

CRA Board
Quincy City Hall Chambers
Quincy, Florida

Special Meeting
August 30, 2011
5:30 P.M.

The CRA Special Board met in a Special Board Session on Tuesday, August 30, 2011 at 5:30 P.M., Chairman Derrick Elias called the meeting to order.

Present:

Board Members: Angela Sapp and Keith Dowdell

Absent: Board Members: Larry Edwards and Andy Gay

Also Present:

CRA Manager Charles J. Hayes
CRA Attorney Larry K. White via telephone

Chairman Elias moved for the Board to excuse Board Member Edwards and Board Member Gay from the August 30, 2011 meeting. **Board Member Dowdell made the motion to approve the absence of Board Member Edwards and Board Member Gay. Board Member Sapp seconded the motion. Votes were Unanimous. Motion Carried.**

Approval of the Agenda:

It was motioned to approve the Agenda for the CRA Special Board Meeting dated Tuesday, August 30, 2011. Board Member Sapp made the Motion and Board Member Dowdell seconded the Motion. Votes were Unanimous. Motion Carried.

Approval to delegate funds for Oktoberfest Music Festival:

Mr. Hayes presented to the Board the actual plan for the opening of the theater with the total cost of the project starting at \$90,000 which would include security, entertainment, etc. Mr. Hayes stated that his anticipation came from the last two events hosted by the City with 7,800 people attending the events and selling tickets to 200 people at \$25 each. Mr. Hayes stated that the entertainment he is proposing a national recording artist, the O'Jays. Mr. Hayes noted in order to secure the O'Jays a binder fee of \$37,500 will be due to the entertainer's management company by September 1, 2011.

Mr. Hayes stated that we would be able to recoup the funds through tickets sales and sponsorships. Mr. Hayes noted that one Sponsor (Cumulus Broadcasting) had already committed to \$15,000. Mr. Hayes added that Cumulus will also provide broadcasting for the event; Mr. Hayes indicated that WCTV will do some PSAs for the event and Alan Williams is working with Tri-Eagle Sales to sponsor \$15,000. Mr. Hayes mentioned the Board has been presented a marketing plan which was created by a professional marketing agency. Mr. Hayes stated that if there are any ticket sales over this amount, it will be a profit and is recommending placing the funds back into the park for any future improvements for the park.

Board Member Sapp asked what will be the difference in the sale of tickets. Mr. Hayes explained that if 25 VIP tickets were sold at \$35 it will total \$8,750, and any additional 2,450 tickets sold for \$25 will total \$61,250. Mr. Hayes stated that they are not looking to make a profit, but would like to break even. Mr. Hayes pointed out that the goal is to raise \$40,000 in sponsorships. Board Member Sapp asked how much funds will be transferred. Mr. Hayes asked for \$37,000 to be transferred which will be taken from contingency funds. Mr. Hayes stated that a ticket agency will be used and the funds made from the ticket sales will be transferred back to the City.

Board Member Sapp asked where the VIP section will be located. Mr. Hayes indicated that the VIP section will be located in the very front of the theater and the \$25 ticket holders will be behind the VIPs. Chairman Elias asked what are the alternate plans if the park is not finished. Mr. Hayes stated that the alternative is to use the Joe Boulevard lot.

Chairman Elias asked what is the time frame for the event. Mr. Hayes indicated the gates will open at 4:00 p.m. and music will start at 6:00 p.m. and end at 9:00 p.m.

Chairman Elias asked was this a non-refundable binder. Mr. Hayes stated that "an act of God" clause is in the contract and the concert will be rescheduled should anything of that nature happens. Chairman Elias stated that he had concerns about the funds and does not think that they were going to recoup the funds for the grand opening for the park. Chairman Elias stated that he will vote accordingly, but feels like the City could have a nice grand opening with or without the O'Jays if it is within the City budget. Board Member Dowdell asked what the itinerary will be for Friday and Saturday. Mr. Hayes stated he does not have a line-up for the grand opening for Friday. However, Friday will be free to the public and will consist of the ribbon cutting and a walk through of the park; and Saturday will be the actual event. Mr. Hayes noted that all local vendors will be given the first option to vend. Mr. Hayes stated that TDC is also a sponsor for Oktoberfest and they want to see folks come into town and stay overnight. **Board Member Dowdell made the motion to instruct staff to have funds transferred to the O'Jays GIGS, Inc. Board Member Sapp seconded the Motion. Polls was taken votes were as followed Broad Member Dowdell and Board Member Sapp voted Aye to instruct staff to have funds transferred to the O'Jays GIGS, and Chairman Elias voted Nay. Motion Carried.**

Adjournment:

With no further business to discuss, Chairman Elias made a motion to adjourn the CRA Special Board Meeting.

Chairman Derrick Elias
Presiding for the CRA Regular Board