



City of Newport Beach SPECIAL EVENTS ADVISORY COMMITTEE Minutes

Date: May 5, 2011
Time: 4:00 p.m.
Location: City Council Chambers

1. Call to Order

Committee Members present:

Judy Brower
Janis Dinwiddie
Kirwan Rockefeller
Marshall Topping

Committee Members absent:

Jeff Cole
Laura Davis, Chairwoman
Vickie Higgins

Staff present:

Dave Kiff, City Manager
Tara Finnigan, Public Information Manager
Shirley Oborny, Exec. Assistant to the City Manager

2. Comments from the Public

No comments were made.

3. Review Revised Special Event Funding Process & Criteria

Ms. Finnigan explained that last year she worked on a project whereby she and the City Manager comprehensively reviewed all the support the City gives to special events. It was about \$400,000 per year including in kind services. The City Manager subsequently requested that staff come up with a process that could track the money and would be more equitable for events seeking support. The new process will allocate a set amount of money in the budget. She suggested a program similar to the CDBG program, where once a year organizations could apply for funds and the committee would decide who is worthy of the money, how it should be allocated and then make a recommendation to the City Council at a public meeting.

Mr. Kiff clarified that this committee would not be asked to determine how much money or services to allocate. Its role would be to decide whether a program is worthy (pass or fail) and what priority to rank it. He also reminded the committee to remember the smaller events that are good for the community.

Mr. Topping talked about the criteria the committee used in the past. Discussion ensued.

Ms. Brower doesn't think organizations that make a profit from their event should receive support from the City. Ms. Dinwiddie suggested putting the events into subgroups to it's easier to compare large events with large events, for example.

4. Review Committee Workload / Twenty-one (21) Applications Received

Mr. Kiff suggested the committee could consider dividing up the applications and report back their findings.

Ms. Finnigan will update the spreadsheet to include which events have had support from the City in the past and how much in-kind support.

The committee reviewed the evaluation matrix. Ms. Dinwiddie suggested the committee look at the previous criteria and come up with new criteria.

Mr. Topping said he didn't think there would be time this year to conduct individual interviews or allow them to make presentations. He thinks committee members could review the applications at home individually.

Mr. Topping suggested for the next meeting the committee would:

- formulate a way to assign numerical valuations;
- adjust the criteria to include the community component;
- create categories to compare similar events.

Continuing, he suggested when the committee meets again, they could create a "pass" or "fail", individually review the applications, assign the numbers, and then invite the applicants to a meeting where they could question them if needed. This might take two meetings. At the end the committee could tally their scores for the City Council. Further discussion ensued.

Ms. Finnigan summarized what the committee would do between now and the next meeting:

- develop a scratch list of events;
- independently look at the committee's previous evaluation and come up ideas for a community component a way to categorize the events;
- review applications if time and take notes.

5. Set Future Meeting Dates

The next meeting was set for Monday, May 16, 2011, at the Friends Room, Central Library.

6. Adjourn to Next Meeting

The meeting was adjourned at 5:00 p.m.