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**BOARD OF PARK AND RECREATION COMMISSIONERS**

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**CULTURE (CUL) COMMITTEE**

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**MEETING AGENDA**

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

*June 11, 2019  
5:30 pm*

**CALL TO ORDER/ROLL CALL**

**DISCUSSION & ACTION**

- A. Update to Alcohol Rules and Regulations at Theatre in the 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:** 06/11/2019

**Project Name/Identification:** Update to Alcohol Rules and Regulations at Theatre in the Park

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

**ISSUE:** Consider approval of an update to Alcohol Rules and Regulations, included in JCPRD’s Operational Policies and Procedures, to be consistent with the recent adoption of Resolutions 2019-08 and 023-19.

**BACKGROUND:** On May 15, 2019, the JCPRD Board approved Resolution 2019-08, allowing JCPRD to serve as a vendor for the sale of alcoholic liquor and cereal malt beverages at Theatre in the Park in Shawnee Mission Park. Additionally, the Board of County Commissioners to approved Resolution 023-19 at its May 30, 2019 regular meeting, allowing for the same.

**ANALYSIS:** JCPRD’s Board-approved Operational Policies and Procedures need to be updated to reflect this change in the Theatre in the Park Policy section outlining alcohol rules and regulations.

**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 *While Legal Counsel review is not required, legal counsel has reviewed this updated policy.*

**SUGGESTED RECOMMENDATION/MOTION:**

It is the consensus of the Culture Committee to recommend Board consent approval of the revised Operational Policies and Procedures for the Theatre in the Park.

**SUPPORTING DOCUMENTATION:**

1. Operational Policies and Procedures – Theatre in the Park

## **THE THEATRE IN THE PARK POLICY**

It is the policy of the Johnson County Park and Recreation District that productions at The Theatre in the Park in the Shawnee Mission Park be reviewed by the Theatre Council. The council will then prepare recommendations for final JCPRD Board approval of fees and productions.

JCPRD will maintain the theatre bowl and structures for JCPRD-sponsored productions. Programming expenses will be a part of the theatre operating budget of JCPRD.

It is the intent of the JCPRD Board that the expenses of the budget be financed through a combination of tax dollars, grants, rentals, concessions, corporate and private contributions and sponsorships, and gate fees.

It will be the policy of the JCPRD Board to provide a minimum of four (4) major productions each year with an entertainment fee assessed to the viewing public. The Board will reserve the right to rent the theatre or charge for specific events for the purpose of assisting in the financing of theatre improvements and programming.

### **1.1. THE THEATRE IN THE PARK RENTALS**

- A. Areas within and surrounding The Theatre in the Park are available for a fee to outside groups when not in use for JCPRD programs, and are defined as follows:
1. Theatre Facility – Includes stage, seating bowl area, parking lot, restrooms, dressing rooms, preparation, and clean up.
  2. Theatre Grounds – Includes parking lot, bluegrass field, park preparation, and clean up.
  3. The Pavilion at The Theatre in the Park (The Pavilion) – Includes large event shelter, surrounding grounds within fenced area, parking lot, preparation, and clean up.
- B. Requests.
1. Any organization requesting use of the Theatre Facility and/or The Pavilion shall contact the designated JCPRD Theatre in the Park Staff (or contracted rental agent) to make such request. Upon approval by JCPRD, a Theatre Rental Permit shall be issued to the requesting organization. All rentals are dependent upon availability. (See Fees & Charges for rental rates.)
  2. Any organization requesting use of the Theatre Grounds only must submit a written request to designated staff in the Parks and Golf Courses Division at Johnson County Park & Recreation District for a Special Use Permit (see Special Use Permit Policy).
  3. Any organization requesting use of multiple areas (any combination of the Theatre Facility, Theatre Grounds, and/or The Pavilion) should submit their written request to designated JCPRD Staff (or contracted rental agent).
- C. Concessions.

Concessions in all three defined areas of the outdoor theatre will be operated by JCPRD during rental events unless specified otherwise in a Theatre Rental Permit or Special Use Permit. Additional vendors may be permitted to sell food items through written agreement.

#### D. Admission Charges.

Organizations may not charge admission nor be permitted to generate revenue on JCPRD property unless otherwise indicated in the Rental Agreement. If allowed, monies generated on the theatre grounds are subject to revenue sharing (unless otherwise specified in the Theatre Rental Permit).

#### E. Vendor Sales.

Outside vendors will not be permitted to operate in the theatre seating bowl area unless so specified in the Theatre Rental Permit. Any such vendors will operate under the terms outlined in the applicable permit and will be subject to revenue sharing or a fixed vendor fee (unless specified otherwise in the Rental Permit).

#### F. Alcohol.

1. The following rules and regulations apply to all JCPRD sponsored and co-sponsored events and rentals of the ~~seating bowl at The~~ Theatre in the Park at Shawnee Mission Park and/or of The Pavilion at which the sale and/or consumption of alcohol has been requested and approved, ~~and also to rentals of the seating bowl at The Theatre in the Park if also rented with The Pavilion:~~
  - a. With approval ~~indicated on the Pavilion Rental Permit or Theatre Rental Permit~~ by JCPRD, the renter may bring alcoholic liquor and cereal malt ~~beverage (3.2% beer), strong beer (5%), and wine (including sparkling wine)~~ beverages into the gated ~~area~~ areas of the Theatre in the Park and/or the Pavilion, and consumption is allowed during the renter's event within this gated area ~~of The Pavilion. If and only if the renter has also rented the Seating Bowl at The Theatre in the Park for their private function, alcohol may be taken into and consumed within the Seating Bowl at The Theatre in the Park as well.~~ Under no circumstances is the consumption of alcohol permitted in the parking lot, or any area outside the gated confines of The Pavilion or the Seating Bowl at The Theatre in the Park.
  - b. Also with approval ~~on the seating bowl at The Theatre in the Park and/or Pavilion Rental Permit~~ by JCPRD, a properly licensed caterer, server, or vendor may serve, or sell for consumption on the premises, alcoholic liquor and cereal malt ~~beverage (3.2% beer), strong beer (5%), and/or wine (including sparkling wine).~~ All such serving and/or sales shall be restricted to the seating bowl at The Theatre in the Park and/or the Pavilion per the permit. beverages. No sales or serving of alcohol shall take place outside of ~~The gated areas of the Theatre in the Park and/or the~~ Pavilion. Each such caterer, server and/or vendor must be properly licensed to sell or serve such alcoholic beverages, including any and all necessary state and/or city permits and/or licenses.
  - c. A permit shall be issued, upon receipt of request, including information, permits, and licenses as referenced above to be provided, as JCPRD staff may reasonably require.
  - d. No permit shall be issued prior to JCPRD staff receiving from each such caterer, server and/or vendor who ~~serves and/or~~ sells for consumption any alcoholic beverages at such a JCPRD venue rented hereunder, a copy of their required state and local permits and licenses, and proof of liability insurance. Such documentation must be received by JCPRD staff in advance of the event.
  - e. JCPRD staff is authorized to approve and issue a permit, subject to the provisions hereof and with such further conditions as may be set forth therein.
  - f. Per Johnson County Park & Recreation District Resolution No. 2019-08 and Board of County Commissioners Resolution 023-19, JCPRD may serve as a licensed vendor, subject to the acquisition

and maintenance of a liquor license to perform this function. JCPRD staff will comply with all state laws and rules stated here within.

f.g. The sale and/or consumption of the approved alcoholic beverages as described hereinabove shall be permitted only during the timeframe specified on the permit and shall never be allowed between the hours of 12:00 a.m. and 10:00 a.m. daily, or when the sale and/or consumption of such alcoholic beverage is otherwise prohibited by applicable law.

~~g. No other alcoholic beverages other than those authorized hereunder and which may be limited by the permit, shall be consumed within The Pavilion and/or The Theatre in the Park.~~

h. Every caterer, server and vendor of alcoholic beverages and/or cereal malt beverages shall comply with all applicable laws, rules and regulations.

i. No alcoholic beverages or cereal malt beverages shall be given, sold or traded to any person under twenty-one (21) years of age.

j. Glass containers for ~~beer and/or individual servings~~ of cereal malt beverages, beer, and/or wine are not allowed. ~~For a private rental, glass~~ Glass containers ~~for used to dispense beer and/or~~ wine may be permitted in such areas and under such conditions as specified under the terms and conditions of the permit issued by JCPRD staff.

k. For JCPRD sponsored or co-sponsored events, a permit is not required for sale, serving and/or consumption of the above authorized alcoholic beverages, provided that sale and/or serving of such authorized alcoholic beverages shall be by a properly licensed caterer, server or vendor, (to include JCPRD) and, further provided that the restrictions set forth in sections D and E of this section shall apply.

l. For Theatre in the Park performances, alcohol sales shall be limited to the sale of cereal malt beverages, beer up to 6% volume by weight, and wine (including sparkling wine).

## G. Security

Rental events will be reviewed by JCPRD Park Police to determine if security will be required (based on purpose of rental and number in attendance). If deemed necessary, security will be provided by JCPRD Park Police, and all of such expenses will be charged to the renter.

### 1.2. THE THEATRE COUNCIL

JCPRD recognizes the Theatre Council as the official advisory group for The Theatre in the Park. The purpose of this group is to advise and assist JCPRD staff in the areas of:

- A. Fundraising
- B. Programming
- C. Promotion of Theatre activities
- D. Goals, Objectives, and Priorities of the Theatre as defined by JCPRD
- E. Policy and Procedure Development and Enforcement

#### F. JCPRD and Community Relations

The Theatre Council shall meet regularly, and provide detailed minutes to the JCPRD Board for their acceptance. While the Theatre Council does not have the power to establish or change policy, this group will identify such recommendations in meeting minutes, and request action to be taken by the JCPRD Board. The Theatre Council will operate according to the guidelines as outlined in the Theatre Council Charter and approved by the JCPRD Board.

A member of the JCPRD Board shall be appointed by the Board Chair to serve as a liaison on the Theatre Council.

**TIP - Theatre Advisory Council (TAC) Minutes**  
**May 17, 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 checked="" type="checkbox"/> Dena Hildebrand | <input checked="" type="checkbox"/> Susan Mong      | Guests:   |
| <input checked="" type="checkbox"/> Robert Hingula  | <input type="checkbox"/> Joy Richardson             | Sarah Saugier                                     |
| <input checked="" type="checkbox"/> Donna Knoell    | <input checked="" type="checkbox"/> Jim Royer       |   |
|   | <input checked="" type="checkbox"/> Brant Stacy     |   |

Minutes taken by April Kobetz.

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- I. Welcome Stephanie Meyer
  
- II. Approval of March Minutes Stephanie Meyer
  - a. Motion to approve: Dena Hildebrand; Donna Knoell second. All approve.
  
- III. Financial Report Tim Bair
  - a. Harvest first payment came in earlier than 2018 causing a significant difference between 2018 and 2019 YTD totals.
  - b. Advertising costs are currently higher for 2019 due to TIP advertising in both the *Hamilton* and *Starlight* programs.
    - i. Tim was able to procure a full page ad in the *Starlight* season program for \$1100, which is a significant discount from their advertised rates.
  
- IV. Producing Artistic Director Report Tim Bair
  - a. *Annie* is in rehearsals and going well. *Chitty* will begin rehearsals on Saturday, May 18<sup>th</sup>.
    - i. KC Elite Dog Training is providing the dog, Buck, who will play Sandy in *Annie*. Buck is a survivor of the 2011 Joplin tornado and TIP is very excited to work with him and his trainer Dave Caton.
    - ii. TIP will also be engaged with Unleashed Pet Rescue, Angels Forever Senior Dog Rescue, and KC Kitty Cat Connection to do participate in pre-show speeches to highlight pet fostering and adoptions in the metro area.
  - b. Matt Stewart with Fox 4 is very excited to do several stories about TIP this summer. He is planning to join us on June 7<sup>th</sup> for opening night and there is also discussion having Holly (*Annie*) and Buck on TV, as well as a story about Frosty White and the money raised for the backstage benches in his memory.
  - c. A variety of VIP guests have been invited to opening night of *Annie*. These include the JCPRD Board members, Johnson County Commissioners, and TIP participants and backers.
  - d. June 7<sup>th</sup> opening night will include cookies (partially donated by Hyvee) for the first 1,100 audiences members to enter the gates. Specialty balloons, popcorn buckets, and Frisbees.

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- e. Work on the concession stand remodel is progressing in anticipation of opening.
- f. The scenic crew has begun work out at the theater.
- g. A new sprinkler system is being installed in the bowl.
- h. Harvest has put a new sound and lighting design protocol in place this season that will have senior designers training younger designers so that our production vaule starts high and stays high all season while also training future Park designers.
- i. Front of House is still hiring. Not as many staff are returning for the 2019 season as have in past years, plus with the addition of concessions there is a need for a larger crew. House Managers are continuing to hold interviews.
- j. The liquor license is still working its way through county, but we still anticipate having the license in place at some point this summer.
- k. Discussed that any program ads need to be submitted by Wednesday, May 22<sup>nd</sup>.
- l. Meadowbrook Park will open June 22<sup>nd</sup> (this date was updated after the meeting took place).
- m. June 7<sup>th</sup> Opening Night volunteers should arrive at the theater at 6:45pm.

V. Stars Gala Committees Sarah Saugier

- a. Auction – discussion of people it would be benfital to reach out to: friends, participants, etc.
  - i. A personal ask is always more successful.
  - ii. It was suggested that information could be sent to casts and mentioned in pre-show speeches with cards at the information booth.
- b. Suggestion of a TAC committee designed specifically for sponsorship outreach.
- c. Suggestion of the possibility of holding more smaller events.
- d. Tim will check in with Jay Hinrichs and Kate Buenger about who has been asked for ads.
- e. Sign up Genius for Gala committees has been set up and is available at: <https://bit.ly/2EwEQEH>
  - i. Please sign up for a committee by Friday, August 9<sup>th</sup>.
  - ii. The detailed committee sheet the Sarah presented at the meeting is attached to this email.

VI. Starts Focus - Pit Cover Stephanie Meyer

- a. Discussion of focusing on raising money for a pit cover for the outdoor theatre vs. generic fundraising.
  - i. A pit cover might attract more renters.
  - ii. Would the Foundation match what the TAC is able to raise?
    - 1. This can be asked.
  - iii. Tim will check on if there can be naming rights for the pit cover if there is a major donor.
  - iv. Possible removal of scholarships and generic projects from fundraising materials.

**TIP - Theatre Advisory Council (TAC) Minutes**  
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- b. Discussion of a Pitch Folder for fund raising
  - i. List of Dream Projects that show the vision for the future of TIP.
  - ii. Naming rights.
  - iii. Details about funding for TIP.
- VII. Bid Pal and Windspire Trip Sarah Saugier
  - a. Discussed pros and cons of a one year vs. three year Bid Pal subscription for use for auctions.
    - i. All agreed to start with a one year subscription. Sarah will set up the account ASAP so that it can be used to auction off items throughout the season.
    - ii. Sarah will contact the Bid Pal rep and have someone come out to show the Council the software at the August meeting.
  - b. There was hesitation among the Council about auctioning off a Windspire trip. TAC members were encouraged to go to look into getting trip type items donated so that TIP can receive the full donation amount.
- VIII. New Business Stephanie Meyer
  - a. None
- IX. Adjourn Stephanie Meyer

**Next Meeting:**  
**August 23, 2019 - 12pm – 1:30pm JCAHC**  
**Please check JCAHC front desk monitors for meeting location.**