

## **PARKS AND RECREATION/EDUCATION, ARTS AND CULTURE COMMITTEE**

**MAY 3, 2011**

**3:55 P.M.**

Councilman Gilbert, Chairman, called the meeting of the Parks and Recreation/Education, Arts and Culture Committee to order with Councilmen Murphy, Ladd, Scott, Rico, Berz, Benson, McGary and Robinson present. City Attorney Michael McMahan and Shirley Crownover, Assistant Clerk to the Council, were also present.

Others present included Dan Johnson, Donna Kelley, David Johnson, Missy Crutchfield, Melissa Turner, Sandy Coulter, Larry Zehnder, Dickie Hutsell, Richard Beeland, Vickie Haley, Greg Haynes and Karen Rennich.

**On motion of Councilman Murphy, seconded by Councilwoman Robinson, the minutes of the previous meeting were approved as published.**

### **FAMILY CONCESSIONS CONTRACT FOR FOOD AND BEVERAGES**

First off, Adm. Crutchfield took a moment to thank Councilman McGary for all his hard work; that we would be talking about concessions, which had come about because of his leadership.

Councilman McGary asked to be told more about the bid winner for this endeavor.

Adm. Crutchfield stated that she would be calling on Sandy Coulter; that the award went to Family Concessions for alcohol sales.

Ms. Coulter explained that RFP's went out for alcohol and food vendors; that there were two responses, and they negotiated with Stanley Concessions, who had worked with UTC, but they were higher and wanted to raise to 30% across the board.

Councilwoman Robinson asked if alcohol sales were new and if this included beer, wine and mixed drink use? Ms. Coulter responded that beer and wine were included, and they were pursuing mixed drinks. Councilwoman Robinson wanted to know when alcoholic beverages could be sold? Ms. Coulter responded "at the beginning of an event and during intermission". Councilwoman Robinson wanted to know how the price would be negotiated for beer and wine? Ms. Coulter explained that they were still in negotiations right now. Councilwoman Robinson asked if alcohol would be for sale at all events? Ms. Coulter responded that they would not be available at school events and religious events. Councilwoman Robinson asked about something like the "Lion King"? Ms. Coulter explained that they would have to look at each event and talk to the promoter and take this into advisement; that "Beauty and the Beast"

would be coming in June, and they had plans for alcohol sales. Councilwoman Robinson asked about sharing the revenue with promoters? Ms. Coulter stated that this had not been addressed. Councilwoman Robinson was interested in us keeping our hands on it and asked about ongoing work with the Community Theater? Ms. Coulter explained that this would be replacing the concession revenue stream, and we would no longer have this revenue source; that since it is replacing this, there would be no extra left over. Councilwoman Robinson reiterated that she wanted to keep our hands on it.

Councilman Rico asked about contact with the Beer Board. Ms. Coulter explained that after they picked up their application, they would go before the Beer Board.

Adm. Crutchfield addressed the remark regarding the Community Theater as a way for more money. She then went on to talk about an exciting opportunity, stating that a Resolution would be prepared for next week. She mentioned the tornado, noting that her family had been involved and that Lauren Alania of American Idol was coming to town (that she considered Chattanooga to be her hometown); that Karen Alayne, Lauren Alania's voice coach was present tonight and that she had learned from Lauren that she would be here on May 14<sup>th</sup> and that she would like to use her coming to town as an opportunity to help victims of the tornado; that a parade would be involved, starting at 10:00 a.m., and they would like to waive the fees for this community-wide effort. Ms. Crutchfield added that Mayor Littlefield was in favor of waiving the fees.

Councilman McGary thanked Ms. Crutchfield for her presentation, stating that his question, with Lauren Alania coming for the Parade and Benefit Concert, who will the funds go to? He asked if it would be the Red Cross?

Ms. Crutchfield stated that they would be going over details during the next few days; that they were looking at opportunities to direct funds to families and agencies involved.; that Karen Alayne had told her that it would be a free concert and collections would be taken up. She stated that she would have more information for the Council and a Resolution prepared—that the Mayor had asked that she give this information to the Council because it was less than two weeks away.

Councilwoman Robinson stated that we could designate Red Cross and stipulate that it was to go to people in this area. Ms. Crutchfield indicated that she thought the Red Cross would be a natural.

Karen Alayne added that this benefit concert was at the request of Lauren Alania and her mother.

Adm. Crutchfield asked if waiving the fees was the will of the Council; that they needed feedback because this was moving quickly.

Councilwoman Robinson stated that she thought it was a good thing to do.

Ms. Alayne explained that they were going to do a homecoming parade anyway and Lauren Alania did not want it to be just about her and having a parade; that she knew the devastation of this area, and it grieved her heart.

Councilman Gilbert stated that we appreciated her doing this—that she was thinking about others.

Ms. Crutchfield asked if she had the Council's permission to waive these fees? She added that a Resolution would be coming.

Attorney McMahan stated that he would prepare a Resolution.

Ms. Crutchfield stated that a Press Release would be coming in the next couple of days.

Attorney McMahan stated that he had the permission of the Chairman to place this on next week's agenda.

The meeting adjourned at 4:05 P.M.