



Rose Bowl Operating Company

**MEETING MINUTES
REGULAR MEETING
ROSE BOWL OPERATING COMPANY (RBOC)
May 6, 2010**

Members Present: Paul Arevalo, Richard Chinen, Fred Claire, Bill Cormier, Edward Garlock, Victor Gordo (arrived at 6:51 pm), Greg Jones, Paul Little, Fred Lowe, Michael Beck, Dennis Murphy & Richard Schammel.

Members Absent: Kelly Lewis & James Stivers.

Staff Present: Darryl Dunn, Margo Mavridis, Jess Waiters, Nick Rodriguez, Leah Jason, and Mary Henderson.

Guests Present: Chuck Izzo, Laura Jenson, Payton Hall, Neal Morton, Jerry Higgins, Todd Ketola, Audrey O'Kelley & Emina Darakjy.

I. ROLL CALL

Mr. Paul Arevalo called the meeting to order at 6:42 P.M.

II. MINUTES

The minutes for March 25, 2010 were approved as written.

III. CONSENT CALENDAR

(The Consent Calendar consists of routine items which will be approved by one motion and one vote unless removed for separate discussion)

A. Authorization to enter into a contract with Honda for corporate sponsorship with exclusivity in the automotive category.

It is recommended that the RBOC authorize the General Manager to enter into a three-year contract with Honda, to commence June 1, 2010 in the amount of \$740,000.

B. Authorization to enter into a contract with Rockstar Energy Drink granting exclusivity in the energy drink category.

It is recommended that the RBOC authorize the General Manager to enter into a six-year contract with Rockstar Energy Drink in the energy drink category, to commence June 1, 2010 in the amount of \$135,000.

A motion was made by Mr. Edward Garlock to move Item C from New Business to the consent calendar. Seconded by Mr. Dennis Murphy. The item was approved to move to consent calendar.

C. License Agreement with Santa Barbara Soccer Entertainment, Inc. (SBSE) for an international soccer match on July 10, 2010.

It is recommended that the RBOC:

1. Find that the license agreement proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings), and;
2. That the RBOC authorize the General Manager to enter into a license agreement with SBSE to hold a international soccer match on July 10, 2010.

Motion was made by Mr. Greg Jones. Seconded by Mr. Michael Beck.

11 Yes, 0 No, 0 Abstain, 2 Absent.

Motions Approved as written above.

Mr. Jones requested a copy of the sponsors list.

IV. NEW BUSINESS

A. RBOC Major Maintenance/Capital Improvements Program - FY2011

It is recommended that the RBOC approves:

- (1) an appropriation of \$500,000 from the Golf Course 4% Capital Improvement Set-Aside to fund the:

Brookside Golf Course Master Plan - Turf & Fairway Upgrade (Phase 1) - FY 2011

- (2) an appropriation of \$300,000 from Brookside Clubhouse designated RBOC retained earnings to fund:

Clubhouse Major and Preventive Maintenance - FY 2011

- (3) an appropriation of \$300,000 from Stadium designated RBOC retained earnings to fund:

Stadium Major and Preventive Maintenance - FY 2011

and that RBOC recommends that the same be approved by the City Council to be included in the FY 2011 Capital Improvement Program.

Presented by Mr. Darryl Dunn, Mr. Jess Waiters, & Mr. David Sams.

Motion was made by Mr. Greg Jones. Seconded by Mr. Paul Little.

11 Yes, 0 No, 0 Abstain, 2 Absent.

Motions Approved as written above

B. RBOC Operating Budget for Fiscal Year Ending 6/30/2011 (FY2011)

It is recommended that the Rose Bowl Operating Company (RBOC) Board of Directors approve the operating budget for fiscal year ending June 30, 2010 (FY 2010) and recommend it for adoption by the City Council.

Presented by Mr. Darryl Dunn, Mr. Larry Madden, and Mr. David Sams.

Motion made by Mr. Fred Lowe. Seconded by Mr. Edward Garlock.

11 Yes, 0 No, 0 Abstain, 2 Absent.

Motions Approved as written above.

C. Authorization for General Manager to enter into an Amendment to Agreement Numbers 12,651-1 and 12,231 with American Golf Corporation for an additional five year term.

It is recommended that the Rose Bowl Operating Company authorize an amendment to Agreement Numbers 12,651-1 and 12,231 between American Golf Corporation and the Rose Bowl Operating Company which:

1. Find that the contract Amendment proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings), and;
2. Authorize the General Manager to enter into an Amendment to Agreement Numbers 12,651-1 and 12,231 with American Golf Corporation ("AGC"), for an additional five-year term, to expire on January 31, 2016, and specifying: (A) the annual and percentage rents to be paid by AGC; (B) a revised allocation of parking revenue and costs; (C) the portion of revenues to be paid into the Golf Facility Capital Improvement Fund; and (D) the percentage share of water saving and costs to be split between AGC and RBOC, without competitive bidding pursuant to Pasadena City Charter Section 1002(F)(Professional or Unique Services) and;

Grant the proposed contract an exemption from the competitive selection process of the Competitive Bidding and Purchasing Ordinance pursuant to Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interest are served.

Presented by David Sams

Motion made by Mr. Edward Garlock. Seconded by Mr. Bill Cormier.

11 Yes, 0 No, 0 Abstain, 2 Absent.

Motions Approved as written above.

VIII. COMMITTEE CHAIR COMMENTS & REPORT

- Finance
Presented by Mr. Dennis Murphy
- Operations - None
- Golf Operations Committee update – None
- PCOC Report – Presented by Mr. Richard Schammel

VI. PRESIDENTS COMMENTS

Mr. Bill Cormier will head the Nomination Committee. The Committee members will be Mr. Edward Garlock and Mr. Fred Lowe.

VII. PUBLIC COMMENTS ON MATTERS NOT ON AGENDA

None.

V. GENERAL MANAGER'S COMMENTS

- * July 4th is fast approaching.
- * May 16th is the Rose Bowl Stadium Games – Open House.
- * Mr. Darryl gave a Jim Stivers update.
- * Showed a DVD for the Open House.

VI. PRESIDENT'S COMMENTS

None.

VII. PUBLIC COMMENTS ON MATTERS NOT ON AGENDA

Ms. Emina Darakjy asked about the Peloton and who is monitoring them.

V. NEW BUSINESS

E. Strategic Plan Update-Status Report – Verbal

Information Item Only

Presented by Mr. Darryl Dunn, Ms. Margo Mavridis, and Mr. Chuck Izzo

Ms. Margo Mavridis passed out “Rose Bowl Strategic Plan Monthly Update April 2010” and went over the new items.

IX. ADJOURNMENT

Mr. Paul Arevalo adjourned the meeting at 8:39 P.M.

Prepared By: _____
Mary Henderson, Recording Secretary