



PARKS AND RECREATION BOARD MEETING DISCUSSION POINTS
CITY OF LEE'S SUMMIT

DATE: April 10, 2017 **TIME:** 6:00 PM **PLACE:** Council Committee Room

Board Members Present:	Board Members Absent:	Staff Present:	Other Guests:
Brian Hutchin Mindy Aulenbach Paula Belser Lawrence Bivins Steve Hardin Marly McMillen Beelman	Hope Davis Tyler Morehead Nancy Kelley Phyllis Edson, Council Liaison	Joe Snook Carole Culbertson Tede Price	

AGENDA TOPIC	DISCUSSION (Findings/Conclusions)	RECOMMENDATIONS/ ACTIONS
--------------	--------------------------------------	-----------------------------

BOARD APPROVAL ITEMS

Cost for Performers/Acts - 2017	Supporting documentation (see page 1). Mr. Snook introduced the purpose of the meeting. Ms. Price reviewed the memo. Mr. Hutchin asked about the Memories of Motown band. Ms. Price explained this is a continuation of the original act not a tribute band. Ms. Price informed the board the 2 bands; Memories of Motown and Uncle Kracker are over \$20,000 and require board approval. Mr. Hutchin opened for discussion. Ms. Aulenbach stated concern regarding recouping expenses and planned ticket pricing. Ms. Price stated \$20.00 advance and \$30.00 at the gate. Ms. Price and Mr. Snook stated that they budget based on selling tickets for half the capacity of the venue. Mr. Hutchin discussed the acts from last year and their budgets. Mr. Snook described that we consider all expenses as an individual line item. We estimate the line items on the higher side to be conservative. Mr. Bivens inquired about the sound and lighting vendor. Ms. Price responded that we have a current vendor. Also, we try to schedule events back-to-back to utilize the set-up and save on expenses. Ms. Aulenbach asked about the attendance these acts have currently. Ms. Price said that Dave Maygers, our concert promoter, said Uncle Kracker's last performance in Jefferson City was the venue's highest attended concerts. Memories of Motown Mr. Maygers brought in 1,500 for an outdoor venue. Mr. Hutchin inquired about advertising changes from last year. Ms. Price said that we have a marketing plan for each event. Digital marketing and Geofencing will be used this season to get more direct marketing to fans of the act's genre. Mr. Snook noted that we are changing our focus from lessons learned last year. Mr. Hutchin stated that he knows all of the hard work Ms. Price put in and inquired about her impressions of the line-up. Ms. Price stated that she was excited and that this increase was necessary to get artists to the venue that the community would enjoy. Ms. McMillen Beelman noted that this is part of a learning curve to get to cost recovery. Mr. Snook agreed and complimented Ms. Price on her hard work and diversity of choice in the lineup. Mr. Hutchin asked about the neighbor complaints. Ms. Price noted that we had more complaints about	Ms. McMillen Beelman move to approve the purchase of Memories of Motown for \$22,500 and Uncle Kracker for \$22,500. Mr. Hardin seconded. The motion passed unanimously.
--	--	--



	<p>Fireworks than concert noise. Mr. Snook noted that we have had very few complaints and we are communicating to the neighbors before the season starts. Ms. Price also noted that we are building our reputation as a venue within the music industry. Ms. Aulenbach complimented Ms. Price on her work and this is an experiment to find the right formula. Mr. Snook reminded the board that we are making additional revenue from the concession stand, food and other vendors that are creating additional revenue streams at every event.</p>	
OTHER ITEMS		
<p>Mr. Snook announced that the Shelter at Summit Park will be demolished this week. It has been announced in the paper. Ms. Belser inquired about the Quarterly Employee Breakfast. Ms. Price confirmed it was this Wednesday at Harris Park Community Center.</p>		
MEETING ADJOURNMENT		
<p>Mr. Hutchin adjourned the meeting.</p>		