

**Special Called Meeting of the City of Sandy Springs Public Facilities Authority**

**SUMMARY MINUTES**

**Studio Theatre, Sandy Springs City Hall and Broadcast Via Live Webinar and Teleconference**

**May 2, 2023 at 6:00 PM**

**Page 1 of 4**

---

**Special Called Meeting of the Sandy Springs Public Facilities Authority was held on May 2, 2023 at 6:00 PM, Mayor Rusty Paul presiding.**

**I. Call to Order**

Mayor Rusty Paul called the meeting to order at 6:00 p.m.

**II. Roll Call**

**Members Present:** Chair Rusty Paul, Member John Paulson, Member Melody Kelley, Member Melissa Mular, Member Jody Reichel, Member Tibby DeJulio, Member Andrew Bauman

**III. Approval of Meeting Agenda**

**Motion and vote.** A motion was made by **Member Tibby DeJulio**, seconded by **Member Melody Kelley**, to approve the meeting agenda. The motion carried by unanimous vote.

**IV. Approval of Meeting Minutes**

PFA2023-006 February 7, 2023 Public Facilities Authority Meeting Minutes

**Motion and vote.** A motion was made by **Member Jody Reichel**, seconded by **Member John Paulson**, to approve the meeting minutes. The motion carried by unanimous vote.

**V. New Business**

PFA2023-007 Request for Public Facilities Authority Consideration to Authorize the Public Facilities Authority General Manager to Set and Approve the Rates Necessary to Operate the Performing Arts Center

Michael Pauken, Interim Executive Director, presented a recommendation to authorize the Public Facilities Authority General Manager to set and approve the rates necessary to operate the Performing Arts Center.

Since the PAC began operations in 2018, the Authority has approved and adopted all rental rates, ticket fees, and membership fees based on City Staff recommendations. These rates and fees have not changed since 2019, which has caused the PAC to fall behind industry standards and market rates.

The performing arts and hospitality industry, as well as the economic climate, is constantly evolving, requiring City Staff to regularly analyze current conditions and prepare for immediate or upcoming threats to the successful operation of the PAC. More recently, the COVID-19 pandemic created new obstacles, increasing the cost of goods, labor shortages, and economic uncertainties which impacted consumer behavior. To continue effectively operating the PAC and providing the best possible services and products in a competitive manner, these rates and fees must be adjusted as efficiently as possible. Giving the General Manager the authority to set and approve these rates, including rental rates, ticket fees, and membership fees, will not only improve efficiency but also provide the flexibility needed to react appropriately to market conditions and changing trends in the industry.

**Special Called Meeting of the City of Sandy Springs Public Facilities Authority  
SUMMARY MINUTES**

**Studio Theatre, Sandy Springs City Hall and Broadcast Via Live Webinar and Teleconference  
May 2, 2023 at 6:00 PM  
Page 2 of 4**

**Presented Membership Programs**

**Proposed Levels and Benefits**

\$500	Two-day Advance Ticket Sales* Invitation for Two to City Green Live Terrace Parties (6) Early Access to Buy Tables at City Green Live and Concerts by the Springs Recognition on City Springs Website Invitation for (2) to ParkView Lounge at all City Springs Presentations* Complimentary Glass of Bubbly From Our Partners at The Select#a	IMPRESARIO
\$1,000	Bring (2) Friends to ParkView Lounge at (1) Show* Complimentary Garage Parking at (1) City Springs Presentation - 1 Vehicle* Invitation for (2) to a Chef's Table Events Exclusive Backstage Tour, by appointment	DIRECTOR
\$2,500	Recognition on City Springs Digital Displays Bring 2 Friends to ParkView Lounge at 5 Additional City Springs Presentation Shows* Complimentary Valet Service for Up to 4 shows - 1 Vehicle* (1) Additional Invitation for 2 to Chef's Table Event Complimentary Engraved Brick on City Springs Walkway Ticket Concierge Service: Access to Box Office Manager Complimentary Engraved Brick on City Springs Walkway Ticket Concierge Service: Access to Box Office Manager	PRODUCER
\$5,000	(2) Additional Complimentary Valet Service at City Springs Presentations - 1 Vehicle* (1) Additional Invitation for 2 to Chef's Table Event Complimentary Engraved Seat-back Plaque on a Byers Theatre Seat	ANGEL

\* = at City Springs-presented performing events only  
# = has been previously arranged with The Select

**Presented Ticket Fees**

**Proposed Ticket Fees**

Ticket Price	Service Fee (per ticket)
Up to \$20.00	\$2.00
\$20.01 to \$30.00	\$3.00
\$30.01 to \$40.00	\$4.00
\$40.01 to \$50.00	\$5.00
\$50.01 to \$60.00	\$6.00
\$60.01 to \$70.00	\$7.00
\$70.01 to \$80.00	\$8.00
\$80.01 to \$90.00	\$9.00
\$90.01 +	\$10.00
NFP Producing Arts Organization Flat Fee	\$5.00
Facility Fee: Increase \$0.50 to \$3.00 per ticket	

**Presented Rental Rates**

**Proposed Rental Rate Increase**

- Commercial Rental Rates – increase by 9% starting July 1, 2023
  - Overall price adjustment to -3% yearly average (below the market, keeping competitive and offering the lowest rate increase in the area)
- Non-Profit Rates - continue to offer a 30% discount from the Commercial Rates
- Presenting Partner rates - continue to discount 35% from our Non-Profit Rates

**Motion and second.** A motion was made by **Member John Paulson**, seconded by **Member Tibby**

**Special Called Meeting of the City of Sandy Springs Public Facilities Authority**

**SUMMARY MINUTES**

**Studio Theatre, Sandy Springs City Hall and Broadcast Via Live Webinar and Teleconference**

**May 2, 2023 at 6:00 PM**

**Page 3 of 4**

---

**DeJulio**, to authorize the Public Facilities Authority General Manager to set and approve the rates necessary to operate the Performing Arts Center.

**Member Paulson** stated the flexibility to do this without having to return every time the rates change is good. Requesting this Authority be updated regularly when significant changes to rates are made and why so that we are aware.

**Interim Executive Director Pauken** said this is reasonable.

**Eden Freeman, City Manager** said my expectation is adjustments will be made annually and only if needed and, members of the Public Facilities Authority will be notified before any changes are made.

**Member Jody Reichel** asked did you research if our food and beverage prices are competitive?

**Interim Executive Director Pauken** said yes. It can be hard to compare menu items, but we are on top of this. We repeatedly hear from our clients that we excel in the quality of the food we provide.

**Member Reichel** thanked **Interim Executive Director Pauken** and staff for their efforts. People with events here have said great things.

**Member Melissa Mular** asked when will the yearly membership level start? What happens with people who have already renewed?

**Interim Executive Director Pauken** said memberships will renew in may be April 15, 2024. It will be springtime, in tandem with the announcements of City Green Live and Concerts by the Springs. For current members, we extended memberships until the end of May. Many have not renewed because we have not asked them yet.

**Member Mular** asked is there consideration to give access to the Terrace Patio on a pay-per basis before City Green Live, for example someone does not have a membership?

**Interim Executive Director Pauken** yes. We are considering doing a \$50 ticket.

**Member Mular** said ticket surcharges go from 20% to 50% and if purchasing a \$20 ticket there is an assessed charge of \$30. Is this an industry standard where fees should total a certain percentage?

**Interim Executive Director Pauken** said on a \$20 ticket you would pay \$5. There is the facility fee of \$3 and a service fee of \$2. On a \$60 ticket, it is \$6 plus \$3. The \$5 is for nonprofit organizations.

**Member Andy Bauman** said Create is an exclusive caterer but there are exceptions which may already be in the policy. Does someone pay a higher rental fee if opting out of using the Create caterer, food, and beverage?

**Interim Executive Director Pauken** said there is a service fee charge when people choose not to use Create's caterer.

**Vote on the motion.** The motion carried by unanimous vote.

**PFA Resolution No. 2023-05-04**

**Special Called Meeting of the City of Sandy Springs Public Facilities Authority**

**SUMMARY MINUTES**

**Studio Theatre, Sandy Springs City Hall and Broadcast Via Live Webinar and Teleconference**

**May 2, 2023 at 6:00 PM**

**Page 4 of 4**

---

**VI. Adjournment**

**Motion and vote.** A motion was made by **Member Tibby DeJulio**, seconded by **Member Jody Reichel**, to adjourn the meeting. The motion carried by unanimous vote.

The meeting adjourned at 6:17 p.m.