

CITY OF PASADENA
City Council Minutes
February 22, 2001 - 6:00 P.M.
East/West Room of the Athenaeum
551 S. Hill Avenue, Pasadena

SPECIAL JOINT MEETING

OPENING: Mayor Bogaard called the special joint meeting with the Pasadena Center Operating Company (PCOC) to order at 7:07 p.m.

ROLL CALL:

Councilmembers:

Mayor Bill Bogaard
Vice Mayor Joyce Streater
Councilmember William Crowfoot (Absent)
Councilmember Steve Haderlein (Absent)
Councilmember Chris Holden (Absent)
Councilmember Paul Little
Councilmember Steve Madison
Councilmember Sidney F. Tyler, Jr.

Staff:

City Manager Cynthia J. Kurtz
City Attorney Michele Beal Bagneris

PCOC Members:

President Joel Sheldon
Vice President Kathryn Nack
Board Member Prentice Dadrick
Board Member Ralph Grippo
Board Member Alexi Hakim
Board Member James Halferty
Board Member Pam Hemann (Absent)
Board Member John Luke
Board Member Ike Massey (Absent)
Board Member Jim Morris (Absent)
Board Member Ray Serafin (Absent)
Board Member Chuck Stanislawski

PCOC Staff:

Chief Executive Officer Roger Smith
Executive Director-CV Bureau Barbara Garcia
Civic Auditorium Manager Rick Barr
Human Resources Director Shari McCormick
Executive Director Operations James Canfield
Director of Finance Connie Johnson

PUBLIC COMMENT

There was no public comment.

PRESENTATION OF PCOC BIENNIAL ECONOMIC BENEFIT STUDY

Mr. Roger Smith, Chief Executive Officer, stated PKF Consulting performs an economic impact report for PCOC every other year, and outlined the highlights of the draft report.

There was no formal action taken on this item.

ANNUAL REVIEW OF PCOC GOALS AND OBJECTIVES

Mr. Smith summarized the use days, rental revenue, and attendance of the Pasadena Civic Auditorium and the Conference Center. He also reported the room nights and lead room nights of the Pasadena Convention & visitors Bureau.

There was no formal action taken on this item.

DISCUSSION OF PROPOSED PCOC EXPANSION PROGRAM

Mr. James Canfield, Executive Director Operations, stated PCOC's facility requirements and deficiencies and summarized the backgrounds of the consultants working on this project. He also reviewed the program comparison, construction costs, funding sources, benefits of the expansion to the city, and the consequences of not expanding.

There was no formal action taken on this item.

DISCUSSION OF PASADENA ICE SKATING CENTER ALTERNATIVES

Mr. Smith reviewed the history of the Pasadena Civic Auditorium Ballroom (currently used as an ice rink), deficiencies of the ice rink, the ice rink lease status, the importance of the ballroom to PCOC, lost business due to no ballroom, and revenue projections for the ballroom.

There was no formal action taken on this item.

REPORT ON PASADENA CIVIC AUDITORIUM FOUNDATION

Vice President Nack discussed the importance of the Civic Auditorium to Pasadena, reviewed the Foundation's mission, and noted the Foundation has presented 102 performances since its inception in 1998.

Mr. Rick Barr, Civic Auditorium Manager, noted the Foundation's economic impact is in excess of \$10 million. He also noted despite the success of some presentations, the musical series has been losing money due to a shortage of subscribers. He indicated the

Foundation is working on a long-term strategic plan and business plan for the succeeding years and indicated there will be programming changes and that the Foundation will cease producing musicals that lose money.

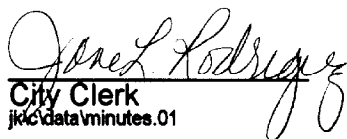
There was no formal action taken on this item.

On order of the Mayor, the regular meeting of the City Council adjourned at 9:04 p.m.



Bill Bogaard
Mayor

ATTEST:



City Clerk
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