

City of Sandy Springs Development Authority Meeting was held at Sandy Springs City Hall, 1 Galambos Way, Sandy Springs, Georgia, 30328, on November 27, 2018, at 8:30 a.m.

I. DA18-028 Call to Order

Chairperson Chip Collins called the meeting to order at 8:35 a.m.

II. DA18-029 Roll Call

Authority Members Present: Chip Collins, Gabriel Sterling, Jennifer Steele, Joe Houseman, Jimmy Glenn, Jim Squire, and Dan DiLuzio.

Staff and Representatives Present: City Attorney Dan Lee, Director of Economic Development Andrea Worthy, Assistant City Manager Jim Tolbert, Director of Communications Sharon Kraun, Finance Director Karen Ellis, and Assistant City Clerk Kelly Bogner.

III. DA18-030 Approval of the Meeting agenda

Motion and Vote: Authority Member Squire moved to approve the November 27, 2018 Meeting agenda. Authority Member Steele seconded the motion. The motion carried unanimously.

IV. DA18-031 Approval of Minutes from Meeting held September 13, 2018

Motion and Vote: Authority Member Sterling moved to approve the September 13, 2018, Sandy Springs Development Authority meeting minutes. Authority Member Steele seconded the motion. The motion carried unanimously.

New Business

V. DA18-032 Proposed Sponsorship Itzak Perlman

Assistant City Manager Jim Tolbert stated this is an opportunity that was brought to the City by the ladies of the Sandy Springs Society. This will be a signature event at the Byers Theatre. The City has made an offer to Mr. Perlman to perform at City Springs. With an artist of this magnitude, even if all the tickets were sold, that still would not cover the cost to have him perform here. That is why there is ongoing work to sell sponsorships. There is a \$16,000 sponsorship from RBM and \$25,000 from Northside Hospital. He is requesting that the remaining \$25,000 of the \$50,000 the Authority committed to programming at the PAC be used for this event. Reed Haggard is working with the PAC on fundraising. If we can sell another fundraising package, then the Authority will not need to donate the \$25,000. This amount is needed as a guarantee to finalize the contract.

Authority Member Gabriel Sterling asked what the total cost is for this event.

Assistant City Manager Tolbert stated the total cost to have Mr. Perlman perform at the PAC is \$115,000. There is also the cost of production, which will be another \$10,000 or so.

Authority Member Sterling asked how much is the Society donating.

Assistant City Manager Tolbert stated they are donating \$20,000, because they are committing to purchase 450 of the tickets.

Authority Member Sterling asked what the ticket costs will be.

Assistant City Manager Tolbert stated the ticket costs will average \$65 to \$70. Even if the show sells out, that will generate only \$70,000 from ticket sales.

Authority Member Jennifer Steele asked if the general public will be able to access the tickets.

Assistant City Manager Tolbert responded yes.

Authority Member Steele asked if the tickets are being held in any way.

Assistant City Manager Tolbert stated the Society will purchase the first 450 tickets. There will be 650 tickets remaining available for purchase by the public.

Authority Member Steele asked if the Society will purchase the first 450 tickets and then sell them.

Assistant City Manager Tolbert responded no. The members of the Society are committing to purchase the tickets.

Authority Member Steele stated she worries that the general public will not have enough access to the tickets.

Assistant City Manager Tolbert stated there will be 650 tickets available for purchase.

Authority Member Steele stated that is not a lot of tickets.

Authority Member Sterling stated that is only a difference of 450 tickets.

Authority Member Jim Squire stated when you do the math, with the Society purchasing 450 tickets by making a \$20,000 contribution, they are purchasing the tickets on a per ticket basis for less than the estimated cost.

Assistant City Manager Tolbert stated the Society is purchasing the tickets and also contributing the \$20,000.

Authority Member Sterling stated the Society will be paying about \$48,000 total for the event. He asked what was meant by the Society brought this to the City.

Assistant City Manager Tolbert stated the Society thought this would be a good event for the facility. The event will occur on the last Sunday of the Atlanta Jewish Film Festival. The festival is giving up the facility so this event can occur.

Authority Member Squire asked when the concert will be held.

Assistant City Manager Tolbert stated the concert will be held on February 16th.

Authority Member Dan DiLuzio asked if only one show will be held.

Assistant City Manager Tolbert responded yes.

Chairperson Chip Collins stated the ticket prices seem low for this type of event.

Assistant City Manager Tolbert stated Council set ticket price ranges, so this event pushes the limit on what we said we would sell. Council does not want the prices so high that the general public is unable to purchase tickets. These tickets will be sold at the higher end of the range.

Authority Member Steele asked if the tickets sold are reserved seats.

Assistant City Manager Tolbert responded yes. Even when the Society purchases the 450 tickets, they will not receive all of the best seats.

Authority Member Steele stated she would be a little reticent. She understands the contribution, but for her, it is about the general public having access to the event.

Authority Member Sterling stated especially if the Authority is going to underwrite part of the event.

Chairperson Collins asked if the Society's ticket purchase is part of a "we will do this if only we are assured 450 tickets", or were they doing it as a gesture that they are guaranteeing ticket sales.

Assistant City Manager Tolbert stated he is not sure the Society will receive 450 tickets up front. They are just guaranteed 450 tickets.

Authority Member Steele stated she understands that. She is just worried about access for the general public.

Authority Member DiLuzio asked if the 450 tickets do not sell out among the group of Society members, will they sell them back to the general public.

Assistant City Manager Tolbert stated he thinks that when the tickets go on sale, the Society members will purchase them like everyone else, and at the end, if the tickets are not sold out, the Society will purchase the difference.

Authority Member Squire asked if existing ticket holders for the theatre events receive preference for purchasing these tickets.

Assistant City Manager Tolbert stated this event is not part of the Sandy Springs Theatre, so the tickets will be sold separately. If you have previously purchased tickets to any event, you will receive an email notice for the presale of the tickets. The email will be sent to about 7,500 or 8,000 individuals. For any show the theatre holds, a presale and emails are always sent out. Regular advertisements are sent out about one to two days later.

Authority Member Sterling asked if the number of seats available in the theatre is 1,100.

Assistant City Manager Tolbert responded yes.

Authority Member Squire stated the event could be sold out with the presale.

Assistant City Manager Tolbert stated he would like the Authority to commit to the \$25,000 to guarantee the event. He feels that the money will not have to be used, but he would like to have it available, just in case. Mayor Paul and Mr. Haggard are working on getting additional sponsorships

Authority Member Sterling asked what amount is RBM sponsoring.

Assistant City Manager Tolbert responded \$16,000. They previously committed \$8,000 for fifteen different shows throughout the season.

Authority Member Steele asked why the Authority is just the backup for contributing funds. If we are going to hold the event, why doesn't the Authority fully commit to sponsorship?

Authority Member Sterling stated he would prefer to be the backup funding. Once someone from the private sector gives money, they tend to give funds again. He does not want to supplant any of the potential funds. He would rather be in a backup position to help out when the Authority can.

Authority Member Steele stated she understands that. She does not want this to become a habit that the Performing Arts Center (PAC) expects the Authority to be backup funding.

Chairperson Collins stated he thinks this is an unusual situation, because this is a big ticket entertainer. The City could contribute the funds for this event. He asked if it is a budget issue that has the City looking to the Development Authority for the backup funds, instead of using City funds.

Assistant City Manager Tolbert stated the fact that the Authority previously committed dollars to programming at the facility is why the Authority is being asked. There are a lot of startup costs and general fund dollars going towards supporting the operations of the PAC in the first year.

Motion and Vote: Authority Member Sterling moved to approve Agenda Item No. DA18-032, Sponsorship of the Itzak Perlman performance, in an amount up to \$25,000, if and only if the Performing Arts Center is unable to secure sponsorships for that amount. Authority Member Squire seconded the motion. The motion carried unanimously.

Assistant City Manager Tolbert stated the Development Authority logo will be displayed with all of the other sponsor logos.

Director of Economic Development Andrea Worthy stated the annual Development Authority meeting is scheduled for January 10, 2019.

Chairperson Collins asked Mr. DiLuzio if he has attended Development Authority training.

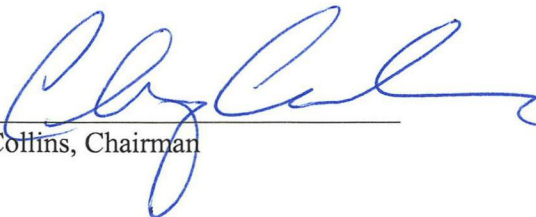
Authority Member DiLuzio responded yes.

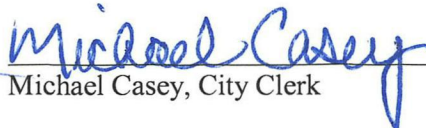
Chairperson Collins wished everyone a happy holiday.

VI. DA18-033 Adjournment

Motion and Vote: Authority Member Houseman moved to adjourn the meeting. Authority Member DiLuzio seconded the motion. The motion carried unanimously. The meeting adjourned at 8:48 a.m.

Date Approved: January 10, 2019


Chip Collins, Chairman


Michael Casey, City Clerk