

NOTICE: JCPRD open meeting agendas are subject to change prior to and/or during the course of the meeting.
ADA NOTICE: Persons needing accommodations should contact ADA Coordinator Jo Ann Courtney no later than 48 hours in advance of the meeting at joann.courtney@jocogov.org or 913-826-3405.



BOARD OF PARK AND RECREATION COMMISSIONERS

Steven Baru, Chair
Leslee Rivarola, Vice Chair
George Schlagel, Secretary
Paul Snider, Treasurer
Jeff Meyers, Asst Secretary
Heather Rubesch, Asst Treasurer
Bob Carlson, Board Member
Steven C. Klika, Board Member

CULTURE (CUL) COMMITTEE

Jeff Meyers, Chair
Heather Rubesch
George Schlagel
Steve Baru, Board Chair Ex Officio Member

MEETING AGENDA MINUTES

*JCPRD Administration Building Boardroom
7900 Renner Road, Shawnee Mission, KS 66219*

*May 6, 2019
5:30 pm*

CALL TO ORDER/ROLL CALLDISCUSSION & ACTION

- A. Resolution to allow JCPRD to sell alcoholic liquor and cereal malt beverages at the Theatre in the Park in Shawnee Mission Park – Susan Mong, Superintendent of Culture**
- B. Theatre in the Park Advisory Council Minutes – Susan Mong, Superintendent of Culture**

OTHER BUSINESS

ADJOURNMENT



JOHNSON COUNTY PARK AND RECREATION DISTRICT
BOARD OF PARK AND RECREATION COMMISSIONERS

BRIEFING SHEET

Presented to: Culture Committee **Meeting Date:** 05/06/2019

Project Name/Identification: Resolution for the sale of alcoholic liquor and cereal malt beverages at Theatre in the Park Concessions in Shawnee Mission Park

Contact: Susan Mong, Superintendent of Culture **Phone:** (913) 715-2573
Name & Title

ISSUE: Consider approval of a resolution allowing JCPRD to sell alcoholic liquor and cereal malt beverages at the Theatre in the Park concessions in Shawnee Mission Park.

BACKGROUND: It was the consensus of the Board in April of 2019 to approve JCPRD as an authorized licensed vendor to sell alcoholic liquor and cereal malt beverages in concessions at the Theatre in the Park in Shawnee Mission Park.

ANALYSIS: In 2017, the JCPRD Board approved Resolution No. 2017-05 allowing the sale of alcoholic liquor and cereal malt beverages by a licensed vendor, with the intent that the sale would be through a third-party vendor. A similar resolution exists for the BOCC as well, Resolution No. 026-17. JCPRD staff is working with legal counsel and Johnson County staff to determine whether an amended resolution or new resolution is the proper course of action to provide authority for JCPRD to make these sales. The amended or new resolution will be presented at the Culture Committee meeting.

FUNDING REVIEW: Are there funding implications involved? No Yes *If Yes, explain:*

ALTERNATIVES:

Staff Recommendation

- Recommend consent approval as recommended by staff
 - Recommend consent approval as determined/modified by committee
 - Recommend discussion and action by the full Board at Board Meeting.....
 - Recommend denial of request.....
 - Table for additional consideration.....
 - Take no action.....
 - Other:.....
- If other, explain:*

Consequences or additional Information (if any):

LEGAL REVIEW: Is legal counsel review required? No Yes *If yes, explain:*

SUGGESTED RECOMMENDATION/MOTION:

It is the consensus of the Culture Committee to recommend Board consent approval of amended Resolution 2017-05 or new Resolution 2019-08 as presented to the committee.

SUPPORTING DOCUMENTATION: N/A. Form of resolution is being reviewed.

TIP - Theatre Advisory Council (TAC) Minutes
April 26, 2019 noon at JCAHC

In attendance:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Tim Bair | <input checked="" type="checkbox"/> Michele Janson | <input checked="" type="checkbox"/> Kim Underdown |
| <input checked="" type="checkbox"/> Corinne Bakker | <input checked="" type="checkbox"/> Jane Massey | <input type="checkbox"/> JCPRD Board |
| <input checked="" type="checkbox"/> John Edmonds | <input checked="" type="checkbox"/> Stephanie Meyer | Rep. |
| <input type="checkbox"/> Dena Hildebrand | <input checked="" type="checkbox"/> Susan Mong | |
| <input type="checkbox"/> Robert Hingula | <input checked="" type="checkbox"/> Joy Richardson | Guests: |
| <input checked="" type="checkbox"/> Donna Knoell | <input checked="" type="checkbox"/> Jim Royer | Sarah Saugier |
| | <input checked="" type="checkbox"/> Brant Stacy | Jill Grotzinger |

Minutes taken by April Kobetz.

-
- I. Welcome Stephanie Meyer
- II. Approval of March Minutes Stephanie Meyer
- a. Motion to approve: Donna Knoell; Brant Stacy second.
All approve.
- III. Sponsorship Best Practices Jill Grotzinger
- a. Jill Grotzinger – Development Director of USA Fencing & formerly of STEMS, Overland Park Arboretum gala – spoke with the council, answered questions about improving sponsorship practices, presented marketing materials, and ideas of how to elevate the Stars Gala and overall TAC fundraising.
- i. Specific items discussed included:
1. Timelines
 - a. Begin planning 14-16 months out from event.
 - b. Begin asking for sponsorships 6-9 months out from event while budgets are being created for allocating sponsorship funds.
 2. Looking for sponsors who have corporate philanthropic divisions or aligning missions.
 3. Solicitation Materials – Complete, concise material that highlight what was raised and what impact it will have on TIP. Solicitation letter addressing the sponsor and how they can invest in the TIP mission. Possible use of business type cards with event/mission information to give to potential sponsors.
 - a. Sponsors should be contacted seven times throughout the year with personalized thank yous, event report, etc.
 4. In kind trades – especially for advertising.
 5. Tracking of sponsorships and solicitations.
 - a. Make sure that there is a record of who has been contacted, if/what was given, contact in the future.
 - b. Wish list of sponsorships.
 - c. Establishment of access and recording protocol.

TIP - Theatre Advisory Council (TAC) Minutes
April 26, 2019 noon at JCAHC

6. Council members should be expected to reach out and preserve connections with sponsors.
7. Send post event surveys to each specific audience: Patrons, sponsors, vendors, etc.
8. Discussion of a special project to be the focus of the Gala fundraising was discussed. Tim presented the need for a professionally built orchestra pit cover and that idea was well received by the council.
9. Tim brought up the idea that this amount and level of fundraising could warrant a full time development position for Theatre in the Park.

- IV. Producing Artistic Director Report Tim Bair
- a. *Forever Plaid* is open and ticket sales are beginning to pick up for the final two weekends. The opening night event went very well.
 - b. Liquor license has passed the JCPRD board and is continuing to move forward.
 - i. Tim anticipates having the license completed this season, but possibly not in time for opening night of *Annie*.
 - c. Dodi Brown and Charles Smith did an interview for Joco Magazine and are also planning to attend opening night for *Annie* as part of the 50th anniversary celebrations.
 - d. We are still in need of volunteers for June 7th, opening night of *Annie/Season*, and June 21st for Joco Employee Night (rain out date June 23rd).
 - e. Concession stand remodel is progressing and will be finished for the start of the season.

- V. TAC Financial Commitment Stephanie Meyer
- a. The council discussed results of the Contributions Survey and the need to raise their financial contribution to TIP and how to track their contributions with in the council
 - i. Motion to increase annual TAC member contribution to \$500.00: Donna Knoell; John Edmonds second; All approve.
 - ii. The \$500.00 contribution level can be met through personal donations and other fundraising efforts. Council members will be responsible for tracking their contributions.
 - iii. Michele Jansen will be updating the Theatre Advisory Council charter to put forward to the JCPRD board for approval.

- VI. Stars Gala Information & Budget Report Sarah Saugier
- a. Sarah went over changes to the roles and teams for the Stars Gala. Sign-ups for roles and committees will take place at the May meeting. Teams and roles spreadsheet is attached separately.
 - b. Melissa Hingula will continue to lead the Décor team and has already booked catering and DJ for the 2019 gala.

TIP - Theatre Advisory Council (TAC) Minutes

April 26, 2019 noon at JCAHC

- c. There was discussion of the possible need for subcommittees of non-TAC members to help accomplish all needed roles and bring in outside expertise for the gala.
- d. Sarah introduced the council to the Bid Pal software that we will be using to facilitate the auction for the 2019 gala.
- e. Sarah took the council through our historical budgets and actuals and presented the budget projections for the 2019 gala.

VII. New Business
a. None

Stephanie Meyer

VIII. Adjourn

Stephanie Meyer

Next Meeting:

May 17, 2019 12pm noon – 1:30pm JCAHC

Please check JCAHC front desk monitors for meeting location.