

Work Session Meeting of the Sandy Springs City Council was held on Tuesday, March 20, 2018, at 6:00 p.m., Mayor Rusty Paul presiding.

Council Members present: Council Member John Paulson, Council Member Steve Soteres, Council Member Chris Burnett, Council Member Jody Reichel, Council Member Tibby DeJulio, and Council Member Andy Bauman were present.

INVOCATION

Rabbi Max Miller, Temple Emanu-El, offered the invocation.

STAFF DISCUSSION ITEMS

PAC

1. 18-106 Box Office Fees for the Performing Arts Center

PAC General Manager Michael Enoch stated the Box Office Manager Carol Willis is in attendance this evening. She has been in the industry for thirty-five years. She worked at Cobb Energy Performing Arts Centre for ten years and at Woodruff Arts Center for seventeen years. She conducted a lot of the research needed to look at the comparables in the community. He gave the Ticket Fee PowerPoint presentation.

Council Member Tibby DeJulio asked about the convenience fee.

PAC General Manager Enoch stated anytime someone is purchasing a ticket and they come to the box office, there will be no processing fees.

Council Member Chris Burnett asked if someone orders a ticket over the phone for pick up at will call, will they be required to pay the fee, because they ordered by phone.

PAC General Manager Enoch responded yes.

Council Member DeJulio asked if the PAC will be charging for will call.

PAC General Manager Enoch responded no. When staff had discussions with the City Manager, this is one of the items that was important in keeping the fees reasonable.

Mayor Rusty Paul asked if he purchases a subscription for five performances over the course of nine months, is there a subscription fee per ticket or for the entire series.

PAC General Manager Enoch stated when you buy the subscription for the entire series, there is a \$13 fee.

Council Member DeJulio asked if someone buys five tickets, would that be five times \$10, or \$10 for the whole order.

PAC General Manager Enoch stated \$10 would cover the whole order.

Council Member Burnett asked if only paper tickets will be issued.

PAC General Manager Enoch stated both paper tickets and digital tickets will be issued.

Council Member Burnett asked, if we want to encourage electronic tickets versus paper, would it make sense to have a different fee for electronic tickets, due to the delivery cost being less.

PAC General Manager Enoch stated currently, the prices are the same.

Council Member Burnett stated he knows a lot of companies offer an online purchase discount.

PAC General Manager Enoch stated part of the reason there is a charge is due to the cost of operating a box office. There is box office staff, supplies, a phone line, envelopes, and postage. There is an annual license fee for the ticketing system as well as startup fees.

Council Member Andy Bauman asked if there is a print your ticket at home option. He understands having a fee for the mailing and delivery of a ticket.

PAC General Manager Enoch stated the ticket cost is the same for both options.

Council Member Bauman stated he believes most people will print their tickets at home or have them delivered electronically.

Box Office Manager Carol Willis responded that is what is preferred. About 30% of the people really want a physical ticket, so it is mailed to them. The rest will print their tickets at home, until the printer does not work, and then they will come to the box office. When print at home was new, it was encouraged.

Council Member Bauman stated he thinks the Sandler Center for Performing Arts was a great out of market comparable. Between now and the next Regular meeting, he would like to see comparable per ticket fees from venues such as the Rialto Performing Arts Center, Georgia Tech, Horizon, and the Woodruff Arts Center. If someone books the PAC for a dance recital on a Saturday morning and that is not a ticketed event, will they handle the ticketing themselves. He asked if there is the flexibility to not charge the many fees to the individual holding the event.

Box Office Manager Willis stated there is a little bit of flexibility. If the PAC is open to the public and you are selling a ticket to the public, then you are supposed to use Paciolan. There is an exclusivity clause. If a dance recital is being held and the tickets are only being sold to parents, or there is no selling of tickets, then the person will be charged a facility fee based on how many people attend the event. The facility fee will be used towards the cost of light bulbs, housekeeping, and etcetera. There would be no ticketing fee, because we did not ticket for the event.

Council Member Bauman stated he assumes there will be a rental fee for the building.

Box Office Manager Willis responded yes. The facility fee can be charged based on how many attendees are expected. The recommended facility fee is \$3 per person. For an event such as a dance recital, the recommended facility fee is \$1.

Council Member Bauman asked what is the flexibility for someone to go outside the ticketing system to negotiate a deal.

Box Office Manager Willis stated there is not much flexibility for that.

Council Member Bauman asked if this is similar to when someone wants tickets offered through Ticketmaster.

PAC General Manager Enoch responded yes.

Council Member Bauman asked if there is any fear this will preclude certain events coming to the City.

PAC General Manager Enoch stated he does not think so. The Fox Theatre uses the same system.

Mayor Paul stated that Council was very explicit about wanting to minimize the amount the City would be paying out of the general operating funds. These facility fees are intended to be for the capital fund.

Council Member John Paulson asked if these fees also apply to the studio theatre.

PAC General Manager Enoch responded yes.

Council Member Paulson stated these fees do not apply when the garden terrace area is rented for an event.

PAC General Manager Enoch stated that is correct, because it is a non-ticketed event.

Council Member DeJulio asked if someone rents out the PAC to have a meeting, such as Mercedes Benz, and that is a non-ticketed event, would any of these fees apply.

PAC General Manager Enoch responded no.

There was a consensus of Council to move this item forward to a regular City Council meeting.

City Management

2. 18-107 Natural Resource Protection: ARC Green Communities Recertification

Assistant to the City Manager Kristin Byars gave the Natural Resource Protection: ARC Green Communities Recertification PowerPoint presentation.

Council Member Steve Soteres asked about the eligibility regarding LEED, EarthCraft, or ENERGY STAR.

Assistant to the City Manager Byars stated this refers to any recognized building program, such as those programs mentioned. Other programs will work too, as long as they are recognized.

Council Member Chris Burnett stated there was a mention of secure bicycle parking and van pool parking. He asked if there is also a benefit for electric car charging stations.

Assistant to the City Manager Byars stated there will be electric car charging stations at City Springs. The City will receive points for that in the Green Communities application.

Council Member John Paulson asked who polices all the requirements for eligibility. Will the City send inspectors to the various locations?

Assistant to the City Manager Byars stated the applicant will be required to provide the engineering specifications from whoever installed the items.

Council Member Paulson asked if the staff is including anything in the RFP's that encourage these types of incentives.

City Manager John McDonough stated he does not believe the incentives have been added to the RFPs.

Assistant to the City Manager Byars stated some of the existing contractors do offer incentives for their employees.

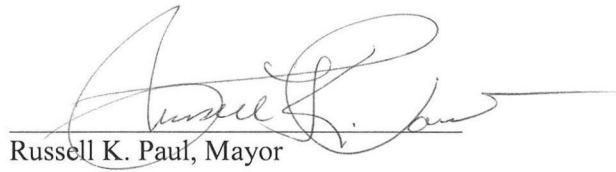
Council Member Paulson stated the City plans on having a star rating by May. He asked if this takes into account the new building City staff will be moving into.

Assistant to the City Manager Byars stated it does.

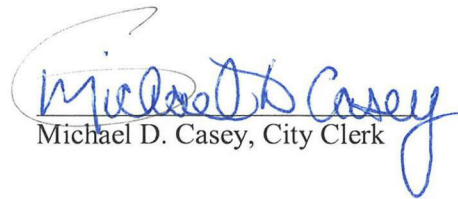
There was a consensus of Council to move this item forward to the April 3, 2018 regular City Council meeting.

There being no further discussion, the meeting adjourned at 6:26 p.m.

Date Approved: April 3, 2018



Russell K. Paul, Mayor



Michael D. Casey, City Clerk