matter of registering the marks with the Olympic rings.

ACTION: By Common Consent, there being no objection, the Commission approved USC's proposed Coliseum peristyle logo.

12. CONSIDERATION OF COURT OF HONOR NOMINEES

Ms. Markarian presented the July 17, 2014 request from Commissioner LaBonge nominating the following athletes for induction into the Coliseum Court of Honor:

- Michael J. Haynes
- Marcus Allen
- Rod Martin
- 1984 Los Angeles Raiders

Ms. Markarian noted that the Commission's Court of Honor Policy has not been revised since the change in the Commission from nine members to three members. The current policy indicates that honorees will be determined by no less than six affirmative votes (or two-thirds of the previous nine-member Commission). A revised policy clarifying the voting requirement for determining honorees will be presented for consideration at the Commission's next meeting.

Commissioner LaBonge presented his nominees.

ACTION: On motion of Commissioner Chadwick and seconded by Commissioner Price, unanimously carried, the Commission approved the Court of Honor Nominees contingent upon the

identification of the funding needed for the production and installation of the Court of Honor plaques. The estimated cost is \$20,000 per plaque. Once the funding is identified, the proposed artistic depiction and text needs to be approved by the Commission.

CLOSED SESSION

Attorney Faughnan announced that the Commission would meet in Closed Session regarding the matters listed on the printed agenda. Closed Session commenced at 3:47 p.m.

RETURN TO OPEN SESSION

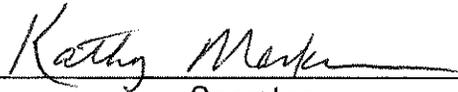
Following the conclusion of Closed Session, the Commission returned to Open Session at 4:35 p.m.

REPORT OF ACTIONS TAKEN DURING CLOSED SESSION

Attorney Faughnan announced that there were no reportable actions taken by the Commission during Closed Session.

ADJOURNMENT

Announcing the completion of the business set forth on the printed agenda, President Ridley-Thomas declared the meeting of the Coliseum Commission to be adjourned at 4:36 p.m.


Secretary