

will keep extra lighting in the food and beverage area. The other problem we ran into was no Bluetooth in the ticket area. City IT staff was able to get us hooked up with Bluetooth and WiFi in the area the few days prior to the event. Behind the scene everything ran smoothly. The seating and layout is the next issue that we need to work on. The way the City releases tickets for sale and design flow of seating. Presale tickets were slow. The day prior to the concert was peak sale day. Marketing through the radio station 97.1 and Country station the Bull for Sammy Kershaw. Social Media is the key marketing that the promotion company that we used was focusing on.

We were able to capture some data. The email open rates were very good. The email blast sent to utilities customers did not come across as spam or bill. The next step is to get more sophisticated and be able to capture if they clicked on the sale ticket link. The ticket purchase does allow for us to gather information on where the buyer heard about the show. It is not a mandatory feature.

The single performance back to back days may not be the best format for the amphitheater. For future shows we are looking at once a month festival multi-performance and multi-day events the push to get more value for your money. This may also provide potential to sell more food and beverages over the course of performances.

We have been approached by downtown groups who are interested in the amphitheater. Our park offers a nicer venue with the grass and park features. Many of the festivals are held on concrete parking lots or the promotor lays down artificial grass which is not suitable.

Informal survey as patrons exited the facilities glowing reviews. Position comments on the seating area in the grass/concrete section. Ideas is having the middle section seating blocking off an 8x8 square and selling block of tickets. 4-6 chair section for group gatherings. Front section chairs were position but the outside section did not have a good view.

Beverage area midway up had good sales. One of the positive responses was the availability of mixed drinks. Most other venues are beer and wine only. Margarita machine was a success.

Food Vendors were good. Everyone enjoyed the variety of food. Positive items were staff and that the show went on and the comment "this is not North Las Vegas"

Challenges that we faced ticket sales too many clicks to get to ticket sales. Biggest challenge was the Yesterday and War performance we listed as Clark County Amphitheater. People were directed to Clark County website instead of the North Las Vegas Amphitheater venue.

Member Lemmon asked about security and ushers. Director Palmer indicated that we use private security that is assigned to the park and City of North Las Vegas Police Department.

Member Shoaff asked about smoking. There is no smoking inside the amphitheater. The question is if we let smoking in the food/beverage area. Zip line from the top of the hill in the amphitheater to areas of the park.

Chairman Kraft mentioned the Super Summer Theater at Spring Mountain Ranch has short cut down chairs that you can rent for a \$1. They are just sawed off white resin patio chairs. They are cut to only a few inches off the ground.

Member Smith asked about waiter service. It would be a nice service to add to the concerts.

C. General Master Park Overview. (non-action)

Director Palmer presented the Village at Tule Springs seven parks that are in the planning stage.

Director Palmer informed the board the City is still looking at the 4.5 acres of land for sale just south of Kiel Ranch Park. The City is looking to see if the purchase of that site would be beneficial. The use of the park would be limited but may help in the preservation of the historical Kiel Ranch site. Chairman Kraft brought up the original concept discussed years ago about who would be best to manage the historical site of Kiel Ranch. Maybe it would be better to let the State of Nevada manage the site since it is close to the historical corridor and the Old Mormon Fort.

Final update is regarding the Tot Lot Parks. Rotary Tot Lot has been revitalized by the City and the Community. Working together the park was a success beautification project. There is a mature park renovation in the current CIP. This is for minor renovations to the parks to improve them. The mature parks have been divided into sections south and north. The City is making sure that the mature parks are getting the attention that they need. By the end of next fiscal year we will have touched 90% of the parks for some type of beautification.

D. Parks Maintenance Overview (For Possible Action)

We are working at trying to keep up with the maintenance of the park system. Currently, the Park Services Division is housed until Public Works. This division has been shifted over the years between Parks and Recreation and other Departments. Since the public associates park maintenance with recreation we still received the bulk of the complaints.

Chairman Kraft indicated that he felt strongly about the need to have Park Services back under the Recreation Department. The priority always goes to what you know and park maintenance will never get the priority that it needs unless it is with Recreation. We are a Parks and Recreation Advisory Board and the public comes to me and us with complaints about the condition of the parks. It is time for Park Services to return to where it belongs together with the Recreation.

Director Palmer stated there are pros and cons to returning Park Services with Recreation. The cons are we don't have control. We are seeing issues on the sports field prep and timeliness. This causes operational issues and loss of revenue because we can't get the work completed. Right now under Public Works the Manager is doing to best he can with what he has. That division is down to 8 employees to service the entire park system. We are not sure with that limited staff if Recreation could do any better of a job than Public Works. The reality is still that the City only has "X" amount of dollars and staff to get the work done.

The original reason for placing Park Services under Public Works was to try and maximize the use of labor by sharing staff. Unfortunately that never worked out due to the skill set needed to complete the work. They can help each other on some level but not as much as expected.

Chairman Kraft reiterated that it sounds like we are not getting the economies of scale we expected by merging the two sections. Don't have enough information to make an educated decision.

Member Shoaff stated that parks are about quality of life not money makers. He is in support of having maintenance under Recreation if it would help improve the parks.

Neighborhood involvement to help maintain the parks while it is a good thing can be a bitter burden. Neighborhood groups don't mind helping out now and then but they are not a maintenance crew. Member Smith suggested a public service announcement to keep your park clean. However, it still does not address the larger concerns of graffiti, mowing, dirty bathroom and trimming bushes.

Until the City makes the parks system a priority we only have the resources we have to do the job.

Chairman Kraft would like to see the Director of Public Works and City Manager attend the next meeting so that the Board can have the conversation with them.

Member Smith introduced a motion to have the Public Works Director and the City Manager attend the November 10th meeting so we can further discuss issues related to park maintenance. The vote favoring approval was unanimous. The motion carried.

Staff Comments –

There were no other staff comments.

Board Members' Comment

Member Smith stated that the concert with Yesterday was a great experience.

Member Shoaff wanted to thank Director Palmer for allowing him to take a picture with War.

PUBLIC FORUM – Doris Carter 1626 Davis Place North Las Vegas. Doris Carter wanted to thank the City that she was contacted to attend the opening concert at Craig Ranch Regional Park. The City needs more advertising for their events. She would appreciate better signage at Craig Ranch.

Adjournment (Action Item)

Chairman Kraft introduced a motion to adjourn the October 13, 2015 Regular Meeting. The vote favoring approval was unanimous. The motion carried.

There being no further business to come before the Chairman Kraft adjourned the meeting at 6:33 p.m.

RESPECTFULLY SUBMITTED,

Jaini Christison

Jaini Christison, Minutes Clerk