



## BOARD OF PARK AND RECREATION COMMISSIONERS

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## **CULTURE (CUL) COMMITTEE**

Leslee Rivarola, Chair  
Steve Baru  
Nancy Wallerstein  
Mike Pirner, Board Chair Ex Officio Member

## **MEETING MINUTES**

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

February 11, 2019  
5:30 pm

### **CALL TO ORDER/ROLL CALL**

The meeting was called to order by Leslee Rivarola, and roll call was taken as follows:

**Committee Members Present:** Leslee Rivarola, Steven Baru, Nancy Wallerstein

**Committee Members Absent:** None

**Guests Present:** None

**Staff Members Present:**

Jill Geller, Executive Director  
Jeff Stewart, Deputy Director  
Jo Ann Courtney, Administration & HR Manager  
Noelle Testa, Chief Financial Officer  
Jay Hinrichs, Development Director  
David Grant, Human Resources Director  
Ted Tartenaar, Information Tech. Services Manager  
Richard Smalley, Marketing & Communications Mgr.  
Jennifer Assmann, ASV Sr. Administrative Assistant

Susan Mong, Superintendent of Culture  
Katie Baergen, CUL Sr. Administrative Assistant  
Rhonda Pollard, Superintendent of Recreation  
Jane Lickteig, REC Sr. Administrative Assistant  
Tim Bair, Fine & Performing Arts Mgr.  
Jim Wilson, Planning Project Mgr. III  
Katie Kelley, ITS System Administrator  
Lee Warren, ITS System Administrator  
Mary Eads, Administration Assistant

The meeting was called to order by Committee Chair Leslee Rivarola, and roll call was taken as follows:

### **DISCUSSION & ACTION**

#### **A. Theatre in the Park 2019 Season line-up adjustment – Susan Mong, Superintendent of Culture**

Ms. Mong presented the Theatre Advisory Council's request to approve the replacement of A Charlie Brown Christmas with Frozen Jr. for the winter production of Theatre in the Park's 2019 season set to run December 6 through December 22. Mr. Baru mentioned he'd never heard of it. Ms. Wallerstein stated the live production was just released two to three weeks ago.

**CUL-1 It was the consensus of the committee to recommend Board consent approval of the request from the Theatre Advisory Council to replace A Charlie Brown Christmas with Frozen Jr. for the winter 2019 Theatre in the Park Indoor Season.**

**B. Request for permission to dispose or sell event chairs at Mildale Farm– Susan Mong, Superintendent of Culture**

**CUL-2 It was the consensus of the committee to recommend Board consent approval for staff to dispose of, or sell, 250 event chairs at the Mildale property via Purplewave, an online auction service.**

**C. Agreement with Carlson Center of Johnson County Community College to co-present at the JCAHC – Susan Mong, Superintendent of Culture**

Ms. Mong presented a PowerPoint with full details, including data requested at the January Culture Committee Meeting. This opportunity would take place for one week in February 2020. It is an interactive production. Permission was requested to waive the rental fee that would typically be associated at the AHC Black Box Theatre in order to be a presenter in the production. This will be the first opportunity for JCPRD to be a presenting house. JCPRD and Theatre in the Park have co-produced with other organizations, but co-presenting will be something new for us to move into in the future. The Carlsen Center is experienced in co-presenting and this will afford Theatre in the Park the opportunity to learn from their expertise in this area. JCPRD will gain an opportunity to expand their audience by over 45,000 impressions through social media, direct mail, programs, and flyers, including an advertising space to promote the Theatre in the Park season valued at \$2,500. This is an excellent opportunity to acquire new audience members for future productions and programs at the Johnson County Arts & Heritage Center.

This production celebrates diversity in our community. Ms. Mong shared that 5.1% of Johnson County is Asian-Indian and the Blue Valley school district reports that 14% of their students are of Asian-Indian descent. This will create a learning opportunity in a celebratory way. Ms. Mong addressed that concerns were expressed at the January Culture Committee Meeting regarding the value of co-presenting to JCPRD, citing new audience member acquisition, experience as a presenting house, and celebrating diversity in our community.

The seating capacity was a concern expressed at the January Culture Committee Meeting. After conferring with the Carlsen Center and the production company, seating capacity was increased to 150 seats per performance increasing total capacity by 200 over four productions. A budget handout was distributed and proved to be a low risk for JCPRD. The Carlsen Center will be handling ticketing due to their internal practice of bundling season productions. Many purchase online through a link which is accessible to front line staff so this should not cause confusion for JCPRD patrons.

Mr. Baru questioned if Johnson County Arts & Heritage Center black box pricing was set at \$1500 per week for performance groups. Ms. Wallerstein answered yes. Mr. Baru questioned how past rentals have gone. Ms. Mong answered we are picking up speed on that, for example the Barn Players rented the space a month ago and Spinning Tree Theatre also has a rental coming in 2019. It is anticipated that as word gets out JCPRD has a great space and are great to work with these numbers will increase. This co-presentation will help with that public perception. Mr. Baru asked if rental of the black box theatre has always been this price? Ms. Mong answered the price has gone down since opening the Johnson County Arts & Heritage Center. Mr. Baru asked if there will be staff expenses, and Ms. Mong answered the typical staff expenses for a rental of the space. Ms. Wallerstein stated we are looking \$1600 in revenue for this event. Ms. Wallerstein mentioned, if they apply for a grant it would cover their portion of costs or if we as JCPRD applied for a grant we would keep our portion of it. Ms. Mong confirmed this was true. Ms. Wallerstein noted the endowment from the foundation will cover much of the expenses. Ms. Mong clarified we can also apply sponsorship to cover our costs. Ms. Wallerstein asked if we program or sell ad space around the production we would retain the revenue. Ms. Wallerstein mentioned an Indian Dance company operated by Doug and Lory Allen for ad proposal. Ms. Wallerstein asked if legal has looked at the contract, Ms. Mong confirmed it had been reviewed and approved.

**CUL-3 It was the consensus of the committee to recommend Board consent approval of the Carlsen Center of Johnson County Community College Agreement.**

**D. Theatre in the Park Advisory Council Minutes – Susan Mong, Superintendent of Culture**

**CUL-4** It was the consensus of the committee to recommend the Board consent acceptance of the Theatre in the Park Advisory Council Minutes.

**OTHER BUSINESS**

No other business was discussed.

**ADJOURNMENT**

Ms. Rivarola adjourned the meeting at 6:16 pm.

**BOARD OF PARK AND RECREATION COMMISSIONERS  
CULTURE COMMITTEE**

[Signature on file] \_\_\_\_\_  
**LESLEE RIVAROLA, *Committee Chair***

*PREPARED BY Katie Baergen, CUL Sr. Administrative Assistant  
Approved February 20, 2019*