



AUSTIN CENTER  
FOR EVENTS

## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

#### Organizations Represented

Austin Music People

Rot Rally

FairMarket

Social Hour Productions

Red Velvet Events

Austin Film Festival

Bouldin Creek Neighborhood Association

Texas Disposal Systems

Indy

Trail of Lights

Paramount Theatre

Friends of Forrest

Roadway Productions

#### Discussion Topics:

Special Events Application Contents

Transportation Special Events Street Closures and Deadlines

SEO Sound Rules

City Notification and Communication

#### Discussion Summary/Highlights

- ACE is updating internal processes to improve communication and the overall special event application experience for stakeholders and staff.
- More clarity is needed regarding notification deadlines and qualifications for re-notification when major changes occur to an event.
- Staff and stakeholders agreed a checklist would be a valuable tool for stakeholders and staff during the application process



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

- ACE application language needs to be tweaked in some areas to make the requirements/process easier to understand and minimize confusion.
- Further discussion is needed to reach develop rain / inclement weather contingency plans that work for both stakeholders and staff.
- Stakeholders present liked the idea of ACE hosting quarterly or bi-annually meetings to discuss what is working/not working among staff and stakeholders.

### Detailed Meeting Notes:

#### City Notification and Communication

- 1 **Staff:** Let's go back to SharePoint versus the system we're eventually going to use, speaking to communication and access to information. Walk through how we have a short term plan on improving communication. I want to touch on that to let folks know how that process will work. So, what information we're sharing, how folks will experience the process, and how it's preparing us for a streamlined process
  - **Staff:** Right now, SharePoint (SP) is the band-aid. Eventually we'll have an application separate from SP. SP – everything is manually uploaded, every department has an area in SP so they can assign whoever is going to be their rep from that department. Staff will go through the process and check off if their requirements have been met, insert notes. If a question comes up during any part of the process, if staff leaves the City, then other staff can see other SP information. Eventually IT department will have a system where you'll go into the new system
  - **Stakeholder:** One thing that will help us – reoccurring events have everything filled out from the previous year.
  - **Staff:** That's part of the plan – also profiles for event organizers so you don't have to re-create all the information
  - **Stakeholder:** Will there be a public facing platform that shows us where we're at in the process?
  - **Staff:** Absolutely.
  - **Staff:** We're trying to give you the same information in the SP solution now, so eventually, it's a clean transition into Amanda. You'll need to call to find out where you are in the process, but that's a change from now. We're doing it in steps and phases
- 2 **Staff:** Staff idea, quarterly or maybe twice a year, in a style like this, event stakeholders and ACE staff to discuss what's working and what isn't working. Is anyone interested in that?
  - **Stakeholder:** Yes
  - **Stakeholder:** Yes please
  - **Staff:** We probably won't set them up until after the rules process because we have so many meetings now, but definitely after April 1<sup>st</sup>, 2019, well 2020 with the taskforce.



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

- 3 **Stakeholder:** I got a lot of phone calls during ACL about the switch in the traffic flow. The switch kind of threw them off, they didn't know about it and couldn't compensate for the first weekend. So, if there's any major change from the year before in big events, it needs to go out earlier.
  - **Staff:** So with the neighborhood meetings, specifically with ACL, we have a series of meetings with the neighborhood leaders specifically and give them the traffic control plans. We've already had two meetings with them this year and sent the draft plans out. So with our largest events like that, Trail of Lights included, we bring them in proactively to do that as an additional step in the process.
  - **Stakeholder:** Well, part of the thing too is that not everybody is in a neighborhood group. The general public needs to know. Stick it in their utility bill. I don't know.

### Application Process

- 1 **Stakeholder:** Question about deadlines – what is the hard deadline for getting true information? Speaking from a neighborhood perspective – events that didn't have music now have music, ect.
  - **Staff:** If an app is submitting and they later come to us wanting to add outdoor sound, need to be submitted to us by the app deadline. So if it's a Tier 2 and there's a 30 day deadline, they can't come to us 20 days before to add sound.
  - **Stakeholder:** That was probably a bad example. Let's say an event that wanted one stage now wants two. To me, an application deadline really doesn't mean much if a lot of stuff can change as you go along. Because part of the application deadline includes notification to neighborhoods – are you going to renotify if there are major changes?
  - **Staff:** That's a good point. We should figure out what would trigger the need to renotify. If someone says we're going to have ambient music and then they get a really good deal on Beyoncé... at what point do we send out another notification?
  - **Staff:** It would depend if you have to add a sound impact plan out of nothing or if you would need to amend one. I'm assuming we could look at an overall change scope on the impact plan that would trigger another process to start over again almost. It would have to be determined case by case
  - **Staff:** Do you have anything specific you're worried about or have seen it the past to be an issue?
  - **Stakeholder:** No, I'm just hearing from James about how he enters last year's information in the app. Even though he's a repeat event, I'm sure major events that come in for the first time don't have all the information they need in the app. Not concerned with known events as much as first time events meeting their deadlines, entering best guest, and returning with modifications that don't fit neighborhood interest
  - **Staff:** What are the main modifications you're most concerned about?
  - **Stakeholder:** Sound and street closures. Live in South Austin, two bridges close unexpectedly, we can't get out of our neighborhood.



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

- 2 **Staff:** Example: How do you see the new rules and ordinance impacting the event planning experience for James with the Trail of Lights? Where do you start in the application process James?
  - **James:** If I'm on time, go to City stage website and start the application, typically missing things 180 days out for the current year's event so I start with last year's site plan, vendors, ect. As it changes, notify staff because things will change, and I won't know some things until we're putting things in the park in November. A lot will change from the time you design the site plan to putting everything into the park. Then I start getting emails and phone calls from fire, building, departments asking for info that I don't yet have. I try not to give information that I know will change because it's a waste of staff time and my time. That's it until we do the traffic control plan and sit down with neighborhood friends. Make modifications from last year and go with the event.
  - **Staff:** ACE team, based on what you're doing now and based on the rules we're drafting, talk about how James' experience might change with new rules and ordinance implementation?
  - **Staff:** Notification within 10 days of application regarding preliminary approval or denial. 85% of our events reoccur. Those will be rubber stamp but starts us in the process of communicating with the applicant, particularly with a new event. We use SharePoint so all the departments can use notes from there. One question I have – do you get the same questions from multiple departments or are questions more specific?
  - **James:** It's usually specific to the department. Transportation doesn't care how many tents I have in the middle of Zilker but Fire cares.
  - **Staff:** We're also looking at SharePoint and looking into making some reports, so we can see as we get closer to deadline – where are we in the process? Most departments do that very well now, we just want to share that.
- 2 **Staff:** We've talked about a more interactive process with the ACE application. Let's talk through those things that bubble up at the last second, it seems like those things aren't being talked about. How can we maybe get to some of those things perhaps in some of those ACE meetings, is there anything we should do to change that process? Someone brought up the idea of a checklist for event organizers to make sure you have all of the things?
  - **Stakeholder:** A checklist of layers of things you can provide to the event producer to make sure they have all their permits. For example, they want a sign, you have to have a separate permit for a sign but the event organizer doesn't know they have to have a permit for the sign. Is that possible?
  - **Staff:** Francis, you talked about the change of dynamics with some events, particularly with bricks and mortars where you don't need certain permits for what is happening inside, but then you have people projecting or doing something on the sidewalk. You've experienced people not knowing whether they needed certain permits and it sounds like people are saying the same thing.



## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

- **Staff:** Yes, well certainly we needed to do a better job of that this last spring festival season. Austin is built with a lot of open parking lots. The events are inside and so we saw a lot more of people painting the buildings or doing things with the buildings and we didn't do a good job of saying that isn't even a special event permit. But we need to let people know that so they can plan for it, maybe on our website.
- **Staff:** The music office will be doing a venue summit again in July or August. We'll start turning that as part of our education process for venues as well. We'll be sure that's just part of the ongoing education 365.
- **Stakeholder:** In our meeting last week, you talked about how y'all can communicate to us thoroughly, so when stuff comes up like the tent on the stage thing, y'all would be a great resource to rely on.
- **Staff (music office):** Definitely. Especially with the tent stuff. We've talked about that internally with how to work with venues that don't change and if the site plans don't change. The only issue we're still working through is how late can you do the inspection if it all of the sudden rains.
- **Staff (Fire):** Tents at the last minute, maybe talking to the tent vendors to get some education, they'll be able to provide you a tent that is already in compliance. I don't know if we'll be able to do it yet but we're looking into it.
- **Stakeholder:** It would be pretty easy for us to at least give y'all an idea of where we would put tents in the event of rain. We wouldn't even have to do contracts with the tenting contractors. Maybe y'all could approve a rain plan.
- **Staff:** Unfortunately in the past when people have told us something would be in their rain plan, we would inspect, the rain plan wasn't as described. But we can look at possibilities.
- **Stakeholder:** And on that note, what we've done in the past is submitted our fair weather and rain plan at the same time, a lot of the tenting companies, you have to put a deposit on a rain plan tent and have to call it 48 hours in advance as far as they're concerned. If you call it at 48 hours, you're getting the rain plan tent. From the tent vendors I know in Austin, I think they would be agreeable to some type of arrangement like that. In the past we've submitted a rain plan and I've reviewed it with our assigned Lieutenant so he knew if we were going to call it, that's what we're doing, and then usually about 48 hours in advance we would swap over to rain plan and schedule their inspection.
- **Staff:** Is it 48 hours you have to have the deposit in as well?
- **Stakeholder:** No you pay your deposit 6-8 months in advance. You pay the deposit to reserve the tent. If you don't call it, you don't get that money back. If you do call it and you pay the remainder, it's coming and you don't change it after that. The tent is going up.
- **Staff:** I think the only issue during spring festival season is just the number of inspections across town, getting those inspections done.



## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

- **Stakeholder:** I mean do we need to inspect a tent that's coming from Marque that they've seen a hundred times? Maybe certain vendors in town you wouldn't need to look at the same tent.
- **Staff:** I think one of the things both sides are agreeing on is whatever contingency happens, whether it's in a group vendor list or something like that, as y'all are working together, there has to be some good faith. Whatever the agreement is, we have to stick to it. I think as we're moving through this process, anything we can do to get everyone generally comfortable with the process. That helps us get closer to rain plans we have in place that no one deviates from.
- 3 **Stakeholder:** Going back to the topic from earlier with the exterior signage example, I think it's an easy update to the ACE application to include all the different types of exterior signage, but if not there for whatever reason because we can't make the ACE application a dictionary, I think we go back to checklists. When you go in post application submission to your ACE meeting, maybe there's a DSD checklist with "is your exterior signage a mural, a projection (which you need a permit for), is it just a sign (and if it's a sign you need to stay within these sizes)?" if it's not detailed within the ACE application, maybe making a checklist for each department that is brought up in the ACE meeting post-submission. Make it easier for clients to know that they have all the details to check off in front of them. Example: exterior signage, tent details, temporary event structure builds, health department, open container, closed container
  - **Staff:** And what helps on the application is if you click no, you go down to the next one, if you click yes, more questions pop up.
  - **Stakeholder:** Yes, that's nice.
  - **Staff:** So I think we can do that and it not become too burdensome when filling that out.
  - **Stakeholder:** Yeah, that'd be great
  - **Staff:** And I like the idea of checklists. I know transportation has a very comprehensive checklist they give everyone. That would be a good challenge for all the departments to come up with a checklist and then have a checklist booklist that maybe we can email out.
  - **Stakeholder:** That'd be great, so then we can send it to clients.
  - **Staff:** And instead of giving the checklists to them before the meeting, I think it'd be great to give it to clients before.
  - **Stakeholders:** Yeah.
  - **Stakeholders:** And also not all events are as big so you don't necessarily have meetings for them, so having those checklists on hand would be great.
  - **Staff:** And during spring festival there isn't enough hours in the day to meet with everyone. And last year we got to the situation where there were some we should have met with. And that was my call, I just looked at the application and there were some things that were missing. And when it came down to it we realized we should have thought through that. So, the better we can improve that process, the better it'll be for all of us. I'm really open to suggestions



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

- 4 **Stakeholder:** Another technology issue, once you submit your application, it just seems to go away. Can't make a copy or go back and make a change. City staff failed to receive an application because I failed to click a box.
  - **Staff:** I don't know why you're not getting a copy, you should be getting a copy of that. That would've been a funky...
  - **Stakeholder:** But if I go back into the website...
  - **Staff:** We have it closed off currently, and we did that at the end of spring festival season.
  - **Stakeholder:** You can't pull it back up.
  - **Staff:** That is correct. We have the option to open it up as editable, but that would have to be a discussion we would have to have.
  - **Staff:** So are y'all open to allowing modifications, and if you are, what are the potential challenges with that?
  - **Staff:** If an applicant goes in and makes a modification, does it re-send it out?
  - **Staff:** It would send it out to everybody as a new application. Did you not receive the PDF of the application though?
  - **Stakeholder:** I think I received an acknowledgement and a number. Through Rowman we had an application through the parade and then an application for what was going on at the expo center, but we couldn't produce a copy.
  - **Staff:** I could have produced it for you, I don't know why you didn't receive it. It sounds like an anomaly
- 5 **Staff:** ACE team, what would be the one thing event organizers could do to make your lives so much easier during the preliminary application process? Give me something you encounter all the time that you just wish folks knew or you have to communicate a lot about.
  - **Staff:** Present company excluded, site plans with messed up orientation and ect. We have examples on the website of good and bad site plans. That is, again, the ones that don't do this as a profession and that's where we want to get into that training.
  - **Staff:** Also updating your clients about site plan updates and what the deadlines are for that if they were to change their site plan if an activation falls through or something like that. That's problematic.
  - **Staff:** And I know they'll come to you a couple days before the event with that kind of stuff. Sometimes we just have to say no. We don't want to do that, we want the event to be fun and a success, so we do what we can.
- 6 **Staff:** Event planners, what is the one thing, if you had one thing to ask of the ACE team to make your lives easier in the application process?
  - **Stakeholder:** Going back to the topic from earlier with the exterior signage example, I think it's an easy update to the ACE application to include all the different types of exterior signage, but if not there for whatever reason because we can't make the ACE application a dictionary, I think we go back to checklists. When you go in post application submission to your ACE meeting, maybe there's a DSD checklist with "is your



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

exterior signage a mural, a projection (which you need a permit for), is it just a sign (and if it's a sign you need to stay within these sizes)?" if it's not detailed within the ACE application, maybe making a checklist for each department that is brought up in the ACE meeting post-submission. Make it easier for clients to know that they have all the details to check off in front of them.

### Sound Rules

- 1 **Stakeholder:** Will you still have a City-wide sound ordinance will maximum decibels and curfew times?
  - **Staff:** Right, that won't change from the current ordinance.
  - **Staff:** Yeah, all the park curfew stuff is intact.
  - **Stakeholder:** Right, but that's parks. You'll still have the City-wide sound ordinance?
  - **Staff:** Yes. The only thing that changes is temporary one-day and multi-day sound change will be part of the SEO. The annual permit will be the same as it is now with the same review.
- 2 **Stakeholder:** Is there anything in the SEO about decibel levels? We have a lot of amphitheaters that aren't used; Rosedale, Waterloo...
  - **Staff:** Are you saying permitting sounds in areas where...
  - **Stakeholder:** I'm saying if you've got a sound level about the same decibel level as a car going down a street, have you thought about that yet?
  - **Staff:** So the max decibel level in parks is 85.
  - **Stakeholder:** And that's A and C level...
  - **Staff:** That's A level...
  - **Stakeholder:** If you could have some kind of recommendation in there about it, I'd feel better and maybe other folks would too.
  - **Stakeholder:** Adding to what he's saying, more speakers doesn't necessarily mean more noise. Sometimes it's better quality of sound.
  - **Staff:** I totally understand what you mean. We just ask those questions to get a sense of the potential impact.
  - **Stakeholder:** And is the 600 foot mostly aimed at new events?
  - **Staff:** No that's for any sound. And that is not a change from the current sound ordinance.

### TEP vs TUP

- 1 **Staff:** Do y'all want to talk a little bit about any changes as it pertains to the TUP and TCOU's and what folks can expect?
  - **Staff:** As far as the change to TUP, process will remain the same, it'll just run under the special events permit.





## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

- **Staff:** And again, Fire's taking care of those kind of occupancy issues for temporary and Planning is still dealing with permanent locations and bricks and mortars.
- **Staff:** So if we can, let's talk through if you're planning an event that has lots of little events in brick and mortar places plus some temporary sites, can you talk about what folks can expect to experience with the new rules and the new ordinance. Any chances that might make the process easier?
- **Staff:** Well our goal is to try and get approved load cards available to the public by mobile app. On the back end, we can deal with who handles what load cards, on the front end, we just want you to see the appropriate load card for that bricks and mortar. For temporary use, we haven't gotten to that point yet. Still working through bricks and mortar right now.
- **Staff:** Occupancies do change from time to time depending on the modelling of different venues and stuff like that.
- **Stakeholder:** So, when you fill out the ACE application, and then, will that trigger? Since you're saying the TUP application is remaining largely the same. Is that going to trigger somebody from Fire sending out that application?
- **Staff:** It triggers us and Brian Walker (?). My understanding is that it will still be the same. Personnel and departments involved, depending on how you answer the questions on the application, you should still be able to reach out to those individuals.
- **Stakeholder:** Can we get some clarification on what you have to check in order for that to be triggered? Because I only discovered it by doing it the wrong way multiple times
- **Staff:** My understanding is the application itself doesn't tell you how it triggers and when it triggers. I actually got that information from an administrator with Special Events.
- **Staff:** What are the parameters in the ACE application that sends it to...
- **Staff:** When you do the form site questionnaire, depending on how you answer, that determines which departments that application will be sent to once its uploaded. We are frequently looking at "are we asking the right questions?" Today we had a meeting and if it's an assembly structure and you want a decrease, the fire department reviews it, increase, commercial review or DSD.
- **Stakeholder:** Can I clarify what I meant by that? Fair Market might be a standalone example of this, but we have the lawn which requires a TUP. We have our change reviews for a building. But I only found out how you trigger the TUP because it wasn't triggering and we knew we needed it and we weren't hearing from Brian Walker on our TUPs. And apparently you have to check vacant lot, or something, in that questionnaire which from what I know about my building, I don't have those things. I don't think of the lawn as those things. And so until I asked those questions and found that out, I didn't



## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

realize I wasn't checking the right box to trigger the permit. I don't know if that's a standalone issue for us, because most other TUPs would be in a vacant lot but I would imagine it would be an issue for other people.

- **Staff:** So it may be a matter of including some modifiers to that vacant lot (including lawns, ect.) as examples?
- **Stakeholder:** Yes.
- **Stakeholder:** Another example we figured out this year when everyone was confused was the tenting permits are done by fire unless it's on a patio or a raised structure of a certain height, then its building. So, for people coming to Austin for our event and want to fill out an ACE application, they're not going to know those little intricate bits. And they might even just do a tent thing without saying it's on a stage or a platform. So how are all of those little details going to be communicated?
- **Staff:** That's one thing we're looking at and to see just how specific we're going to get in the rules. What would you guys be looking for? What would make it easier? There's a lot of reading involved when it comes to these regulations.
- **Staff:** And again, that could possibly be resolved by just tweaking the language on that questionnaire.
- **Stakeholder:** I mean if tents are a part of that questionnaire, which they are, that's the only weird thing with tenting.
- **Staff:** Does the site plan distinguish whether or not it's a patio or infrastructure or all that?
- **Stakeholder:** Correct me if I'm wrong, it's not just a temporary structure right?
- **Staff:** That's part of why we're looking at the change to requiring somebody that's an approved event specialist or coordinator in Austin to go through the process with us. We're looking at developing some type of training that people can go through so they understand all those intricacies. So outside vendors you're bringing in, you'll have somebody on your team that knows what to do and you can clarify those things. That eliminates some of that confusion we're seeing. It's just an idea and we're not sure where it's going to go for now.
- **Staff:** I think some of this is going to fall on the City's marketing once the rules have been developed. But if there's a question in the checklist that could be altered from your perspective coming in and make that answer generate more clearly for us, we're not claiming to be the experts on all questions of intake, but if there's a clear way to do it, I think we would gladly hear that and can tweak that in there too. If you've got an idea, this is the process to do that right now.
- **Stakeholder:** Well I think some simple tweaks through the ACE application, the language we discussed earlier, just some more details, or maybe the site plan requirements



## SEO Write the Rules Summer Session Meeting Notes

June 26, 2018

document that's on the City Stage page, maybe something about tents, it's just a couple of words it seems easy enough

- **Staff:** I'm not sure we're going to be able to script out all the questions but if there's a simple one that we can tackle that gets us to a better end product, let's do that now.
  - **Staff:** I'm sure we can also do a list of definitions too for terms as well.
  - **Staff:** There will definitely be a section of definitions.
- 2 **Stakeholder:** With the TUP going away, is there going to be a limit to how many Special Events permits you can pull with a location?
- **Staff:** I don't believe there is a limit to the TUP. The TCOU is where you have a limit.
  - **Staff:** I think it's more related to the sound permit portion of it.
  - **Staff:** I do not know the answer to that.
  - **Stakeholder:** Well, the TUP was limited to 6 years per location, or I guess per applicant maybe?
  - **Staff:** No because currently right now we issue TUPs for places that have it every Thursday or every Saturday like stuff down South Congress, they permit that. And I believe you can do that for annually or six months.

### Other questions

- 1 **Stakeholder:** Wasn't there mention of an online wizard?
- **Staff:** Yes. So, directly related to the feedback we heard, from what we've heard from newer event stakeholders who are unsure of where they land now and where they will land in the tier category, particularly for those who have out of town clients. The wizard is just more of a "here's generally where things land" and "here's generally what it might cost for you" to help people make decisions earlier. On the ACE team, we see the value in being able to provide that information a lot sooner, particularly with the longer deadlines. So that is coming. We're focusing on nailing the internal process to communicate with you better in the short term, and then working through the longer term Amanda project so that all of this is more streamlined. Goal of the portal is to eliminate the heavy use of paper and repeated processes.
- 2 **Staff:** For our neighborhood/community groups: what is your one ask/one wish of ACE?
- **Stakeholder:** Our biggest wish list is to have coordination from ACE on various events taking place at the same time in the same impact area. That's something we've talked about for a few years. If there's one big event over there, and then two or three smaller events in a different area, it doesn't look like a big deal to event coordinators, but to us it turns into traffic, parking, and sound problems. So the biggest thing is notification earlier of impact zones and some kind of rule saying if there's one Tier 4 there can be no more than one... something like that. A rule of how many things can take place at the same time.



## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

- **Stakeholder:** Going back to the topic from earlier with the exterior signage example, I think it's an easy update to the ACE application to include all the different types of exterior signage, but if not there for whatever reason because we can't make the ACE application a dictionary, I think we go back to checklists. When you go in post application submission to your ACE meeting, maybe there's a DSD checklist with "is your exterior signage a mural, a projection (which you need a permit for), is it just a sign (and if it's a sign you need to stay within these sizes)?" if it's not detailed within the ACE application, maybe making a checklist for each department that is brought up in the ACE meeting post-submission. Make it easier for clients to know that they have all the details to check off in front of them.
- **Staff:** We'll probably get into that when we're talking about special event impact area and criteria and designation areas.
- 3 **Stakeholder:** You heard some of it from us, but I'd like to hear what some of y'all's complaints are about us as far as the knit-picky things we get into
  - **Staff:** I don't want to use the word "complaint", but again I think most of the concerns we have are with the inexperienced event organizers. That's where we have to give extra effort.
  - **Staff:** I have two: One is when you have an event and there's multiple points of contact. It would be easier to have one person to talk to. The other thing is when you're dealing with public spaces, it's a public space. It's not a private venue like Fair Market where you go inside the venue and it's their rules. When you're in the public, you're dealing with a whole bunch of people that have varying opinions about the street closures, the sound, ect. Sometimes, some event promoters don't do the kind of outreach that is necessary because they don't like that conflict. Nobody likes the conflict, I don't like the conflict. But, if you're permitting a public area and it's impacting businesses or residents, we have an obligation to hear them out, and so do the event promoters, to try and do what we can to make people understand what we're doing to make things accessible, or we're not just coming in and closing down streets with no regard to what impact that has. And I sometimes see that people are very focused inside of their closure, and they don't know what's going on outside of their expos, and that is something that I wish more event organizers would be cognizant of.
  - **Staff:** I'm not sure if it happens often or not, but it has to do with a certificate of occupancy for a building that might be vacant. Making sure as an organizer that when you see a warehouse or a big vacant building that doesn't have a certificate of occupancy, we can't do inspections or reviews without that certificate.
  - **Staff:** Well, it's most likely there's one (certificate of occupancy) somewhere if the structure was in the City of Austin. If it was incorporated into the City of Austin that's another issue. But a lot of times we can go back in history and find something to produce that certificate of occupancy. It's pretty rare when you don't find one.



## SEO Write the Rules Summer Session

### Meeting Notes

June 26, 2018

- **Staff:** We can start researching that before you do your application, so the quicker we can get addresses, the better so we can give you that information.
  - **Staff:** And that's one thing Leslie and Melony are starting to do is verifying that address when it comes in. That's not always easy.
  - **Stakeholder:** Y'all don't require the description from the appraisal district?
  - **Staff:** Not in our current system. We will once we get a manual. Right now the system doesn't allow that.
- 4 **Stakeholder:** One thing to follow up with what Francis said, what I'm finding with our event is that we're in touch with the community, neighborhood, and the people most impacted, but as the overall being in charge of safety and security at the event, as the city gets denser, I'm having to spend more time with the newer people explaining the event to them and I'm not able to focus as much internally as I used to be able to do in the past. So I feel like I'm getting pulled further away from the event when I feel like we've done a pretty good job with the community and with PARD. I'm trying to think of a way where we can all have some flexibility. We're getting stretched in that part and need some improvements in the area that need to be done anyway as we get to be a denser city.
- **Staff:** You're exactly right. What y'all may experience as organizers is half the stuff we try to mitigate before we have to come to you and say "somebody couldn't walk their dog in that trail because your porta-potty is too close to the trail". So what you hear is already what we have filtered as best we can to find balance back to you. We get it. That is exactly what we're dealing with caught between the use of the public space and the community benefit of having something going on there or a free concert. That's cool. But the other side of it is really labor intensive too. So much so, that you don't even get all of the stuff. We try to resolve those issues and those conflicts and communicate that people may have to use those trails in a different way than they've been used to for the past 50 years. We try to communicate that out using technology, 311, access maps, neighborhood meetings... We're feeling that our self to maintain that balance and it takes a lot of work.
  - **Stakeholder:** So I do want to speak up for the neighborhoods because I think I'm the only one here for the neighborhoods. So, Austin is getting denser. When I moved to Austin, there were maybe 5-10 events at auditorium shores a year. There were maybe 4-5 street closures. Now, I live in Bouldin, and it's pretty much every single weekend. If it's not in auditorium shores, it's in Zilker, if it's not in Zilker, it's across the street downtown. We get the sound, traffic, parking, and incredibly impolite people that attend your events that park in our driveways, throw beer cans in our yards, we get all that. So that's the other part of the equation. I think all of us want to see a vibrant city with many events. But some of us would also like to sleep at night. It's a balancing effect and I appreciate what ACE and PARD are doing to try and mitigate between neighborhoods and events. It doesn't have to be a confrontation but both sides need to talk.



AUSTIN CENTER  
FOR EVENTS

SEO Write the Rules Summer Session  
Meeting Notes

June 26, 2018