August 16, 2013

5:00 p.m.

**Meeting Minutes for the August 14, 2013 Metro and Urban Parks Ad Hoc Committee**

**Topic:** Subcommittee report on Park rules and ticketing, proposed carousel in Metropolitan Park and discussion of Jaxtoberfest.

**Location:** City Council Conference Room A, 4th Floor City Hall.

**In Attendance:** CM Bill Gulliford, CM E. Denise Lee, CM Don Redman; CM Lori Boyer; Steve Pace, EQD; Mark Hartley, Parks & Recreation; Daryl Joseph, Parks & Recreation; Paige Johnston, OGC; Janice Billy, CAO; Mike Yokan, Promoter; Tonisha Gaines, COJ Special Events; James Richardson, COJ- EPB; David Pierson, CEO and President of the Jacksonville Symphony Orchestra; Scott Wilson, ECA District 4, Allison Adams, ECA District 5and Dan Macdonald, ECA District 8.

CM Dr. Johnny Gaffney had an excused absence.

CM Don Redman arrived late due to a previous meeting

CM Lori Boyer had to leave to make another meeting.

The meeting was convened by CM Lee at 2:07 p.m. with CM Lee, Boyer and Gulliford in attendance. The minutes for the July 25, 2013 were approved.

CM Boyer read the Summary of Subcommittee Conclusions from the meeting of August 7, 2013. (Document included).

Discussion arose when it came to defining ticketed events and how many consecutive days or hours constitutes a single ticketed event. David Pierson said that when the Starry Night series (which began as 3 concerts and grew to 4 in the early 1990s) was originally considered a single event. CM Lee asked the Special Events Office to research the number of more than one-day events that have been held in Metropolitan Park over the last 10 years.

CM Gulliford suggested that instead of counting events by days, that an alternative would be considering an event by the number of performance hours it encompassed. CM Boyer explained her methodology in coming up with the number of performance hours allowed in her park rules proposal.

The World of Nations event, which spans 4 days, was discussed. Because it asks for a nominal fee it may not be designated as a ticket event. It was suggested that the nominal fee be considered a donation so that the park is not closed to the public, thus making it a non-ticketed event.

Promoter Michal Yokan prepared a list of concerns (documents included) about the draft of park rules. While copies were made available to the committee members and those in attendance, they were not discussed.

CM Lee proposed that the committee discuss the ticketing issue at the next meeting.

CM Gulliford made a presentation about the costs and feasibility of installing a carousel in the park. He had contacted a leading authority, Brass Ring Entertainment, and discovered that an antique carousel will likely outlive a new one that has an estimated lifespan of 20 years. The estimated cost would be about $2 million to purchase and install. He was also advised that most cities with successful carousels opt to have them operated by a private firm. It was estimated that in a city the size of Jacksonville it could be expected to sell 250,000 rides at $2 per ride a year. This would provide a return on investment in about 10 years. However, there would be additional costs to construct a protective covering to shield it from bad weather.

David Pierson of the Jacksonville Symphony spoke about the return of the Starry Nights concerts in Metropolitan Park set for May 31, June 7 and June 14 of 2014. No artists have been announced at this time. He would like to see the park rules and fees adopted as soon as possible so that advantageous dates can be secured for the 2015 concert series.

A discussion about the upcoming Jaxtoberfest event at the Shipyards property addressed the need to monitor music from this event. While announced in the Times-Union, Special Events said that this was not a city-sponsored event and leases had not been signed. In that this is a new outdoor concert venue that could have noise impact across the river it was suggested that Steve Pace and his staff plan to monitor sound created by this event.

Janice Billy made the committee aware that $125,000 is being spent from the Metropolitan Park Trust Fund to study stage placement and speaker configuration if Metropolitan Park is redesigned.

CM Lee asked that Parks & Recreation and Special Events work closer together to coordinate the permitting and operation of events in the parks.

Mr. Yokan spoke briefly asking that his rules recommendations be considered, especially asking that sound monitoring take place on a Jaguars game and Suns game.

Mr. Pace thanked CM Lee and the committee for the acquisition of new sound monitoring equipment. His staff, as well as Jacksonville Sheriff’s Office officers has been trained to use the equipment by the manufacturer.

The next meeting will be held at 10 a.m. August 28 in Conference Room A.

The meeting was adjourned at 3 p.m.

Minutes compiled by Dan Macdonald, ECA District 8.

Included:

 Minutes

 Attendance Sheet

 Meeting Notice

 Agenda

 Subcommittee report

Yokan’s documentation

 Audio CD of meeting