



Advisory Event Selection Committee Minutes December 4, 2019

Members Present: Alex Farrell, Amy Cronin, Peter Delaney, Jared Grenon (Fire)

Peter Delaney, Joe Carton, Jared Grenon BFD, Nancy Malhotra and Amy Cronin

Staff Present: Allen, Moreau, Bailey, Hawkins, Wight, O'Daniel

Meeting began at 6:00 p.m.

Public Forum

Public forum opened at 6:01p.m.

Cronin brought up how hot it was for their event. Especially concerned with people drinking alcohol in the heat. Nowhere to rent anything to help with the heat. Is there a way in the future to have resources to help with this?

Bailey recommended a tent of some sort as a VIP. You deciding how you want the event to go – make it a part of the event or use it as an emergency type of service.

Delaney has ideas for preparing ahead of time. Has misting stations along the course. Challenges in the park up until now have been limited access to water – so what's the supply?

Hawkins spoke to the upgrades that have been made to water access – a lot more options now.

Public forum closed at 6:07p.m.

Review of Last Season

Bailey went through the calendar by event; Highlight went well. Penguin Plunge was a challenge. Have some ideas that we have discussed with them – working with them to do minimal damage to the turf to go into the Spring.

Allen spoke to Kids Day – Great Lawn made it easier to do a head count. Had over 5,000 people. Went well – vendors said they liked it better in the new space.

Bailey spoke about the Marathon– struggles with construction in the park and seeing out ahead of time to see the condition of the Park. Worked with event producers to make it work best we all could. Learned that it's not good for the event to not wait and see – make a decision in as far advance as possible and put in some contingencies if weather will allow for use of the space.



Delaney spoke to the Marathon too. Not the optimal for the event. This team all worked very collaboratively and pulled it off pretty well together. Said he has taken steps to start communication further out. The outcome was great but there were some sacrifices made along the way that could have been avoided. He thinks he needs everyone in a room together 6 months out – all major players – to start planning.

Bailey spoke to Discover Jazz and Dealer.com. Park was still not usable so came up with some different approaches and contingency plans. Felt desperate but were able to talk to everyone about how to accommodate them. Got allowance to use the boardwalk and the Great Lawn for Dealer.com. Used plywood for Jazz to try and help the turf.

Moreau noted that we did receive considerable complaints for closing the board walk. We do not like to close it and do not have any plans to do that again in the future. It was based on safety and DLC requirements.

Bailey continued with Wine and Food Festival. Went well – first year that we focused with them on their license. Found some hazy area and worked with DLC to find clarity on what these licenses allow in terms of alcohol services. Made clear that we are solidifying what is needed from who. Everyone has to be licensed to do so and provide and COI. Optimistic that we got it figured out and that they will stick to it.

Cronin mentioned that they might be changing the state laws around liquor licenses. Bailey and Moreau said that they are aware and keeping an eye on that.

Allen spoke to July 3rd. Went well, beautiful day. No issues. Jared Grenon agreed.

Moreau noted that we applied for our same permit for Harbor Side fireworks (through Coastguard) – came back this year saying we did not need a permit. Provided the services.

Cronin spoke to the Brewer's Festival – extremely hot. Noted that the Park probably took a bit of a hit from them being there.

Bailey is hoping that down numbers were because of the construction in the early part of the season. Hopeful that that won't be a deterrent from here on out and that we will see an upswing in attendance.

Bailey continued with Maratime Festival – went well and they were happy with attendance. Grenon mentioned they had issues with water around the electrical area. Bailey/Hawkins explained that the dry well was oversaturated because of the rain and was pumped out and a gravel pad was put in to help. Grenon suggested keeping an eye on how full it is before an event and if rain is coming maybe pump it ahead of time so there's room for more water to be held.

Bailey continued with Dragonboat – went well.

Bailey continued with the Heart Association Cycle Event – looked good on paper. Good alignment with Park use and health. They were difficult to deal with as an organization. Went through 4 different points of contact leading up to the event. Each time was a re-start with information – police/fire, COI, schedule etc. They have not responded to e-mail that I sent out with the application. Have not followed up and will not. Got through it and it worked with minimal liability to the City, but if they apply will recommend



that they do not do it again at Waterfront Park. Moreau stated that it might work better in a smaller space/different location.

Bailey continued with VIP – worked well. Biggest problem is that they shared a set-up/break down day with Grand Point North. Did not go well. There were issues with tent set-up. Will make sure no overlap with those 2 events again.

Bailey continued with Grand Point North – Went well other than minor hiccup with VIP tent.

Bailey continued with Oktoberfest – went well. Event producer felt like his numbers were down. Bailey gave his theory about why numbers were down in general (noted above). Unsure yet if they are going to reapply for 2020.

Cronin spoke to all beer festival numbers being down across the country in general. So many options for people to choose from. People have a lot of access to beer in general now.

Delaney stated that Run Vermont is interested in September 19th date. 5k road race state championship – start and end in Waterfront Park. He is thinking about reaching out to DiMassio to see if they can collaborate. Bailey responded that partnership is great but if he lets that date go then it's someone else's and he can reapply again in the future. Over combining events can feel like a bit of a loop hole with Act 250. Would suggest that it is clear that the date belongs to one event producer and the other is a contractor of sorts.

Moreau stated that last year bringing in Drink Vermont there was a fear of oversaturation. We want to make sure our events are meeting the community's needs and it's on our department to evaluate new events that are coming to us to see if it will benefit the community.

Bailey continued with Drink Vermont – would not recommend having it in Waterfront Park again. Their style does not work well with us. Felt like they thought they were renting the space and didn't want us to interfere. Having issues with us being paid - has been a struggle. They had poor numbers and they didn't plan for that. They asked if they could send us a check and forward date it. Moreau noted that the City's attorney's office has been notified of this. We expect that this will go through next week, but at this point we do not have money from the event. Bailey continued that they kept giving assurances that they knew what they were doing but they clearly did not. A week before the event, issues with a vendor not having the correct insurance, and found out they were speaking with someone else in the department and not telling him – overall odd backdoor way of approaching it. Nothing felt malicious but that it wasn't the right fit for Waterfront Park.

Grenon brought up the lack of consistency between what events are required to do/give to the department. Bailey agreed. Informed that he, Moreau and Wight have been in communication about this and will continue to be. It is hard to enforce when there is a 3rd party – when people go around him it is frustrating. We'll get it all figured out. In the meantime, we'll continue with the current policies we have.



Delaney brought up that a lot of people are using online systems now so it makes it difficult to regulate – people sending it directly to Bailey etc.

Bailey noted that this is in reference to the 5th item on the agenda: stated that good management practice is clarity. As long as we know what that focus needs to be things will go well. We have a good system that can help the City make the insurance requirements clearer and more efficient in achieving them.

Review Park Upgrade Construction Schedule

Bailey noted that internally at Waterfront we are past it but there is a lot of construction happening around it. Waterfront construction is all finished at this point.

Delaney asked if anything North of Waterfront Park was going to be under construction. Wight answered no.

Bailey stated that we're getting good feedback about the finished construction. Still a park but now easier to tie into the larger event use of the park. On the other side of it, the park is much better for it.

Delaney asked about a banner program on the lights. Wight answered that it has begun being discussed.

Cronin mentioned that there was a fee for underground location. Wight answered that the fact that it is a linear system now can we do it internally or do we need to do a RFP to contract it out.

Review Calendar of Events for 2020

Dealer.com is interested in collaborating with King St. for an event potentially on 8/15/20. Nothing definite yet but working with them. Would be a good addition because it is an event producer that already knows the department and how to run an event at the Waterfront.

Maritime Festival is looking to add a mini brew fest to one of the days. Bailey not against it and to the thought but not up to just him. Needs to communicate it to the committee. If there are any concerns let us know. More of a "could I do this?" not a definite. It would be an opportunity revisit the fee structure they currently have.

Wight touched on bike parking. In the process of getting a new contract for it – went out to bid and got 2 applicants. Likely the price will be higher per day (minor increase).

Bailey stated that all of the returning events are the same. Oktoberfest might not be returning. Will be working with Run Vermont on the mini marathon in April. Will be meeting in the next week to walk the path.

Delaney mentioned that they are hoping to have a Waterfront start and finish for it to avoid the Bike path construction. What they will figure out is what site do they actually need for the event – not the



Great Lawn probably. Has been a 2 heat event in the past to clear the bike path so that the leaders of the 2nd wave have space between the end of the first wave. The plan this year would be to have one wave and to stay completely North on the Bike path.

Bailey spoke to Penguin Plunge this coming year – he sent them the park grid for their tent set-up. They will be starting at the boat slip parking lot and parallel in Waterfront Park north from there. Wight stated that we are going to keep track of how much it is costing us to host the event in the park

Bailey informed everyone that the first new event is with the Humane Society – basically a walk with pets. Hasn't worked out their site map yet – open at this point to what they want. It's an open to the public event. They will be utilizing the full park. No impact fees because they are not ticketing the event. They have been very responsive and easy to work with.

Allen spoke to Highlight – similar to last year. Got approval from the fire department for 2 fires this year. Bailey requested that Williams (BCA) send in an application.

Allen – Kid's Day and July 3rd will generally be the same as in the past.

Bailey spoke to the other new event NEC/AE Reception Dinner – a private event like VIP. Should be a nice and easy event. About 250 people. Single caterer.

Potential for August 15th to be filled. Bailey will send out any requests he gets for that.

Delaney asked if there were any issues from any of the events from neighbors? Bailey responded no.

Delaney continued the lot at 1 Main St. is now a gated lot – can pay to get in but varying fees. Just take note.

Cronin brought to our attention that the dates for Brewfest were incorrect. Bailey said he would fix/update and have a new version for everyone.

Parking – Grenon brought up that the owner of the parking garage across from the park does not want it to be an evacuation location. She doesn't want us in there and has an issue with it. She thought we had removed it as an evacuation site but now the department says they're going to use the lot off of the Radison, which is really far. Or 300 Lake St. Echo is the last resort. Parking garage is best though. No locks on the stairwell doors into the building is the reason as to why. Events need to know for their emergency plans.

Review Liquor Liability Policy: Coverages for DLC Licenses and COIs

Touched on above.

Meeting ended at 7:57p.m.