



Agenda Report

July 14, 2016

TO: Rose Bowl Operating Company
FROM: Darryl Dunn, General Manager
SUBJECT: Music & Arts Festival Committee

RECOMMENDATION:

It is recommended that the RBOC appoint a standing board committee dedicated to the Arroyo Seco Music & Arts Festival, and adopt the attached Resolution of the Board of Directors of the Rose Bowl Operating Company to Establish the Standing "Music & Arts Festival Committee of the Board."

BACKGROUND:

The Pasadena City Council and RBOC recently approved the Arroyo Seco Music & Arts Festival, including a contract with Anschutz Entertainment Group (AEG) for up to a 20-year period, with each party having a unilateral out after year 3. It was documented throughout the entitlement process the importance that this opportunity presents for the RBOC.

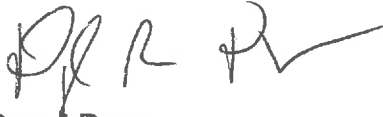
RBOC staff anticipates that the first three years of the Festival will be the most complicated to stage as the parties figure out logistics and operational efficiencies. With that in mind, it is recommended that the RBOC establish a standing committee of the board through September, 2017 to assist staff and Pasadena residents with growing the Festival in the most business appropriate and resident friendly fashion.

Some of the areas where the committee may focus its oversight could include community relations with the various neighborhood associations as well as relations with the arts, civic and business organizations throughout Pasadena. In addition, the committee would receive regular updates from staff concerning the operational plans that are intended to be implemented. The board president will appoint these members at his discretion.

FISCAL IMPACT

There is no fiscal impact associated with this item.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Darryl Dunn', with a long horizontal stroke extending to the right.

Darryl Dunn
General Manager

RESOLUTION NO. _____

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE ROSE BOWL
OPERATING COMPANY TO ESTABLISH THE STANDING "MUSIC FESTIVAL
COMMITTEE OF THE BOARD"**

WHEREAS, pursuant to Section 12.0 of its Bylaws, the Rose Bowl Operating Company (RBOC) Board of Directors may establish standing committees as it deems necessary; and

WHEREAS, the General Manager of the RBOC and the Board President have conferred regarding upcoming business related to staging of the Arroyo Seco Music And Arts Festival, and now request the assistance of a standing committee of the Board.

NOW THEREFORE, BE IT RESOLVED by the Board of Directors of the Rose Bowl Operating Company that the standing "Music Festival Committee of the Board" is hereby established as follows:

The members of the committee shall be appointed by the President in his sole discretion. The President of the Board may substitute any other Board member to the committee if an appointed member shall become unable or unwilling to serve for any reason. The committee shall be a standing committee which shall comply with the Ralph. M Brown Act (Government Code §§54950 et seq.), with a set meeting schedule to be established at its first meeting. The Board may disband the committee at the appropriate time.

Adopted at the _____ meeting of the Board of Directors of the Rose Bowl Operating Company on the _____ day of _____, 2016 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

MARY HENDERSON
Recording Secretary

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney
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