



City of Columbia, Missouri

Meeting Minutes

City Council

Monday, July 2, 2018
6:00 PM

Pre-Council

Conference Room
1A/1B
City Hall Building
701 E. Broadway

I. CALL TO ORDER

The meeting was called to order at approximately 6:02 pm.

Present: 6 - Ruffin, Thomas, Peters, Treece, Skala, and Pltzer

Absent: 1 - Trapp

Roots and Blues BBQ Agreement Discussion

Attachments: [Staff Report on Special Event Best Practices and RBBBQ Insurance](#)
[Thumper Productions Presentation](#)

Richard King, Thumper Productions, stated that they meet with staff at Special Events Committee meetings, but he felt that they have not connected with City Council on Root's & Blues updates. He wanted to provide some history of the event and how its grown since inception.

Mr. King explained that this is the 12th years of Roots and Blues. Each year 30 artists attend from the region and some national acts. It is estimated that 10,000 fans attend and over 700 volunteers support the event. There is a steering committee of 40 people that give up time to help plan the event. Mr. King provided some demographic survey data from 2015 and 2016 on people who attend. Last year RFID payment systems were added, which worked very well and will be a service that is continued this year. Mr. King added that children 12 and under get in for free and this is family-friendly entertainment. Mr. King reviewed the economic impact for previous years based on estimates from economic impact studies.

Mr. King reviewed the payments that make to the City of Columbia for services including solid waste, park fees, license fees, park rental and 300 complimentary tickets are provided for low-income residents. Mr. Thomas asked how park fees are calculated and what they are for. Mr. Griggs stated that the amount is based on ticket sales (\$3/ticket). The fees cover usage of the park at \$100/acre/day/park. This help to cover operation services. (Water lines, residing after the event, etc.) Total contributions since 2015 were \$305,509 in sales tax from Thumper.

Mr. King reviewed the RFID system stating that it was a success in 2017 and provided public safety and an ease of use to the customers. Jamie Varvaro (Director of Marketing and Development) stated that the festival has had an impact on the city, region and even a national buzz. He reviewed a list of sponsors noting that they are all very involved in the festival, more than just financially. They send employees to help in different areas such as face painting, lounge areas, and games.

Tracy Lane, Director of RBBQ and the RBBQ Foundation, stated that this community embraces the arts and she has been doing events here for 26 years. She looks forward to finding more opportunities to continue to develop this event for everyone in a sustainable, safe, and fun way. Mr. Thomas asked about sustainability ideas that may come in the future. Ms. Lane explained that this year they are going styrofoam free for vendors, removing lids/straws/cups and moving to a reusable cups and stainless steel straws. They will provide vendors with sustainable resources. There will be volunteer recruitment for a green team to help recycle and they plan to add composting workshops for vendors and more recycle receptacles. They plan to be a zero waste festival by 2020.

Ms. Peters had some noise complaints last year and she hopes to see some considerations on that. Certain decibels can cause hearing damage, especially in younger children. Mr. King understood and stated that the production company he uses knows that volume control is very important and they are aware of the concerns.

Mr. Thomas felt that this festival, among the many others in our community are what brings people in and keeps people living here. There are important issues that come along with this event such as the drink limits of 2 drinks per person. He proposed that be raised to 4 drinks as a maximum as a trial. Majority of the festival goers are adults and families. This seems to be an unnecessary limitation at the festival that reduces convenience and enjoyment of the attendees. That would be a change in the operations agreement that will come to council for approval. Carol Rhodes introduced staff on the Special Events Committee. Sarah Perry, Risk Management, stated that if the minimum is increased, we need to provide valid justification on why it is increased, as there could be an issue with coverage should there be a claim filed. Krista-Shouse Jones stated that she did research on this and the best practice was 2 drinks. If alcohol is served, they want to ensure that it is served responsibly. The year it went up to three, she heard officers state that they noticed higher levels of intoxication and more medics were called at the end of the nights for over-intoxication. Maintaining the 2 drink maximum also keeps it fair for other events also serving alcohol that abide by the 2 drink max, such as Summerfest and True/False. Mr. Thomas still felt that 4 was acceptable. Mr. Skala felt that three might be a better number for a pilot. This will come to Council in August for a vote.

Columbia Police Lieutenants Association addresses Council

Mayor Treece felt that since it's already 7:00 and he felt that the CPLA should get the full time they requested of 10-15 minutes, this should be held to the July 16th meeting. The group agreed.

II. ALL OTHER ITEMS THE COUNCIL MAY WISH TO DISCUSS

None.

III. ADJOURNMENT

The meeting adjourned at approximately 7:03 pm.