

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

October 3, 2012

CALL TO ORDER

The Regular Meeting of the Los Angeles Memorial Coliseum Commission was convened in the Commission Board Room on Wednesday, October 3, 2012, and called to order at 2:30 p.m. by President Don KNABE.

PRESENT:           President Don Knabe  
                      Vice President Johnathan Williams  
                      Commissioner Zev Yaroslavsky  
                      Commissioner Barry Sanders  
                      Commissioner Glenn Sonnenberg

ALSO PRESENT:     Senator Roderick Wright, ex-officio member  
                      Mr. John R. Sandbrook, interim General Manager  
                      Attorney Donovan Main  
                      Attorney Thomas Faughnan  
                      Attorney Noreen Vincent  
                      Mr. Greg Hellmold, interim Director of Finance  
                      Mr. Joe Furin, Senior Director-Operations  
                      Ms. Donna Lee Dominguez, Executive Assistant

ABSENT:           Commissioner William Chadwick  
                      Commissioner Bernard Parks  
                      Commissioner Mark Ridley-Thomas

APPROVAL OF MINUTES

The minutes of the regular meeting of September 5, 2012 were presented. The minutes, as presented, were adopted by unanimous vote.

PUBLIC COMMENT

Vice President Don KNABE opened the meeting to public comment at approximately 2:31 p.m.

Mr. Joe ESSY offered the observation as to the level of cleanliness in the Coliseum restrooms during the second half of the September 20 USC game. He also asked as to any plans to refurbish the steps on the stairs of the Coliseum. He also offered the observation that the installation by USC of the new temporary sponsor suites in the peristyle area of the Coliseum blocked the view of the iconic architecture of the arches that form the peristyle. Joe FURIN, Senior Director-Operations, responded that the level of cleanliness of the restrooms remained a high priority for the custodial staff.

Ms. Linda PAUL, Executive Vice President, U.S. Capital, LLC, restated her previous request that the Commission initiate a RFP process with respect to management of the Coliseum.

REGULAR BUSINESS SESSION

President Don KNABE expressed his positive reaction to the photograph distributed to the Commissioners of the NASA Space Shuttle Endeavour flying over the Coliseum on September 19.

GENERAL MANAGER'S REPORT

1. Report by General Manager – General Announcements

Interim General Manager SANDBROOK commented on the following eight (8) items which required no action:

- a) The Los Angeles Police Department request for Indemnification Agreement has been withdrawn by the LAPD
- b) City Attorney Request for injunction on ticket scalping – August 9, 2012 still pending
- c) County Department of Health – Enforcement of Food Vending Laws
- d) Loss Prevention Consultant- Site Visit and Pending Report
- e) Freeway Sign – Installation of New Lights
- f) Exposition Park – Increase in Special Event Parking Rate
- g) Administrative Holiday - Monday, October 8, 2012
- h) Change in start time for the Commission Board Meeting of November 7, 2012.

2. UPDATE – Special Meeting of May 14, 2012

Interim General Manager SANDBROOK reported on the status of action taken at the Special Commission Meeting held on May 14, 2012.

Ms. Kristina RASPE, USC Vice President-Real Estate and Asset Management, reported that USC was currently working on final issues with the State of California on the Transaction Contingencies agreements set forth in the Amended and Restated USC-Coliseum Lease, with the hope that summaries or drafts of the agreements might be completed in time for presentation to the Board of Directors of the California Science Center/Exposition Park at its meeting of November 7, 2012.

Mr. SANDBROOK reminded the Commission that, because the Amended and Restated USC-Coliseum lease that had been approved by the Commission on May 14, 2012 had not yet become effective, the remaining four games of the 2012 USC football season (October 20, November 3, November 10, November 24) continued to be the responsibility of the Coliseum Commission.

Mr. SANDBROOK reported that the three (3) facility improvement project which were described to the Commission in July 18, 2012 has been completed.

Mr. SANDBROOK reported that FoxSports had conducted a preliminary test of the lighting levels in the Coliseum stadium bowl theatre, with the results indicating that the current levels did not meet current NCAA guidelines of 100 foot-candles. The lamps in the Coliseum light standards were last replaced in 2009 and, at that time, the test results conducted by the manufacturer indicated an average of 127 foot-candles on the field. In contrast, three years later, the preliminary results from the evaluation conducted by FoxSports indicated that the level of foot-candles had declined to a range in the low-to-mid 90's. Mr. SANDBROOK indicated that the Coliseum staff would powerwash all of the lamps to remove any dirt/dust that might have accumulated in the last three years. Mr. SANDBROOK also reminded the Commission that, should the NFL desire to use the Coliseum again on a temporary basis, the level of foot-candles would need to be addressed again in view of the NFL requirement for a minimum of 200+ foot-candles for stadium lighting.

Mr. SANDBROOK also acknowledged USC's willingness to provide university resources for the

purchase of a new tarp to protect the Coliseum field in the event of inclement weather. Mr. SANDBROOK indicated that the Coliseum staff would store the equipment on-site. Mr. SANDBROOK also acknowledged the arrangement entered into by USC for its own turf consultant, West Coast Turf, for the 2012 season.

Mr. SANDBROOK also reported that he had arranged a meeting with Vice President RASPE and Mr. Philip HILL, interim General Manager, Los Angeles Convention Center, to discuss mutual areas of interest and possible collaboration after the effective date of the Amended and Restated USC-Coliseum Lease.

### 3. Financial Report

Interim Director of Finance Greg HELLMOLD presented the monthly financial report for the months of July 31, 2012 and August 31, 2012, as provided in the Agenda Book.

Senator WRIGHT questioned how the calculation of net gain/net loss is determined in the financial report. Mr. HELLMOLD explained that, on a cash basis, the regular fixed costs of operating the Coliseum and Sports Arena amounted to approximately \$550,000 a month. From a financial statement presentation that would include non-cash expenses such as depreciation, the amount increases to approximately \$800,000 per month. Mr. HELLMOLD explained that event revenue – primarily rent and food and beverage proceeds – are the only sources available to meet these expenses, since the Commission receives minimal income from the operation of the parking lots that are controlled by the State of California. As a result, the decrease in the number of revenue-generating events at the Coliseum and Sports Arena results in reduced revenue to meet the fixed costs of keeping the doors of the Coliseum and Sports Arena open.

Mr. SANDBROOK referred Senator Wright to review the Consolidated Cash Flow Projection sheet to support Mr. Hellmold's explanation.

Mr. HELLMOLD presented the consolidated financial projections through November 30, 2012.

Mr. SANDBROOK reminded the Commission of his comments to the Commission at its meeting of June 2011 that he projected that the Commission should be able to continue operations only through the middle of FY 2012-2013 but not thereafter and, in fact, that predictions appears to have been accurate

Mr. SANDBROOK advised that the annual financial and compensation reports required for submittal to the Office of the State Controller would be submitted by October 18, 2012.

4. Report from Coliseum Association Board of Directors Meeting of October 3, 2012

Mr. SANDBROOK presented the agenda of the meeting of the Coliseum Association Board of Directors meeting. In summary, authorization was given to proceed with negotiations for the contingent sale for two alcoholic beverage licenses that are held by the Association, subject to final approval of Board of Directors once negotiations are complete. The annual audited financial statements were submitted to the Coliseum Commission Board and the Coliseum Association board of directors in May 2012.

Mr. SANDBROOK was asked whether, should the NFL decide to use the Coliseum again on a temporary basis, alcoholic beverages could be sold at NFL games, in view of the fact that alcoholic beverages have not been sold at USC games, at USC's request, since 2006.

Mr. SANDBROOK responded that the Coliseum Association's license from the State Department of Alcoholic Beverage Control permits the sale of beer and wine only at the Coliseum. He further stated that, upon the implementation of the Amended and Restated USC-Coliseum Lease and should USC acquire the ABC license from the Coliseum Association, the negotiation as to the possible use of the Coliseum by the NFL, and the food and beverage operations related thereto, would be a business matter between USC and the NFL.

Senator WRIGHT opined that he felt that the ABC should consider issuing a permit to allow for the sale of alcoholic beverages at any location in Exposition Park to minimize the possible inadvertent violations that might occur for other events throughout the Park.

Mr. SANDBROOK stated that the Coliseum Association's licenses are limited to property under the control of the Coliseum Commission pursuant to the two defined leases from the State of California for the Coliseum and Sports Arena properties. As a result, the Coliseum Association has no jurisdiction over the other areas or buildings in Exposition Park.

5. Supplemental Report on October 13 – Relocation of NASA Space Shuttle Endeavour to Exposition Park

Mr. SANDBROOK presented the agenda of the relocation of the NASA Space Shuttle *Endeavour* to the California Science Center in Exposition Park. He reported that the final staff coordination meeting regarding the relocation to the Science Center from LAX on a route through the City of Inglewood and through the South Los Angeles area was scheduled for October 4<sup>th</sup>.

Mr. SANDBROOK also advised the Commission that the Coliseum has been approached by at least one advertising agency about possible display of graphics in the Coliseum for an aerial commercial film shoot at the time of the arrival of the *Endeavour* in Exposition Park. There are no details at this point. The normal protocol for such a request established a year and a half ago requires the approval and definition of terms by the Commission President and Vice President. He also noted that any USC advertising marks that are on display will be covered.

(Note: the agency later withdrew its request)

Mr. SANDRBROOK added that he had requested Mr. Furin to ensure that public restrooms on the South Side be opened to the general public if asked to do so.

Senator WRIGHT added the shuttle's first stop will be at the Forum site and the city of Inglewood will be anticipating 100,000 people to view it at that location.

6. Information Item – Possible Use of the Coliseum in August 2014 for the Opening Ceremony of the 2014 World Firefighters Games

Mr. SANDBROOK advised that the Coliseum has been approached by the Los Angeles Tourism and Convention (LATC) for the possible use of the Coliseum in August 2014 for the Opening Ceremony of the 2014 World Firefighters Games that is staged in various locations throughout the world. Mr. SANDBROOK reported that, due to the expectation that the Amended and Restated USC Lease should be in effect in 2014

and due to the concern about the condition of the Coliseum field each August prior to the annual Fall football season, he had advised the LATC that concurrence from USC should be obtained prior to the submittal of any final proposal indicating that the Coliseum would be available for such an event.

7. Electromagnetic Energy Report/RF Emission Levels associated with Crown Castle/NextG Distributed Antenna System (DAS) installation at the Coliseum

Mr. SANDBROOK stated that, in response to Senator's WRIGHT question from the September 7, 2012 meeting, he had included in the Agenda Book for the October 3 meeting a copy of the technical report and a copy of the Statement of Compliance with FCC Guidelines for RF emissions. Mr. SANDBROOK reported that the report showed that the DAS installation at the Coliseum emitted RF energy at levels well within the guidelines set by the U.S. Federal Communications Commission.

8. Events Report

Mr. SANDBROOK presented the event calendars through December 2012 and reviewed the information in the Agenda Book regarding: (a) completed events, (b) pending events, and (c) the status of events previously approved by the Commission.

CLOSED SESSION

Attorney Donovan MAIN announced that the Commission would meet in Closed Session regarding the matters listed on the printed agenda. Closed Session commenced at 3:13 p.m.

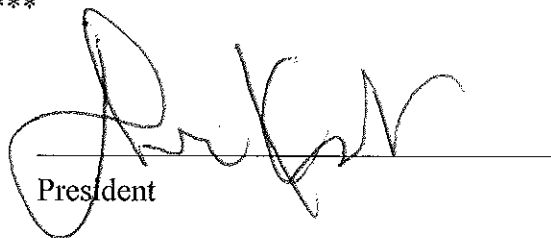
RETURN TO OPEN SESSION


Following the conclusion of Closed Session, the Commission returned to Open Session. Attorney MAIN announced that there were no reportable actions.

ADJOURNMENT

The meeting was adjourned at 5:05pm.

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President

  
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Secretary