



COUNCIL COMMITTEE REPORT
COMMITTEE ON OPEN SPACE, ENVIRONMENT AND SUSTAINABILITY

Date: September 28, 2016

Agenda Item #: 3

Agenda Item: Discussion and possible action regarding the outdoor concert series at the Joe and Theresa Lozano Long Center.

Vote No vote was taken.

Sponsors/Department: Chair Pool and Mayor Pro Tem Tovo

Presenters: Cory Baker, CEO, Joe and Teresa Lozano Long Center

Summary of Discussion

- Cory Baker, CEO, Joe and Teresa Lozano Long Center introduced the Long Center and its mission. The Long Center is a community gathering place and premiere performing arts center that enriches lives by connecting audiences and artists. The Long Center was originally built to house the symphony, opera, and ballet.
- In November of 1998, voters approved a referendum which allowed the lease between the city and the Long Center. The land was previously parkland, but it is now considered alienated parkland. The Long Center is currently in a 50-year lease with the city, and the lawn and terrace have been used for outdoor performing arts events since the Long Center began operations.
- Last fall, the Long Center entered into a contract with a 3rd party to do a more formalized outdoor concert series on the lawn. Since early this year, the Long Center has been working with the Parks and Recreation Department (PARC), the neighborhoods, and the Parkland Events Task Force regarding these concerts.
- The Long Center had five concerts during the last season. Attendance for each was between 2,000 and 4,000 people. The Long Center was very careful to address two major concerns of the neighborhood: parking and noise. For parking, the Long Center coordinated with the Palmer Auditorium and also followed up with the neighborhoods to determine if there were any parking problems. A sound impact survey was also conducted and the Long Center was very happy with the results. There were no 3-1-1 complaints for any of the five concerts.

- The Parkland Events Task Force adopted a resolution to put forward to Council advocating for a more formal process and guidelines for outdoor events. This would include putting together a committee to better coordinate calendars. The Long Center is in agreement with all the points.
- Mayor Pro Tem asked about the terms of the contract and whether there was room in that contract to negotiate the number of events. Mrs. Baker explained they are one year into a three-year contract with the option to extend. There are no requirements for the number of events within the contract, so there is the ability to negotiate the number of events. Mrs. Baker estimated that the range would be from eight to ten events for the next season, concentrating on the summer off-season.
- David King and James Russell, Co-chairs of the Parkland Events Task Force, spoke on behalf of the Parkland Event's Task Force. James Russell noted that the conversations with the Long Center have been very open, and the relationship is getting more productive.
- He also explained that the Parkland Events Task Force is going to recommend for further reductions in events at Auditorium Shores. With this reduction in events, there is a concern for events at the Long Center "jumping the line." That said, the Parkland Events Task Force does not want to interfere with an executed 3rd-party contract.
- David King stressed the importance of establishing a permanent committee with the Long Center, the Palmer Events Center, ACE, PARD, and the neighborhoods to coordinate the schedules for the parties that utilize that space. He also explained that the Task Force's recommendations also include a recommendation for a temporary stakeholder committee to help inform Council regarding their future desires for the contract between the city and the Long Center (the lease).
- Chair Pool asked about the timeline for the Parkland Events Task Force report. James Russell replied that it should be finished in the next few weeks. David King expressed an interest in returning to the Committee to present the report. Chair Pool agreed that this was a good idea.
- Catherine Mohin from the Bouldin Creek Neighborhood Association stated that the neighborhood is of the opinion that the intent of the original lease was not to allow outdoor concerts. The neighborhood is also concerned about events producers "jumping the line." She noted that the events that have gone on have had minimal impact, but the neighborhood is worried about future impacts and wants to establish stronger language in the future.
- James Russell explained that the Parkland Events Task Force has facilitated a Memorandum of Understanding between the Long Center and the neighborhood. It is currently under review by the neighborhood and the Board of the Long Center. The idea is to hopefully reach a resolution that is somewhat binding, but does not necessitate the renegotiation of the lease.

Speakers

Catherine Mohin
David King
James Russell

Direction

None.

Recommendation

There was no recommendation to the full Council.