



**LOS ANGELES CONVENTION CENTER DEPARTMENT  
and  
LOS ANGELES CONVENTION & EXHIBITION CENTER AUTHORITY**

**JOINT COMMISSION MEETING MINUTES**

**February 12, 2014  
10:30 a.m.**

The Los Angeles Convention Center Department Commission (Department) and the Los Angeles Convention and Exhibition Authority Commission (Authority) convened a joint Commission meeting on Wednesday, February 22, 2014 at 10:38 a.m., at the Los Angeles Convention Center (LACC), located at 1201 South Figueroa Street, Los Angeles, CA 90015, in Meeting Room 503.

**ITEM NO. 1 CALL TO ORDER / ROLL CALL**

The Joint Commission meeting was called to order by Vice President Jon Vein.

**Department Commissioners Present:**

Vice President Ray Bidenost  
Nicole Duckett Fricke  
Gillian Zucker

**Authority Commissioners Present:**

President Susan Rodriguez  
Vice President Andrew Walter  
Carlos Alfaro  
Wayne Avrashow  
Tom Cañas  
Candice Choh  
Florence Chung  
David Cunningham  
Peter Gravett  
Robert Mallicoat  
Sylvia Robledo

**Department Commissioners Absent:**

President Jon Vein  
Commissioner Neal Moritz

**Authority Commissioners Absent:**

Shahiedah S. Coates  
Kanchan Mattoo  
Donald Smith

**Department Staff Present:**

Robert R. “Bud” Ovrom, Executive Director  
Tom Fields, COO & Assistant General Manager – Operations  
Marla Bleavins, Assistant General Manager – Finance & Administration  
Cristine Villorante, Recording Secretary

**Guests Present:**

Ted Tanner, Sr. VP of Real Estate Development – AEG

Glyn Milburn, Business Team Representative – Office of the Mayor

Diana Mangioglu, Sr. Administrative Analyst II – Office of the City Administrative Officer

Brad Gessner, Sr. VP of Regional Operations & General Manager – AEG

Barbara Kirklighter, Sr. Director of Research & Revenue Strategy – Los Angeles Tourism & Convention Board

**ITEM NO. 2 PUBLIC COMMENT**

Ms. Joyce Dillard expressed her concerns with regards to the Authority Commission's role and being left out of discussions relative to the LACC, the conflict of public benefit, the importance of the tax-exempt status, and more disclosure of information between the Authority and Department Commissions.

President Rodriguez, in the context of the limited jurisdiction of the Authority, referred Ms. Dillard's concerns to the City Attorney's office, which would be in a better position to respond than the Authority.

**ITEM NO. 3 APPROVAL OF MEETING MINUTES**

- The January 22, 2014 Department Commission Minutes were unanimously approved.
- The January 8, 2014 Authority Commission Minutes were unanimously approved.

**ITEM NO. 4 EXECUTIVE DIRECTOR'S REPORT**

Mr. Bud Ovrom introduced Mr. Ted Tanner who presented the Joint Commission AEG's design update of Plan A. The following are highlights from Mr. Tanner's presentation:

- Primary motives are to enhance and grow the Los Angeles Convention Center (LACC) and to deliver and fulfill an economic uplift of the City's economy.
- Focused on bringing an NFL team to the City of Los Angeles (fully entitled to bring 2 teams to Los Angeles).
- AEG has invested millions of dollars in preparation to be shovel ready once an NFL team is announced.
- Acknowledged and thanked Tom Fields for being a terrific partner on behalf of the LACC, working shoulder to shoulder with AEG on the planning and development of the integration of the Convention Center and the stadium.
- The development site is 68 acres, which is the subject of the Environmental Impact Report (EIR) and entitlements, comprised of: Staples Center, Gilbert Lindsay Plaza (GLP), South and West Halls, parking garages and lots to the west of L.A. Live Way.
- Phase I replaces West Hall with exhibition and meeting spaces, improves access and integration of South Hall, construction of 3000 parking stalls (replacing existing Cherry St. garage), redevelopment of Gilbert Lindsay Plaza, and relocation of bus and drop off facilities.
- Phase II is the construction of the stadium, fully integrated with the modernized and expanded Convention Center, and the construction of a 960 stall garage on the Bond St. lot.

- The modernization is estimated to be a 4-1/2 to 5 year undertaking because of the staging and development of the New Hall, GLP, the parking garages, and the stadium (a.k.a. Farmer's Field).
- The architects and designers who were awarded the design of the project are:
  - Populous designing Convention Center, New Hall, and Pico Passage
  - Gensler designing Farmer's Field
  - HNA designing the parking garages
  - Melendrez designing GLP
- Pico Passage
  - Utilities and back of house functions are taken care of behind South Hall.
  - Creation of a new lobby on the north side of Pico Blvd. which accesses the New Hall, the exhibition facilities as well as meeting rooms and new ball room.
  - A new passageway into the Convention Center for the South Hall and new North Pico entrance.
  - Consolidated loading entrances for the LACC, Staples Center, and Farmer's Field
  - Created expanded areas for drop-off areas, both on North and South side of street
  - Preserved the loading/unloading areas for buses and taxis
  - Widened the sidewalks to 20' by removing one westbound lane of Pico Blvd.
  - Created protected pedestrian crossings
  - LED lighting throughout, making it as light and open as possible
- Expansion of the exhibition halls
- Multi-Purpose Room
  - Crown jewel of the LACC
  - Highly flexible
  - World Class ball room, 50,000 square feet, region's largest (seats 4,000 – 5,000 in a theater style seating and 2,000 – 3,000 in a table seating style)
  - Can divide into separate meeting rooms
- Signage and branding opportunities
- Renovated and expanded food services area, more communal dining opportunities
- Focused on the public realm, based on Streetscape Design Guidelines referenced in AEG's original L.A. Sports and Entertainment District Master Plan, which has guided the streetscape improvements: wider sidewalks, double rows of street trees, outdoor dining experiences, comfort in walking, self-contiguous campus, a safe and pleasant place
- Transportation
  - Improved way finding
  - New bike lanes and bike access
  - My Figueroa Project improvements
  - Pico Station improvements to increase capacity and support improved access to the LACC
  - Convenient drop-off/pick-up areas for bus, taxi, limo, and parking
- Parking
  - Key was not to build more parking stalls
  - Over 40,000 parking stalls in walking distance
  - Educate people through apps, on how to get to the campus

- Tickets sold that includes public transit tickets
- John Friedman has been hired to come up with a parking façade along the freeway
- Improving freeway underpasses with lighting, landscaping, light structure, and murals
- GLP
  - 4.5 acre area
  - Remove bus loading and drop off activity
  - Recapture as open area used for extending exhibits outdoors, Game Day Fan Fest events
  - Restaurant at the corner of the park
  - Create funds to support community events such as Movies in the Park, Food Trucks, Farmer's Markets
  - Artscape
- Sponsorship and advertising in and around the LACC as a revenue stream
- Farmer's Field
  - 14.1 acre site
  - Build a 72,000 capacity stadium
  - Lightweight retractable roof
  - Artificial turf
  - Field level is lowered which allows one to view the expanse of the stadium upon entry
  - Collapsible seats will allow an additional 135,000 sq. ft. of usable area for expanded convention use
  - Meeting room level has club and hospitality areas that are accessible from the Convention Center for breakout meetings that overlook the stadium.

Upon the completion of the presentation, Mr. Tanner answered questions from the Joint Commission.

Commissioner Cunningham asked if there will be tailgating allowed. Mr. Tanner stated that there will be amenities available within LA Live for those who like to tailgate.

President Rodriguez asked if Plan A is not successful, will the City be able to incorporate the designs and development plans into Plan B. Mr. Tanner stated that many of the plans can be integrated into Plan B, but how it will be paid is the bigger question. Mr. Ovrom added that the City is committed to Plan A, but the City has a fiduciary responsibility to the citizens to have a back-up plan. Plan B has been discussed in both the Department and Authority Commission meetings which includes an architectural competition and financing options. If the City ends up with Plan B, the City will take the best ideas from Plan A and incorporate them into Plan B.

Commissioner Robledo asked if there are any studies or research that indicates how many people take public transportation into the area. Mr. Tanner stated that AEG has monitored Kings, Clippers and Lakers games. The use of Blue and Expo Lines have increased 5%-10%. AEG's goal is to have 20%-25% utilization which they believe is achievable.

Commissioner Robledo also commented that there is a need for better signage from the Pico Station to the LACC. Mr. Tanner stated that way finding is critical to the project. Mr. Ovrom added that the City is working with Metro on a more comprehensive way finding system.

Vice President Bidenost asked for clarification on the capacity of the Ball Room. Mr. Tanner stated that it depends on how it's configured, but the rule of thumb for a 48,000 sq. ft. ball room would be 15 sq. ft. per person for a 10 seat round table and 7 - 8 sq. ft. per person for a theater style seated event.

Vice President Bidenost expressed his concerns over getting food to the Ball Room and valet parking. Mr. Tanner stated that a new kitchen is being developed one level below the Ball Room. Mr. Fields added that on the same level and behind the Ball Room there is a plating area to support the Ball Room. Pico passage is a robust area for valet parking and the distance from the valet parking, is not far from the drop off point (enter the lobby's circulation corridor and up one level). Mr. Ovrom added that the Ball Room would still be incorporated into Plan B.

Commissioner Cañas expressed his concerns with regards to parking once the stadium is built and multiple events happening simultaneously. Mr. Tanner stated that part of the EIR referenced programming of events and while there could be simultaneous activity at the Convention Center and an NFL game at the stadium, there would not be a Staples Center event. Sporting events are planned so they do not overlap. LA Live has 3500 parking spaces and the lots do not get filled due to the abundance of surface parking. Mr. Ovrom added that the vision of the future of L.A. is to be a transit friendly city. Mr. Tanner also stated that AEG's goal is to be the best in the NFL in terms of reducing private passenger automobile trips. Mr. Tanner states that it's a tough task in comparison to Seattle and more transit oriented cities, but AEG is committed to its goal.

#### **ITEM NO. 6 AGENDA FORCAST / SPECIAL TOPICS**

The Department Commission changed their meeting schedule from 2<sup>nd</sup> and 4<sup>th</sup> Wednesday to 1<sup>st</sup> and 3<sup>rd</sup> Wednesday to ensure participation, starting March 5, 2014.

#### **ITEM NO. 7 ADJOURNMENT**

The meeting was adjourned at 11:35 a.m.