



OFFICE OF THE CITY MANAGER

November 21, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. City Engineer - Nationwide Recruitment Selection:

Following a nationwide recruitment, Siobhan Foster, Director of Public Works, is pleased to announce that she has selected Steven Wright as the City of Pasadena's next City Engineer, replacing Dan Rix who is retiring on December 20, 2013. In this capacity, Mr. Wright will manage approximately forty employees and the six sections of Engineering Division of the Department of Public Works including Civil Design, Street Lights and Traffic Signal Design, Park Planning and Design, Multi-Discipline, Engineering Services, and Special Projects.

Mr. Wright received his Bachelor of Science in Civil Engineering from Cal Poly Pomona and is a State of California Board of Professional Engineers and Land Surveyors licensed civil and traffic engineer. Mr. Wright joined the City of Pasadena in 1988 as an Assistant Engineer in the Department of Public Works. During his tenure, Mr. Wright has also served as Associate Engineer, Traffic Engineer, Resident Engineer, Interim Transportation Administrator, Acting City Engineer, and most recently Assistant City Engineer. As Assistant City Engineer, Mr. Wright manages the Construction Division of the Department of Public Works overseeing the construction of the City's capital improvement projects. Most notably, Mr. Wright served as the manager for the City Hall Retrofit (\$117 million) and Fire Station 32 and 39 Retrofit (\$4 million) projects. The attached memorandum from Siobhan Foster provides additional detailed information on Mr. Wright's work related experience.

2. Bad Weather Shelter Update:

Friends in Deed operate a Bad Weather Shelter (BWS) annually during winter months at Pasadena Covenant Church at 539 N. Lake Avenue in Pasadena. The BWS is open during cold or inclement weather from Thanksgiving weekend through March 15th. The BWS is funded through private donations and \$25,000 in Emergency Solutions Grant (ESG) funding from the City.

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100 N. Garfield Avenue, Room 231
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(626) 744-7371 • Fax (626) 744-4774
jgutierrez@cityofpasadena.net

According to William K. Huang, Housing Director, due to reduced funding available to operate the BWS, the BWS will be open only on a weather-activated basis this year. The BWS will be open on nights when the National Weather Service predicts an overnight temperature of 40 degrees or below, or on nights with a 40% or greater probability of rain. In past years the BWS had been open nightly in January and February, and had been weather active in November, December, and March. The attached memorandum from Mr. Huang provides additional detailed information on the Friends in Deed Bad Weather Shelter.

3. Complete Streets Design Manual Schedule:

In October 2013, the City of Pasadena was notified of the award of a \$175,000 Sustainability Planning Grant by the Southern California Association of Governments (SCAG). The grant will fund the development of what at the time of the grant application were titled Form-Based Street Design Guidelines, but are now known as Complete Streets Design Guidelines. According to Frederick C. Dock, Director of Transportation, the Sustainability Planning Grant will be in the form of consultant services. SCAG will contract with the consultants and handle the administration. The City of Pasadena will be responsible for developing the detailed scope of services, will lead in selecting the consultant and will monitor the consultant's work. This means that the Request for Proposal (RFP) will be released by SCAG and the consultant selected through SCAG's procurement system. The attached memorandum from Mr. Dock provides additional information on the RFP process.

4. Mejor Salud/Mejor Vida – Better Health/Better Life Conference - November 23, 2013:

On Saturday, November 23, 2013, the Villa-Parke Community Center will be conducting the annual *Mejor Salud / Mejor Vida – Better Health / Better Life Conference* from 8:00 a.m. to 2:00 p.m. The Conference, sponsored by the City of Hope, is free to all participants and includes breakfast and lunch.

The theme of this year's Conference is "The Environment and Your Health," which will include several workshops related to nutrition, gardening, organic foods, and healthy cooking. Specific workshops targeting teens, children and seniors are also planned. Attendees can participate in blood pressure screenings, vision and hearing exams, Body Mass Index (BMI) testing and immunizations. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation provides additional information on this upcoming conference.

5. In-House Concrete Repair Program – Update:

In July 2013, the Department of Public Works implemented a concrete sidewalk repair program to maintain City-owned properties and sidewalks. Under the leadership of Xavier Leon, Public Works Superintendent, the department recruited existing employees that had some prior experience with concrete repairs and initiative to master the necessary skills. A Crew of five employees was formed including four permanent employees and one MASH worker. Collectively, the crew has enhanced its skills and capabilities through-on-the-job training, on-site, classroom and course study at Citrus College. I have attached a memorandum from Siobhan Foster, Director of Public Works that further outlines the program and includes the location of recent repairs.

6. Cops in My Corner Boxing Show:

The Villa Parke Boxing Program is hosting its first *Cops in My Corner Boxing Show* featuring competitors from throughout Southern California on Saturday, December 14th from 12:00pm to 6:00pm in the Villa Parke Community Center Gymnasium located at 363 East Villa Street. This event will shine a light on the relationships between the Pasadena Police Department, Police Athletic League (PAL), South Pasadena Police Department and their support of the Villa-Parke Boxing Program and our community. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation, provides additional information on this upcoming event.

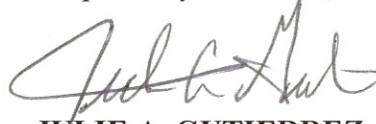
7. Mayor's Annual Holiday Tree Lighting – December 5, 2013 at City Hall:

Come join Pasadena Mayor Bill Bogaard light the City's Official Holiday Tree during a free, annual festive family celebration with local singers, art projects for kids and a special appearance by Santa Claus! The Mayor's Annual Holiday Tree Lighting event happens from 5:30 p.m. to 7:30 p.m., Thursday, Dec. 5 at Pasadena City Hall, 100 N. Garfield Ave. The Mayor will light the tree at 6 p.m.! Attached is a memorandum from Mercy Santoro, Director of Human Services and Recreation which provides additional detail information on this evening event.

8. Rose Bowl Roundup – November 2013:

Please find attached the November 2013 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. Read about the exciting activities at the Rose Bowl Stadium and the people who are making it happen.

Respectfully submitted,



JULIE A. GUTIERREZ
Assistant City Manager

/attachment

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: November 18, 2013
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director
RE: City Engineer

Following a nationwide recruitment, I am pleased to announce that I have selected Steven Wright as the City of Pasadena's next City Engineer, replacing Dan Rix who is retiring on December 20, 2013. In this capacity, Mr. Wright will manage approximately forty employees and the six sections of Engineering Division of the Department of Public Works including Civil Design, Street Lights and Traffic Signal Design, Park Planning and Design, Multi-Discipline, Engineering Services, and Special Projects.

Mr. Wright received his Bachelor of Science in Civil Engineering from Cal Poly Pomona and is a State of California Board of Professional Engineers and Land Surveyors licensed civil and traffic engineer.

Mr. Wright joined the City of Pasadena in 1988 as an Assistant Engineer in the Department of Public Works. During his tenure, Mr. Wright has also served as Associate Engineer, Traffic Engineer, Resident Engineer, Interim Transportation Administrator, Acting City Engineer, and most recently Assistant City Engineer. As Assistant City Engineer, Mr. Wright manages the Construction Division of the Department of Public Works overseeing the construction of the City's capital improvement projects. Most notably, Mr. Wright served as the manager for the City Hall Retrofit (\$117 million) and Fire Station 32 and 39 Retrofit (\$4 million) projects.

Mr. Wright has previous experience as a Junior Engineer with the State of California Department of Transportation, Engineer Assistant with the City of Los Angeles Department of Transportation, and as Traffic Engineer for the City of Chino Hills.

Mr. Wright will initially focus on ensuring the best systems are in place to deliver quality and timely projects that meet the needs of the Pasadena community and internal customers. Major projects underway include the Rose Bowl Entry (\$1 million), La Loma Bridge Rehabilitation & Seismic Retrofit (\$16.8 million), Robinson Park Recreation Center Renovation (\$8 million), Desiderio Park (\$2.4 million) and numerous other park projects. Mr. Wright will also continue to nurture critical community relationships including those with neighborhood groups, business associations, and open and natural space advocates.

City Engineer
November 18, 2013
Page 2

I look forward to working with Mr. Wright to achieve the mission of the Department of Public Works which is to preserve, maintain and enhance the City's infrastructure and natural resources and provide environmental stewardship for the benefit of our residents, businesses and visitors.

Mr. Wright can be reached by telephone at (626) 744-4695 and e-mail at swright@cityofpasadena.net.



HOUSING DEPARTMENT

MEMORANDUM-CITY OF PASADENA

DATE: November 20, 2013
TO: Michael J. Beck, City Manager
FROM: William K. Huang, Housing Director *William K. Huang*
SUBJECT: City Manager Newsletter Item-Bad Weather Shelter Update

Friends in Deed operates a Bad Weather Shelter (BWS) annually during winter months at Pasadena Covenant Church at 539 N. Lake Avenue in Pasadena. The BWS is open during cold or inclement weather from Thanksgiving weekend through March 15th. The BWS is funded through private donations and \$25,000 in Emergency Solutions Grant (ESG) funding from the City.

Due to reduced funding available to operate the BWS, the BWS will be open only on a weather-activated basis this year. The BWS will be open on nights when the National Weather Service predicts an overnight temperature of 40 degrees or below, or on nights with a 40% or greater probability of rain. In past years the BWS had been open nightly in January and February, and had been weather activated in November, December, and March.

Additionally, the BWS will no longer serve families due to the availability of Los Angeles County-wide resources for homeless families through Family Solutions Center located throughout the County and accessible through 211, the County's human services information line. The nearest Family Solutions Center is located in Monrovia and operated by Union Station Homeless Services. Families who come to the BWS during the winter shelter season will be sheltered for the night, but will be referred the next day to Passageways if they identify Pasadena as their home town or to the appropriate Family Solutions Center if they identify another location as their home. The focus of the Family Solutions Center and of Passageways will be to rapidly re-house homeless families either with friends or family or in housing with short term assistance, rather than sheltering them in emergency shelter.

Although the number of nights the BWS will operate this winter is less than in prior years, we are grateful for the dedicated Friends in Deed staff and volunteers who continue to operate this crucial anti-hypothermia program.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF TRANSPORTATION

DATE: November 20, 2013

TO: Michael J. Beck, City Manager

FROM: Frederick C. Dock, Director *F.C. Dock*

SUBJECT: City Manager's Weekly Newsletter – Complete Streets Design Manual Schedule

In October 2013, the City of Pasadena was notified of the award of a \$175,000 Sustainability Planning Grant by the Southern California Association of Governments (SCAG). The grant will fund the development of what at the time of the grant application were titled Form-Based Street Design Guidelines, but are now known as Complete Streets Design Guidelines. The Sustainability Planning Grant will be in the form of consultant services. SCAG will contract with the consultants and handle the administration. The City of Pasadena will be responsible for developing the detailed scope of services, will lead in selecting the consultant and will monitor the consultant's work. This means that the RFP will be released by SCAG and the consultant selected through SCAG's procurement system.

While SCAG has reiterated their formal commitment to fund the project, SCAG has also recently informed us that the Form-Based Street Design Guidelines project is No. 55 on their priority list and will be in the second round of procurements. This means that they estimate RFP release in late Spring to early Summer 2014, and project kick-off approximately three months following RFP release. The technical work on the guidelines will start in Fall 2014 and likely be finished within six months of contract start.

SCAG has assigned a Project Manager to work with the Department of Transportation to finalize the project scope of work for the consultant RFP. Meetings are now being scheduled for late November and early December with SCAG's Program Manager and a team that includes staff from the Public Works Department, Planning and Community Development Department and the Department of Transportation.



**MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department**

DATE: November 20, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: **MEJOR SALUD / MEJOR VIDA – BETTER HEALTH / BETTER LIFE
CONFERENCE TO BE HELD ON NOVEMBER 23, 2013**

On Saturday, November 23, 2013, the Villa-Parke Community Center will be conducting the annual *Mejor Salud / Mejor Vida – Better Health / Better Life Conference* from 8:00 a.m. to 2:00 p.m. The Conference, sponsored by the City of Hope, is free to all participants and includes breakfast and lunch.

The theme of this year's Conference is "The Environment and Your Health," which will include several workshops related to nutrition, gardening, organic foods, and healthy cooking. Specific workshops targeting teens, children and seniors are also planned. Attendees can participate in blood pressure screenings, vision and hearing exams, Body Mass Index (BMI) testing and immunizations.

Over 300 attendees are expected and pre-registration for this program is available by calling Villa-Parke at (626) 744-6530.

Additional Conference partners include Huntington Hospital, Kaiser Permanente, Planned Parenthood, Pacific Clinics, Young and Healthy, California State University, Los Angeles, City of Pasadena Human Services and Recreation Department, American Diabetes Association, American Heart Association, Pasadena Health Department, American Cancer Association and Care First.

For additional information on the conference contact Rozanne Adanto at (626) 744-6522 or radanto@cityofpasadena.net.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: November 20, 2013
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works SF
RE: In-House Concrete Repair Program – Update

The Department of Public Works implemented a concrete sidewalk repair program to maintain City-owned properties and sidewalks in July 2013. Under the leadership of Xavier Leon, Public Works Superintendent, the department recruited existing employees that had some prior experience with concrete repairs and initiative to master the necessary skills. A Crew of five employees was formed including four permanent employees and one MASH worker. Collectively, the crew has enhanced its skills and capabilities through on-the-job training, on-site, classroom and course study at Citrus College.

The Sidewalk Repair Crew has removed and replaced approximately 3,500 square feet of concrete since inception. The Crew has completed sidewalk repair at 15 locations including the following:

City Libraries	Parks	
Central	Eaton Blanche	San Rafael
Hill Avenue Branch	Gwinn	Victory
Lamanda Park Branch	Hamilton	Washington
La Pintoresca Branch	La Pintoresca	
	McDonald	

Upcoming projects include the \$40,000 CDBG-funded initiative to remove and replace sidewalks in the Benefit of Service Area (BSA). The target areas consist of Lake Avenue from Maple Street to Orange Grove Boulevard and Los Robles Avenue from Mountain Street to Woodbury Road. To augment existing staff, the Department of Public Works will add two MASH workers to the Sidewalk Repair Crew to assist with the project and as a job training opportunity for the workers.

Brenner Park – Sidewalk Removal & Replacement





**MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department**

DATE: November 20, 2013
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation
SUBJECT: COPS IN MY CORNER BOXING SHOW

The Villa Parke Boxing Program is hosting its first *Cops in My Corner Boxing Show* featuring competitors from throughout Southern California. This event will shine a light on the relationships between the Pasadena Police Department, Police Athletic League (PAL), South Pasadena Police Department and their support of the Villa-Parke Boxing Program and our community. Pasadena Police Chief Phillip Sanchez states, "The Pasadena Police Department's Police Activities League (PAL) is devoted to reaching our youth through a wide range of athletic and fitness oriented activities." An athlete and proponent of fitness for life himself, the Chief reiterated that:

"The City of Pasadena's Villa-Parke Boxing and Fitness Center has provided PAL a unique opportunity to enrich the lives of young people during a vulnerable stage in their upbringing. PAL children interested in boxing receive beginners training classes which is a fun way for youth to learn the fundamentals of boxing and fitness while being supported by dedicated professionals who emphasis sportsmanship and respect for others. I believe that every kid needs a PAL and a Cop in their Corner."

This event will feature 15 to 20 Olympic style amateur bouts with male and female competitors ages 8 and up. It is open to the public and will take place Saturday, December 14th from 12:00p.m. to 6:00p.m. in the Villa Parke Community Center Gymnasium, 363 East Villa Street. A voluntary \$5.00 donation is requested in lieu of an admission fee and children under 12 are free.

For more information, please contact Fausto De La Torre at (626) 744-6531 or FDeLaTorre@cityofpasadena.net.



MEMORANDUM – CITY OF PASADENA Human Services and Recreation Department

DATE: November 20, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

**SUBJECT: MAYOR'S ANNUAL HOLIDAY TREE LIGHTING TO BE HELD ON
DECEMBER 5, 2013 AT CITY HALL**

Come join Pasadena Mayor Bill Bogaard in lighting the City's Official Holiday Tree during a free, festive celebration featuring local singers, art projects for kids and a special appearance by Santa Claus! It all happens Thursday, December 5th from 5:30 p.m. to 7:30 p.m. in front of City Hall, 100 North Garfield Avenue.

City Officials have it on good authority that after the tree is lit, Santa Claus will make a special appearance. Parents and guardians should bring their cameras to snap a special holiday picture of Santa with your children. City Hall might also experience some unique weather patterns during the Tree Lighting with just a touch of snow flurries in the local forecast.

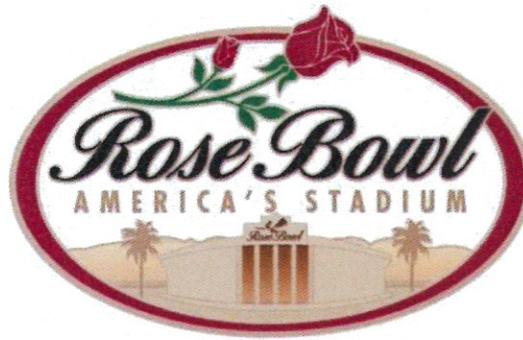
Entertainment will be provided before and after the tree lighting by Pasadena Idol 2013 winner Tori Harvey, the Blair High School singers, the After School Adventures Program Singers, the Robinson Park Tiny Tot singers, and the Old Fashion Carolers. In addition, Pasadena's Armory Center for the Arts will be hosting special "Holiday Crafts from the Around World" for young people to enjoy. The crafts will highlight the holiday celebrations of cultures from around the globe.

The Pasadena Fire Department will be on hand to collect new, unwrapped toys for needy children as part of the annual "Spark of Love" Toy Drive sponsored by the Fire Department with the local ABC television station.

Light refreshments will be served and the event is organized by the City's Human Services and Recreation Department with support from the Mayor's Office, the Department of Public Works, Pasadena Water & Power, the Fire Department, the Pasadena Public Library and the City Manager's Office.

For more information, please call (626) 744-7507. For more information about Pasadena, go online to www.cityofpasadena.net.

November 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back to feature milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium. Find out about the exciting activities at the stadium and those who are making it all happen.

In this issue ...

- ❖ A glorious past leads us toward a promising future
- ❖ Rose Bowl Stadium tours
- ❖ Historic Rose Bowl Stadium photos can be yours
- ❖ Celebrate the holidays at the Rose Bowl Stadium
- ❖ Rose Bowl governance update
- ❖ Rose Bowl Stadium Legacy Campaign—commemorative bricks on sale!
- ❖ Rose Bowl Stadium Premium Seating
- ❖ Tournament of Roses honors great players and coaches
- ❖ UCLA is 7-2 overall, 4-2 in conference play

FACEBOOK

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YOU TUBE

Read on, and be sure to send us your questions and comments.
Send your questions and feedback to Audrey [O'Kelley](#).

HEADS UP!



UCLA
vs.
University of Washington



FRIDAY NIGHT, NOVEMBER 15

The UCLA Bruins take on the University of Washington Huskies at the Rose Bowl on Friday night, November 15 at 7 p.m. Patrons and neighbors should anticipate heavy traffic throughout the area, and **plan ahead to avoid delays.**

[MORE](#)

Rose Bowl Roundup

ROSE BOWL STADIUM “BRICK” CAMPAIGN

In celebration of the 100th edition of the Rose Bowl Game



Donor Plaza rendering



Mark your memory at the
Rose Bowl Stadium.

[BUY A BRICK: MORE](#)

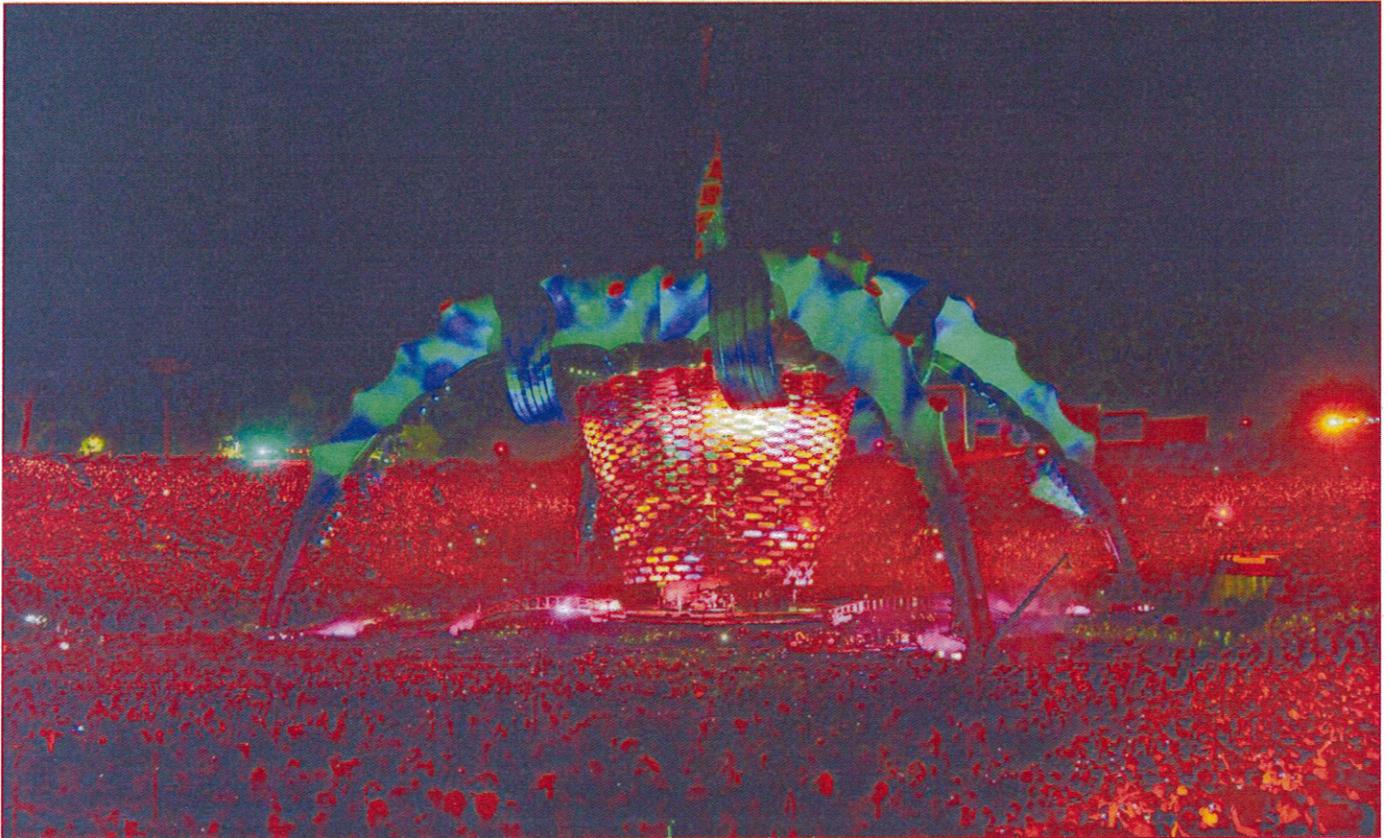
A GLORIOUS PAST LEADS US TOWARD A PROMISING FUTURE

The Rose Bowl Pavilion now carries the name of famed UCLA Coach Terry Donahue. And inside, the walls are now lined with striking photos and a timeline illustrating why this National Historic Landmark built in 1922 is revered by so many. Home of the Tournament of Roses Football Game, UCLA Bruin Football, Americafest Fourth of July celebration, and the World's Largest Flea Market, the Stadium has earned its World-Class Reputation by hosting



five NFL Super Bowl Games, the 1984 Olympic Soccer Matches, the 1994 Men's World Cup, the 1999 Women's World Cup, the 2002, 2006 and 2010 BCS National College Football Championship Games and numerous other memorable events over the past 90 plus years.

Rose Bowl Roundup



2009 U2 concert at the Rose Bowl Stadium

Remarkable among events was the 2009 event pictured above. Bono brought his Worldwide 360° concert to the Rose Bowl Stadium and erected an elaborate set (pictured above) consisting of a 200-ton arachnid forming the stage and a million-piece video wall. It was not only the biggest ever staged by a rock band, not only the most technologically innovative, the stage was the largest of any rock 'n' roll tour. A 2010 concert film "360° at the Rose Bowl" was shot by the Irish rock band October 25, 2009 on the band's U2 360° Tour date at the Rose Bowl. See this and other great moments in history. Take a tour of the stadium.

[MORE U2](#)

ROSE BOWL TOUR GUESTS AMAZED AT HISTORY PACKED INTO THE STADIUM

The behind-the-scenes tour shows off the historic locations throughout the stadium and reminds guests of all the great events that have taken place there since its completion in 1922.

Guests who have toured have been amazed at the history packed into one place. They also appreciate the beauty of the stadium, nestled as it is, in the central Arroyo. One guest noted, "I always tell (sic) them how wonderful it is that we have the opportunity to come to the beautiful Rose Bowl Stadium."



Knute Rockney's iconic 1924 backfield: The "Four Horsemen"

Rose Bowl Roundup

Those who have toured other sports stadiums agree that the Rose Bowl history is wonderful and so are the guides that lead guests through stadium telling the Rose Bowl Stadium story. Be sure to take a tour now. This is an auspicious year for the stadium and the Tournament of Roses with the 100th Rose Bowl Game[®] coming up.



Tickets are available on Ticketmaster.com or at the stadium's Tour ticket booth, located outside of Gate B. Also, be sure to check out the stadium website, RoseBowlStadium.com or call me at 626-275-2714 for more information.

HISTORIC PHOTO CAN BE YOURS

Own a photo in the famed Stadium Pavilion

As you tour the Rose Bowl Stadium, you'll see many arresting, historic photos. People seeking a way to contribute to the renovation and upkeep of the Rose Bowl Stadium can now purchase a photo and have a donor recognition plaque installed beside the historic photo. If you would like to know more about this rare opportunity contact Megan Bowen, Legacy Connections, at mbowen@rosebowllegacy.com or (626) 397-4147.

CELEBRATE THE HOLIDAYS AT THE ROSE BOWL STADIUM



What better way to celebrate the holidays than a party and what better place than the Rose Bowl? Choose your location ...

- ❖ There's the Terry Donahue Pavilion with its million dollar view of the beautiful San Gabriel Mountains and of the famous Rose Bowl turf. You just might see the turf team on the field getting things ready for America's New Year's celebration... the 100th Rose Bowl Game!
- ❖ Maybe you have football fiends for friends; check out the UCLA and Guest Locker Rooms!
- ❖ Or maybe you and your fellow partiers would like to celebrate on the Court of Champions beneath the Rose Bowl's famous façade.

Whether your choice is casual or classy elegance there's a location that will suit your needs. Give the Rose Bowl a call 577 3100 and a capable even manager will work with you.

NEW CITY-ROSE BOWL OPERATING AGREEMENT TO INCLUDE CITY COUNCIL OVERSIGHT

City Manager Michael Beck and Assistant City Manager Steve Mermell recommended more City Council oversight of the Rose Bowl Operating Company as part of a proposed update to the operating agreement between the city and the stadium.

The recommendations to the City Finance Committee were the result of a governance report commissioned by that committee after the City Council agreed to purchase an additional \$30 million in bonds to finance the stadium renovation.

Because the Rose Bowl debt is backed up by the City's General Fund City Manager Beck thought the City Council should track RBOC finances and operations to ensure that the objectives are met.



Rose Bowl Roundup

Among the recommendations for the new operating agreement— adopting a practice of quarterly reports by the RBOC to the City Council, providing monthly reports to the finance director and Finance Committee and developing a policy for capital project construction management to be approved by the City Council. Enhanced oversight would include establishing salary controls and benefits through the council budget process.

The RBOC board directors generally were pleased with the report and the recommended changes to the operating agreement. They felt that having completed the challenging renovation project it would be prudent to review their structure and plan for the future of the refurbished stadium and update operating agreement.

ROSE BOWL LEGACY “BRICK” CAMPAIGN

The Rose Bowl Stadium’s front door gets some sprucing up for the 100th Game

The long-awaited Rose Bowl Brick Campaign is up and running. Fans and community members now have an opportunity to make their mark at our iconic stadium ... literally. They can inscribe their brick with a personal message in remembrance of a person, event or game, a special memory, and feel the pride in supporting America’s Stadium. Each personalized brick will be incorporated into the plaza in front of Gate A, leading to the main entrance of the stadium.



Premium 8” x 8” legacy bricks (\$425—\$350) take center stage, as they will create the iconic rose pattern. The 4” x 8” (\$100) bricks will make up the plaza bands surrounding the rose design. Premium rose brick options also include a keepsake replica brick. Replica bricks are made of the same material and inscribed with the same personal message as the installed stadium brick (premium replicas will be rose red). Become part of history “one brick at a time” to ensure the Rose Bowl’s future for generations to come.

MORE

PREMIUM SEATING TEAM ANNOUNCES LIMITED LUXURY SEATING PACKAGES FOR THE PUBLIC

Lock in a piece of history....before it's too late!

Premium Seating went on sale November 5 for three of the most exciting football events in the coming year, all at the Rose Bowl Stadium:

- ❖ 2014 Rose Bowl Game - 100th Rose Bowl Game[®], January 1, 2014
- ❖ 2014 BCS National Championship Game, January 6, 2014
- ❖ 2014 UCLA Football Season, featuring USC, Oregon and Stanford games



Here’s what you can have:

- ❖ **Club Seats** are larger cushioned seats with access to the 15,000 sq. foot climate-controlled club lounge, all-inclusive food and non-alcoholic beverages, private entrance with escalators and elevators and access to cash bars and private restrooms.
- ❖ **Loge Boxes** offer the best view in the stadium with 4-person boxes with private TV and a high-end all-inclusive buffet in the exclusive Loge Lounge overlooking the 50 yard line.
- ❖ **Luxury Suites** will include 16-24 tickets in your own private entertaining area with catered food, TVs and upscale amenities.

Inventory is extremely limited. This will be your only chance to get the best seats to the biggest games! Ask about how you can receive a large discount by purchasing all three! Call 626.585.6800 or visit rosebowlpremiumseating.com for more information on Premium Seating at the Rose Bowl Stadium.

MORE INFORMATION

Rose Bowl Roundup

TOR TO HONOR GREAT PLAYERS AND COACHES THROUGHOUT THE HISTORY OF “THE GRANDDADDY OF THEM ALL”

Members of the Football Writers Association of America (FWAA) will select one Rose Bowl Game representative from each decade to comprise an All-Century Class.

Three nominees have been unveiled each week, by decade, beginning Sunday, September 22, with the 1900s-1910s. The finalists currently are Paddy Driscoll, George Halas, Neil Snow (1900s-1910s); Johnny Mack Brown, Elmer Layden, Ernie Nevers (1920s); Millard "Dixie" Howell, Don Hutson, Howard Jones (1930s); Bob Chappuis, Harry Gilmer, Charley Trippi (1940s); Alan Ameche, Bob Jeter, Woody Hayes (1950's) and John McKay, O.J. Simpson, Ron Vander Kelen (1960s). The rest of the finalists will be unveiled on Sundays leading up to Selection Sunday.

One overall player and one overall coach will be highlighted at a press conference on Selection Sunday, which will take place on December 8, 2013, in Pasadena.

Be sure to visit www.tournamentofroses.com or follow the Rose Bowl Game® on [Facebook](#) and [Twitter](#) to learn more about each of the finalists for the Rose Bowl Game® All-Century Class.



BRUIN FOOTBALL UPDATE:

*UCLA beats Colorado Buffs, 45-23, and Arizona Wildcats, 31-26
UCLA is 7-2 overall, 4-2 in conference play*

It was a homecoming and a welcome one at that. After losing two games in a row, Brett Hundley recouped his mojo in the first quarter with a beautiful 76-yard touchdown pass to Devin Fuller.

The team was plagued by penalties, 11 of them, losing 122 yards. It was only through solid defense and a rejuvenated offense that helped overcome this. Hundley finished with a total of 345 yards passing the career yardage of Tom Ramsey and Cory Paus. Hundley is now in third place on UCLA's career total yardage list.

In Tucson, an injury plagued UCLA managed to defeat the Arizona Wildcats 31- 26 with a strong defense featuring Jordan Zumwalt and true Freshman Myles Jack.

In addition to tackles and a recovered a fumble in the end zone that was forced by Zumwalt, linebacker Jack did his part for the offense gaining 120 yards in six carries. This included an exciting 66-yard touchdown run in the fourth quarter that provided the Bruins with their margin of victory.

Zumwalt forced an end zone fumble enabling Jack to recover. While Zumwalt didn't get a carry, he did have a key 12-yard pass reception on a Bruins scoring drive.

The win kept UCLA's in the running in the Pac-12 Conference's South Division. UCLA is 7-2 overall, 4-2 in conference play, one game back of Arizona State, which defeated Utah on Saturday.

UCLA is tied with USC, which rolled past California to improve to 7-3 overall, 4-2 in the Pac-12.

➤ MORE

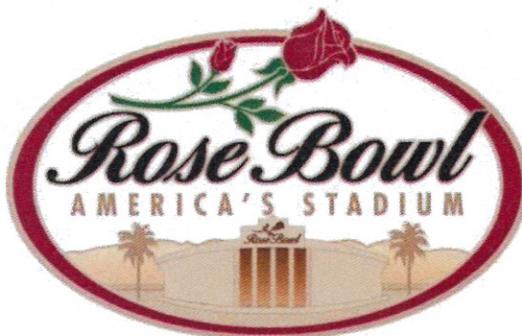
ROSE BOWL RENOVATION & IMPROVEMENT PROJECT

The project has five objectives:

1. Improve public safety
2. Enhance the fan experience
3. Maintain the Rose Bowl's National Historic Landmark status
4. Develop long-term revenue streams
5. Improve stadium operations

 MORE INFORMATION

 SEND YOUR QUESTIONS AND FEEDBACK



Honoring the Past ~ Preparing for the Future