

Los Angeles County
**Department of Children and
 Family Services**

Meeting Minutes and Executive Operations Report
 Operations Report/Planning Committee

Tuesday, July 9 2013

Action Items	Contact/Department	F/U
World Music Commission Operations City of Gardena, City of Compton	Mykesha A. Robinson (310) 237-8728	8/12/201
Ticket Sales Revenue Report Audrie Echnoz, Councilwoman Tasha Cerda, Reverend Pastor Byron L. Smith	Mykesha A. Robinson	NA
LA County Department of Children and Family Services Celebrity Basketball Game Event Planning Committee	DCFS Jackie Solomon and Maria Melton (310) 237-8728 Access Code: 7134231	NA
WMC EVENT DONROS: MBA ART AND ENTERTAINMENT	Mehri Aklaghpour (818) 386-0341	7/9/2013
Transportation Operations for the Youth in the City of Gardena and the City of Compton	Audrie Echnoz (310) 523-3470	NA
Reception Site Options and Alternatives (Please See Report/Event Planning Notes)	Mykesha A. Robinson (310) 237-8728	NA

World Music Commission Worldwide Corporate Headquarters

M E E T I N G D E T A I L S

General

- World Music Commission contribution in the amount of more than **\$3,200 (Three Thousand Two Hundred Dollars and 1/100)** was generated as a collaborative partnership to aid revenue goals for the L.A. Sparks 2013 DCFS Celebrity Basketball Game.
- Event Planning Guidelines may be established in efforts to support a unique and collaborative capacity building-plan that generates maximum funding goals for the Department of Children and Family Services Trust Fund in 2014.
- Transportation guidelines were established and set by the World Music Commission through the supportive services network LAUSD and College Admissions Counselors Inc. for the Gardena Carson Family YMCA and Curry Temple AME Church in the City of Compton. With the oversight of Audrie Echnoz, Executive Director of the Gardena Carson YMCA.

- Administrative Infrastructure and a DCFS Event Planning Guide, is a capacity building tool that may establish greater outcomes for the Los Angeles County DCFS Event Planning Committee. This event planning infrastructure, a valuable asset to DCFS is available to enable DCFS secure A-level partnerships with funding institutions, Anschutz Entertainment Group and other partners like the L.A. Sparks for future events and fundraising opportunities.

Event Planning Notes 12/18/2012

DCFS County Liaisons: Jackie Solomon, Maria Melton

DCFS, Los Angeles County Dept. Children and Family Services Planning Committee: Department of Children and Family Services Celebrity Basket Ball Game.

- **4 Supplemental Plans for Community Involvement**

Events Budget – \$10,000-\$20,000

- **Questions for Venue Qualification**

- o Is there a diversified event planning board established from experienced members of the community?
- o Is the venue share cost and production within the planning budget?
- o Return on Investment for additional sponsors or stakeholders?
- o Quantitative Outcomes for Department of Children and Family Services?
- o LA stakeholders identified with each of the community Service Planning Areas 1-8?

Community Engagement

- **City of Gardena***

- o World Music Commission identified Councilwoman Tasha Credo as being a community stakeholder that will increase the City of Gardena's active involvement in generating support for the LA County DCFS Trust Fund OCAAT Celebrity Basketball Game. Councilwoman Tasha Cerda raised more than **\$250.00 (Two Hundred and Fifty Dollars)** in ticket sales towards the OCAAT Celebrity Basketball Game.
- o Introduction of Councilwoman Tasha Cerda took place to DCFS Trust Fund Staff Jackie Solomon
- o World Music Commission identified Audrie Echnoz, Executive Director of the Gardena-Carson YMCA as a potential site for ticket sales revenue collection for the DCFS OCAAT Celebrity Basketball Game. The Carson-Gardena Family YMCA generated more than **\$700.00 (Seven Hundred Dollars and 0/100)** in ticket sales for the OCAAT Celebrity Basketball Game. Transportation logistics

were also made by the WMC and successfully met all DOJ and child safety requirement.

- **City of Compton**

- Councilwoman Tasha Cerda's special invitation for Micah Ali and Aja Brown was extended to involve the City of Compton and Compton City Schools Compton Unified School District.
- 100 tickets provided by DCFS to Compton Unified School District at no cost and were received by Kevin Curry on 6/19.
- World Music Commission identified Pastor Byron L. Smith and the Curry Temple CME Church as a City of Compton DCFS Stakeholder generated and **\$250.00 (Two Hundred and Fifty Dollars 0/100)** in ticket revenue for the OCAAT Celebrity Basketball Game was purchased by Curry Temple CME for the OCAAT Celebrity Basketball Game.
- Transportation arrangements were made and underwritten by College Admissions Counselors. Transportation was made under the LAUSD Child Safety and Transportation Guidelines and the guidelines established by the Gardena-Carson Family YMCA.

MBA ART AND ENTERTAINMENT

World Music Commission identified Mehri (Mary) Akhlaghpour as being a donor and record label partnership for the One Child At A Time Celebrity Basketball Game. Mehri was introduced to DCFS Trust fund and partner Mc Farland Entertainment on 5/7/2013 for a partnership possibility.

- Mehri Akhlaghpour made a check available to the OCAAT Celebrity Basketball Game in the amount of **\$2000.00 (Two Thousand Dollars and 0/100)**.
- Mehri and MBA Art and Entertainment Record Label secured A.M.X.'s Performance with Bobby DeBarge Jr. as a donation for DCFS

UACF Event Planning Feedback for OCAAT June 23, 2013

Los Angeles County UACF Forum-Began an annual fundraising event by establishing an Event Planning Committee. These committee volunteers should consist of active members of the community for community based fundraising events. Each committee meeting should include members from the following community based organizations that include: DCFS, Parent and Children-focused Organizations, Schools, Colleges, Faith Based and LGBT Community Organizations, Chambers of Commerce and members from law enforcement meeting from November until June 2014. Possible Marketing and Publicity components should include media alerts and press releases beginning in earlier planning months from seasoned and credible publicist and collaborative news outlets working with LA County Department of Children and Family Services.

Special Notes/Comments:

-Parking Instructions should be clear to participating guest that include logistical operations for all active participants in the community planning. These instructions should cover the celebrity parking arrivals, VIP Parking Arrivals (this includes Dignitary Guest, Mayor, Consulates ect...), Staff and Volunteer Staff and General Parking for attendees. Parking permits if needed, should be only ordered by host (AEG/LA Sparks) and approved-sent to the guest prior to arriving at the venue. All members of law enforcement and security should be briefed of the different credentials prior to the event. Crowd control volunteers should map a diagram where all guest are to arrive and be advised where all safety/first aid and Law Enforcement are if there is a need for emergency services. Next year, a diagram should be provided to every planning committee member and fire code and evacuation instructions.

Additionally, Official AEG credentials with lanyards may be requested from the L.A. Sparks to insure that all DCFS volunteers are receiving their proper All-Access credentials.

****Ritz Carlton JW Marriott: Our independent contracting firm was able to retain the Ritz Carlton JW Marriot LA LIVE Venue at no cost for our clients in 2011. After our overhead, catering bill cost was kept within our spending budget and the clients were able to exceed their fundraising goals. Please consider utilizing another AEG venue to host a no-cost reception and appreciation for the celebrities that attend to avoid fire code violations.**