

CITY OF PASADENA  
City Council Minutes  
June 8, 2021 – 4:00 P.M.  
City Hall Council Chamber

**SPECIAL MEETING**

The virtual meeting was convened pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, and was held solely by videoconference/teleconference

**OPENING:** Mayor Gordo called the special meeting to order at 4:06 p.m. The pledge of allegiance was led by Councilmember Madison.

**ROLL CALL:** Mayor Victor M. Gordo  
Councilmembers: Vice Mayor Andy Wilson  
Councilmember Tyron Hampton  
Councilmember John J. Kennedy  
Councilmember Steve Madison  
Councilmember Gene Masuda  
Councilmember Felicia Williams

**Staff:** City Manager Steve Mermell  
City Attorney/City Prosecutor Michele Beal Bagneris  
City Clerk Mark Jomsky

**ROSE BOWL OPERATING COMPANY (RBOC) AT-A-GLANCE:  
PRESENTATION OF FIVE-YEAR PRO FORMA AND REVENUE  
OPPORTUNITIES PLAN**

**Recommendation:** This presentation is for information only; no action is required at this time.

**FISCAL YEAR 2022 OPERATING BUDGET PRESENTATION  
AND REVIEW OF THE ROSE BOWL OPERATING COMPANY**

**Recommendation:** This presentation is for information only; no action is required at this time.

*The above two items were discussed concurrently.*

Councilmember Williams disclosed that she is a board member of Wescom Credit Union, which is a sponsor of the Rose Bowl Stadium, but stated that she does not view her participation in the RBOC budget review item as a conflict of interest.

Mayor Gordo provided introductory comments on the challenges related to the Rose Bowl Stadium and the City's responsibilities. He stated that he is going to assign an ad hoc committee to work with the Rose Bowl Operating Company (RBOC) and the Pasadena Center Operating Company (PCOC) to help focus on and vet the budget issues/details, and provide guidance to the City Council.

Steve Haderlein, President of the Rose Bowl Operating Company (RBOC), provided introductory comments, spoke on the highly variable Fiscal Year 2022 RBOC budget; and responded to questions.

Darryl Dunn, Chief Executive Officer at the Rose Bowl Stadium, provided introductory comments, and Dan Barrett, Executive Vice President with CAAICON (RBOC's consultant), presented a PowerPoint presentation on RBOC's financial status, as well as revenue opportunities and analysis, with both responding to questions.

Councilmember Madison supported serious City Council consideration regarding the potential opportunities/projects proposed by RBOC's consultants; and spoke in favor of the City's continued support of the RBOC, highlighted by the New Year's Day benefits that are derived from the Rose Bowl Stadium.

Vice Mayor Wilson encouraged RBOC staff to reduce the number of potential revenue opportunities/projects to focus on 20-25 such events, considering the timeline, impacts to the surrounding area, and likelihood of meeting revenue targets. He also asked RBOC staff to consider re-conceptualizing the Arroyo Seco area and expanding opportunities for the entire area from a strategic position.

Mayor Gordo voiced support for RBOC staff to re-conceptualize the Arroyo Seco area and beyond, taking into consideration Pasadena's next evolution as it pertains to sports, arts, entertainment, conventions, and hospitality, as well as doing so in a responsible manner. He also spoke on the need to include Brookside Golf Club and the Pasadena Center Operating Company (PCOC) as part of the discussion when analyzing Pasadena's next evolution.

Councilmember Williams spoke in favor of reducing the number of potential opportunities/projects to a feasible number. She requested the following:

- City staff to engage a bond counsel and calculation to determine what might be done in regards to the Rose Bowl debt service and Build America Bonds;
- Staff to determine if the extraordinary redemption is applicable, and if there is an option, to refund a portion of the debt on a tax exempt basis;
- She suggested that the Legislative Policy Committee work with the City's lobbyist to follow up on the Build America Bonds (BAB) legislation as part of an infrastructure bill and to determine if it is possible through legislation to reinstate 35% IRS subsidy;

- She also suggested that the Finance Committee review the debt policy for the City to determine if it should be amended to provide refunds;
- She asked staff to provide information on RBOC's annual contribution to CalPERS and their unfunded accrued liability.

Matt Hawkesworth, Director of Finance, stated that he would provide the additional requested information; noted staff's current engagement with bond counsel related to extraordinary measures; and responded to questions.

Councilmember Kennedy spoke on the need for RBOC to reimagine the Arroyo Seco from La Casita Del Arroyo up north to the Devils Gate Reservoir. He suggested that a comprehensive review of the area is undertaken; and incorporate the surrounding neighborhoods, as well as Councilmembers Hampton and Madison, into the process. Councilmember Kennedy suggested that the City seek the assistance of Mr. Dickran Tevrizian and Jim Ellis, or someone similar, to assist in reimagining the Arroyo Seco and meet with the RBOC to attract investment. He spoke on the need to address and improve the fan experience at the Rose Bowl Stadium; and to consider the Latino/Latinx community in terms of concerts. In addition, he requested information on RBOC, and that City staff consider possible structural changes in terms of the RBOC and City (i.e. continuing as an operating company, transitioning into the City governmental structure under the purview of the City Manager, etc.); and information on what is the approximate investment required related strictly to infrastructure.

Nina Chomsky, representing the Linda Vista-Annandale Association, advocated for the continued protection and security of the surrounding neighborhoods of the Rose Bowl Stadium; and balance the naturalization efforts and the needs of the RBOC in the Arroyo Seco. She personally advocated for the City to refinance the BAB agreement.

Mark Jomsky, City Clerk, reported that correspondence was received in support of the Rose Bowl Operating Company, and/or expressed concerns with their financial challenges, which were distributed to the City Council, posted on-line, and made part of the public record.

Councilmember Hampton spoke on the need for RBOC, PCOC and the newly appointed ad hoc committee to be fully engaged in the discussion on the ideas related to the Arroyo Seco and surrounding areas, including the possible installation of an ice skating rink. He echoed comments related to the need to continue the dialogue between the Rose Bowl Stadium and surrounding neighborhoods.

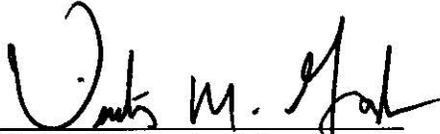
Following discussion, Mr. Haderlein stated that the RBOC staff will present a second analysis and an update on their budget to the City Council in approximately 4 -5 months.

Mr. Dunn, provided information on upcoming events at the Rose Bowl Stadium.

Following discussion, on the order of the Mayor, and consensus of the City Council, the information was received and filed.

**ADJOURNMENT**

On order of the Mayor, the special meeting of the City Council adjourned at 6:24 p.m.

  
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Victor M. Gordo, Mayor  
City of Pasadena

ATTEST:

  
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City Clerk