

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

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

April 8, 2019
5:30 pm

CALL TO ORDER/ROLL CALL

DISCUSSION & ACTION

A. Alcohol License for Theatre in the Park Concessions – Susan Mong, Superintendent of Culture

Issue: Consider approval of JCPRD obtaining an alcohol license for Theatre in the Park to offer patrons the opportunity to purchase wine or beer in the Theatre in the Park (TIP) at Shawnee Mission Park concessions areas.

B. Blue Star Museum Participation – Susan Mong, Superintendent of Culture

Issue: Consider approval of free admission to U.S. active duty military personnel and their families from Memorial Day (May 27) through Labor Day (September 2), 2019.

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

Issue: Consider acceptance of Theatre Advisory Council minutes dated March 22, 2019.

OTHER BUSINESS

ADJOURNMENT



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

BRIEFING SHEET

Presented to: Culture Committee **Meeting Date:** 04/08/2019

Project Name/Identification: Alcohol License for Theatre in the Park Concessions

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

ISSUE: Consider approval of JCPRD obtaining an alcohol license for Theatre in the Park to offer patrons the opportunity to purchase wine or beer in the Theatre in the Park (TIP) at Shawnee Mission Park concessions areas.

BACKGROUND: JCPRD staff desire to offer beer and wine as part of the concessions offerings at TIP at Shawnee Mission Park. Staff have received feedback from the community that they would like to see this offered. Community theaters in Johnson County and throughout the metro offer this amenity which has created a desire and expectation from TIP patrons to also enjoy this amenity at a TIP production. TIP patron survey feedback confirms the desire for this to be an offering during TIP productions. Examples of other organizations offering this include the White Theater at the Jewish Community Center, Starlight, and Olathe Civic Theater Association. The license to serve beer and wine would be specific to the TIP at Shawnee Mission Park. Jill Geller and Susan Mong have consulted with JCPRD’s legal counsel, Risk Manager, and finance staff to assess risk and secure support. The cost of obtaining a license is \$5,000 for a 2-year license, \$1,000 bond cost, and a \$50 registration fee. JCPRD staff believe that the cost of obtaining this license will easily be covered by sales, allowing us to provide this amenity to both meet the expectations of our patrons and generate additional revenue for TIP. Both the JCPRD Board and the BOCC have adopted resolutions allowing for the sale and consumption of beer and wine at this location. The resolutions states that such sales must be provided by a licensed vendor. JCPRD staff recognize that it was assumed that the licensed vendor would be a third party, but JCPRD has not been able to find a third party vendor willing to provide this service due to the seasonal aspect and unpredictability of sales.

ANALYSIS: Currently, JCPRD cannot provide our patrons with the opportunity to purchase a glass of wine or beer at a TIP production. Our peer production companies offer this amenity which has created an expectation to have this option when enjoying an evening at TIP. Additionally, surveys of TIP patrons confirmed that this is the desire of the majority of our attendees. Staff would recommend that JCPRD obtain an alcohol license for Theatre in the Park at Shawnee Mission Park, allowing us to provide this amenity to our patrons who are accustomed to this opportunity when attending a performing arts event. The license requires a minimum of 30% of total concessions sales be food items. In 2018, TIP concessions revenue totaled \$46,797, allowing staff to feel confident in meeting this 30% requirement. Because the previously adopted resolutions assumed that sales would be conducted by a third party vendor, should the JCPRD Board approve of this request for JCPRD to obtain a liquor license (with the intent to sell only beer and wine), a revised resolution would be requested of both the JCPRD Board and the BOCC to ensure the understanding and approval of all parties involved.

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

There is cost associated with maintaining an alcohol license for JCPRD. This includes: \$5,000 two year license fee, \$1,000 one time bonding cost, and a \$50 registration fee.

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 for JCPRD to obtain an alcohol license to sell beer and wine in concessions at Theatre in the Park at Shawnee Mission Park.



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

B R I E F I N G S H E E T

Presented to: _____ CUL Committee _____ **Meeting Date:** _____ 4/8/2019 _____

Project Name/Identification: _____ Free Admission to Johnson County Museum for America’s Active Duty Military Personnel and Families as part of Blue Star Museums program _____

Submitted by: _____ Mindi Love, Museum Director _____ **Phone:** _____ 913-715-2555 _____
Name & Title

Contact: _____ Mindi Love _____ **Phone:** _____ 913-715-2555 _____
Name & Title (if different from submitter)

ISSUE: Consider approval of free admission to U.S. active duty military personnel and their families from Memorial Day (May 27) through Labor Day (September 2), 2019.

BACKGROUND: Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and more than 2,000 participating museums across America to offer free admission to the nation’s active duty military personnel (including National Guard and Reserve) and their families from Memorial Day to Labor Day. The program began in 2010; it is only for active military, so does not include retired veterans. The museum’s participation can be added to the national website for promotional purposes, and through the routine methods currently used to promote programming (social media, press releases and website). The museum plans to more aggressively promote the program in 2019, if approved, by connecting directly with the military bases in the region to create more awareness.

Per the Blue Star Museums website, qualified members must show a Geneva Convention common access card or DD Form 1173 ID card for entrance into a participating Blue Star Museum. Free admission is extended to up to five family members. The active duty member does not have to be present for family members to use the program.

ANALYSIS: The museum participated in the Blue Star program in 2018; 32 children and 23 adults were admitted free, representing a total financial impact of \$211. Museum staff believe this program provides a great opportunity to give back to our military personnel and their families; the loss of revenue is insignificant compared to the good will and appreciation JCPRD can demonstrate to our active-duty military families through participating in this national initiative. Actual attendance is tracked for adults and children who are admitted free as part of this program using the Point of Sale system at the Johnson County Arts & Heritage Center.

FUNDING REVIEW: Are there funding implications involved? No Yes – explain: In 2018; 32 children and 23 adults were admitted free, representing a total financial impact of \$211. This loss is revenue is insignificant to the museum’s operation.

ALTERNATIVES: If not approved, the museum would not offer free admission to active duty military personnel and their families and there would be no budget impact.

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:

Consequences or additional Information (if any):

LEGAL REVIEW: Is Legal Counsel Review Required? No Yes – If yes, explain:

SUGGESTED RECOMMENDATION/MOTION: It was the consensus of the committee to recommend Board consent to allow free admission to Johnson County Museum for America's active duty military personnel and families as part of the Blue Star Museum's program.

SUPPORTING DOCUMENTATION:

**TTIP - Theatre Advisory Council (TAC) Minutes
March 22, 2019 noon at JCAHC**

In attendance:

Tim Bair
 Corinne Bakker
 John Edmonds
 Dena Hildebrand
 Robert Hingula
 Donna Knoell

Michele Janson
 Jane Massey
 Stephanie Meyer
 Susan Mong
 Joy Richardson
 Jim Royer
 Brant Stacy

Kim Underdown
 JCPRD Board Rep.

Guests:
Sarah Saugier

Minutes taken by April Kobetz.

- I. Welcome Joy Richardson

- II. Approval of February Minutes Joy Richardson
 - a. Motion to approve: John Edmonds; Robert Hingula second. All approve.

- III. Financial Report Tim Bair
 - a. The 2018 year end is not yet closed, so Tim distributed March 2019 Financial statement.
 - b. Tim will discuss the bank charges item with finance.

- IV. Producing Artistic Director's Report Tim Bair
 - a. Tim notified the council about the passing of Forrest 'Frosty' White. He would like to mention Frosty and his involvement with TIP during his opening night curtain speech and will discuss this idea with the White family.
 - i. The family has asked for donations to Theatre in the Park in lieu of flowers.
 - b. Forever Plaid is in rehearsal and all is going smoothly
 - c. May 15th – Program ads are due. All ad information can be found at: <https://www.theatreinthepark.org/program-ads>
 - d. Volunteering and Opening Night Celebrations
 - i. April 19th – Opening – Forever Plaid/Indoor Season
 - 1. Tim has asked for 2 council volunteers to help manage intermission festivities including bundt cakes and wine for patrons.
 - ii. June 7th – Opening Annie/Outdoor Season
 - 1. Tim has asked for 6 volunteers to hand out cookies at the entrance gates.
 - iii. Volunteer sign up link and information can be found at the following link.
 - 1. <https://www.theatreinthepark.org/council-sign-up>
 - 2. A spouse or family member of the council is welcome to volunteer in place of the member is unable to participate due to prior or other TIP related commitments.
 - e. Discussion of Outdoor auditions
 - i. Audition statistics
 - 1. 561 total auditions
 - 2. Average auditionee age: 20

**TTIP - Theatre Advisory Council (TAC) Minutes
March 22, 2019 noon at JCAHC**

3. 161 auditionees were 12 or under
 4. 263 auditionees were called back (some roles were cast off of their audition so they were not called back)
 - ii. 2020 Outdoor season auditions are likely to be February 22 and 23.
 - iii. Thank you to the council members who were able to participate in the running of auditions this year. Overall everything went smoothly, but higher participations numbers in the future would be preferable.
 - f. Tim introduced the council to Stage Play and discussed how he hopes to grow the program in the coming years.
 - g. Season and single tickets have gone on sale. We have sold approximately 15 season ticket packages.
 - h. The concession stand is getting a remodel this year. We will now have four lines in an effort to move more patrons through the concession stand quickly and smoothly.
 - i. The Park is looking at the options for selling wine and beer both Indoor and Outdoor locations. There are a plethora of licensing and regulation requirements that are currently being investigated.
- V. TAC Financial Commitment Survey Joy Richardson
- a. We had 7 responses to the survey prior to the meeting. The survey is remaining open in order for everyone to participate. Please fill out the survey using the following link at your earliest convenience.
 - i. <https://www.surveymonkey.com/r/BN85GSD>
 - b. John asked for clarification on the second survey question as to whether it was asking about financial or participatory contributions. The consensus was that it was asking specifically about financial contributions.
 - c. If you had trouble with the website not allowing for changing answers please email your corrected answer to Sarah Saugier at Sarah.Saugier@jocogov.org.
 - d. Further discussion of the survey was tabled until the April meeting when Stephanie will be present to lead the discussion.
- VI. New Business Joy Richardson
- a. John asked if there was way for season ticket subscribers to also get a discount on the Gala. Tim pointed out that we are already discounting on season tickets, so he would rather not discount the gala, but as we build our loyalty base we would like start offering more perks and special events for season ticket subscribers including making the Gala a part of the season ticket package.
 - b. Creating coupons codes to send out for discounts on tickets and other Park related events to generate interest and participation are on our development list.
 - c. Joy asked if it was possible to start offering gift certificates for Theatre in the Park. Tim is going to investigate the options with finance.
- VII. Gala
- a. Robert is going to have Melissa begin looking into vendors for this year's Gala.

**TTIP - Theatre Advisory Council (TAC) Minutes
March 22, 2019 noon at JCAHC**

- b. Joy mentions Gala committee information is being discussed by Stephanie and Kim to be shared with the council at an upcoming meeting.
- VIII. Adjourn Joy Richardson

**Next Meeting:
April 26, 2019 12pm noon – 1:30pm JCAHC
Please check JCAHC front desk monitors for meeting location.**