



AGENDA
LOS ANGELES MEMORIAL COLISEUM FOUNDATION
VIRTUAL MEETING OF BOARD OF DIRECTORS

Thursday, June 25, 2020 at 2:30 p.m.

MEMBERS OF BOARD OF DIRECTORS: Mr. Solomon Rivera, President
Mr. Curren D. Price, Jr., Vice-President
Treasurer, George L Pla

EXECUTIVE DIRECTOR Al Naipo

At the discretion of the Board of Directors ("Board"), all items appearing on this Agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Board.

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT
4. APPROVAL OF MINUTES OF MEETING OF APRIL 23, 2020
5. APPOINTMENT OF DIRECTOR
6. FOUNDATION UPDATE
7. ADJOURNMENT

NOTICE: Meetings of the Foundation are open to the public. A member of the public may address the Board of Directors on any Agenda item, and a request to address the Board of Directors must be submitted in person to the Chairperson of the Foundation prior to the start of the meeting. The Board of Directors may limit the public input on any item, based on the number of people requesting to speak and the business of the Foundation. In addition, a member of the public has the right to address the Board of Directors on items of interest which is within the subject matter jurisdiction of the Foundation during the Public Comment portion of the Agenda. The Foundation does not discriminate on the basis of disability and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, your request should be received at least 48 hours in advance of the need. Requests received less than 48 hours prior to the need will be accommodated to the best of the Foundation's ability. For more information or to declare a need, contact Andres Robles at the Office of the Executive Director of the Coliseum Foundation at (213) 893-0202.



**MINUTES OF REGULAR MEETING OF THE
LOS ANGELES MEMORIAL COLISEUM FOUNDATION
BOARD OF DIRECTORS**

Thursday, April 23, 2020

1. CALL TO ORDER

The regular meeting of the Los Angeles Memorial Coliseum Foundation (“Foundation”) Board of Directors was held virtually and via teleconference on Thursday, April 23, 2020, and was called to order at 3:32 p.m. by President **RIVERA**.

2. ROLL CALL

PRESENT: Mr. Solomon Rivera, President
Mr. Curren D. Price, Jr., Vice President

Two (2) and a quorum

STAFF PRESENT: Mr. Al Naipo, Executive Director
Ms. Caitlin Taylor, Co-Counsel

ALSO PRESENT: Ms. Anita DeFrantz
Mr. George L. Pla

3. No public comment.
4. **APPROVED** a motion from Vice President **PRICE**, seconded by President **RIVERA**, to accept the Minutes of the Foundation's Regular Meeting on February 27, 2020.

Ayes: RIVERA, PRICE

Absent:

Abstain:

5. **RECEIVED** and **FILED**, by unanimous consent, there being no objection, the Coliseum Foundation Financial Report.
6. **APPROVED** a motion by Vice President **PRICE** and seconded by President **RIVERA**, to install Mr. George L. Pla as a Director of the Foundation.

Ayes: RIVERA, PRICE

Absent:

Abstain:

7. **APPROVED** a motion by Vice President **PRICE** and seconded by President **RIVERA** to elect Director **PLA** as Foundation Treasurer.

Ayes: RIVERA, PRICE

Absent:

Abstain:

8. **ADJOURNED** at 3:42 pm.

Secretary

Los Angeles Memorial Coliseum Foundation Activities

It is the intent of the Los Angeles Memorial Coliseum Foundation working in conjunction with the Los Angeles Memorial Coliseum Commission to engage the public to preserve and promote awareness of the Coliseum for present and future generations. At present, there is an opportunity for at least eight (8) public interest events on site annually. The Foundation intends to ensure that on a yearly basis that it has a role in the consideration and support of all eight events. In addition, the Foundation seeks to request that additional public interest events be considered outside of the eight allotted annually to the Coliseum Commission.

Memorial Day

Since the Los Angeles Memorial Coliseum was originally dedicated in 1923 as a monument to the military personnel who served and died in World War I, it is the Foundation's plan to host an annual Memorial Day recognition at the Coliseum beginning in 2021. This would constitute as one of the eight public interest events previously mentioned. This recognition would consist of opening the Coliseum to the public free of charge to present a program not only honoring WWI personnel, but for all who made the ultimate sacrifice in defense of our country in various military campaigns. The program would consist of active duty and former military personnel, static displays, bands and presenters highlighting the sacrifices made with a ceremonial lighting of the Coliseum torch. The public would also have a chance to tour the Coliseum, again, without charge. This activity would be funded primarily through public donations coordinated by the Foundation since the public would be encouraged to attend this free event.

Coliseum Museum

Presently, much of the historic memorabilia associated with the Los Angeles Coliseum is in storage and in the possession of the Los Angeles Memorial Coliseum Commission. The Coliseum Foundation intends to build and maintain a museum that will be open to the public free of charge on the site of the Coliseum, designed to preserve and display these historical artifacts. In addition to the museum, the Foundation wishes to educate the public about the Coliseum by providing tours that are free or for a nominal fee. The basic structure for a museum is already in place and so fundraising efforts will focus upon completing that structure and employing staff who will operate the museum and conduct tours on designated days throughout the year. Since this will require a lot of capital, the plan is to conduct a series of major fundraisers, twice annually, commencing in early 2021 leading to completion of the museum by October 1923, the 100th anniversary of the Coliseum. These efforts would consist of an annual Coliseum Foundation Gala & Auction with individual and corporate sponsorships. The second major

fundraiser of the year would be a raffle in the fall designed to provide a few lucky winners with the opportunity to enjoy time with a local sports team. The preference for these fundraisers is to have participants assemble at the Coliseum, but due to possible COVID-19 gathering restrictions, they may need to be scaled back to a virtual fundraiser.

Coliseum Days

To further embrace the public, the Coliseum Foundation also wishes to host a series of Coliseum Days at the Coliseum. On select days throughout the year when there are no major events scheduled onsite, the Foundation would like to open the gates of the Coliseum and allow the public, free of charge, to view the Coliseum grounds, in particular, the Peristyle which houses the Coliseum Court of Honor along with the Olympic Park area which presumably will also be the home of the proposed Coliseum Museum. Most areas of the Coliseum are gated and off limits to the public except during paid events. Without a ticket, many visitors and residents might never get the chance for an up-close look at this iconic and historic venue, designated as a federal, state and local landmark. The funding for Coliseum Days would come from money raised through general Coliseum Foundation fundraising efforts conducted year-round to pay for staff and expenses associated with these open houses. Due to possible COVID-19 gathering restrictions, the Foundation may need to postpone Coliseum Days until January 2021 at the earliest.

Coliseum Court of Honor

The Coliseum Foundation also seeks to provide financial support for the Los Angeles Memorial Coliseum Court of Honor. The Court of Honor recognizes those individuals, teams and organizations which made a significant impact on the legacy of the Coliseum. Those so honored receive a large bronze plaque installed on the Coliseum's historic Peristyle. Each plaque costs about \$25,000 to design, manufacture and install. The Foundation would seek to create a fund to assist with the costs which currently are borne solely by those making the nomination. In addition, there are several deserving individuals and groups worthy of nomination, but due to lack of funds they are not being considered. The Foundation's Coliseum Court of Honor Fund would be part of a rolling fundraising effort to begin immediately through public donations to ensure that funds are available to help with the costs of the plaques. One of the first priorities is to raise funds to provide a bronze plaque to commemorate the 100th anniversary of the dedication of the Coliseum which will take place in October 1923.