



SEO Write the Rules Summer Session Meeting Notes

Sept 6, 2018

Organizations Represented

FairMarket

SXSW

Eeyore's Birthday

Bouldin Creek Neighborhood Association

Red Velvet Events

Discussion Topics:

SEO Rules Process Next Steps

Special Event Tiers

Special Event Fees

Introduction- Alicia Dean (Communications and Public Information Office)

- Discussion will include Tiers (how they work) and Fees
- This is the last Stakeholders Engagement Meeting
- What's Next:
 - Final edits to the draft rules
 - Legal review
 - Boards and Commissions updates
 - Anticipated posting in November for public comment
- Implementation date: April 1, 2019

Special Events Tiers- Bill Manno (Austin Center for Events)

- Gave definitions and examples of Tiers 1, 2, 3, & 4
- Stakeholder Question: Is there a possibility of including non-profits for a Tier 3?
 - ACE Response: This has not been discussed yet, but if that were to be considered, we would have to define the percent of profits made within organizations.

Special Events Fees- Jason Maurer (Austin Center for Events)

- Gave brief overview of Impact, Utility, Franchise, State Statute, and User Fees



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- ACE is in the process of creating a structure for fees based on tiers
 - An analyst has been hired to assist in this process because they are starting from “ground zero”
 - ACE will need 30-60 (maybe 90) days to complete this process

Determining Fees- Frances Hargrove (Austin Center for Events)

- Fees will depend on how many people, divisions, etc. are putting time and effort into running the event
- The fees will be greater for higher tier events
- ACE is in the process of gathering information on this process
- Stakeholder Question: Are repair costs factored in when determining fees?
 - ACE Response: For PARD, yes they are factored in. There may be talks about road repairs in the future, but for now, we are just finding a baseline for the fees process.

Questions/Suggestions

- Stakeholder Question: What is the Impact on events in May? Are there deadlines?
 - ACE Response: If the event takes place after April 1, 2019, it will follow the deadlines laid out in the ordinance.
- Stakeholder Question: Will we (the stakeholders) get to see the draft after everything has been finished with the Boards and Commissions?
 - ACE Response: Yes, once finished, the draft will be posted with a 30 day public comment period. The hope is to have the rules finalized before Spring Festival.
- Facilitated Question- Alicia Dean: Is there a concern with the impact of surrounding neighborhoods?
 - Stakeholders Response: It is too soon to tell (overall response from the room).
- Stakeholder Question: Where is ACE in the application process? We want to get you all of the information you need, so is there a central place to enter all information and receive status updates?
 - ACE Response: ACE is transitioning to a new system called AMANDA. CTM has created a new team, and ACE just needs to assign a person to this team. It may be a year before this system is completed, up, and running.
- Follow-up Stakeholder Question: Will there be feedback needed from stakeholders in this application creation process?



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- ACE Response: Right now, ACE is using feedback from other City departments that are already using AMANDA, but when the beta is ready, stakeholder feedback may be necessary.
- Stakeholder Question: Will new forms be ready by April 1st?
 - ACE Response: Forms are remaining the same for now and will be available by April 1, 2019 in their same format. ACE is still figuring some things out with the new forms.
- Stakeholder Question: Will we be penalized while things are still being put together by ACE?
 - ACE Response: There will be no penalties while a new system and forms are still being created/finalized. There will even be a transition period after April 1, 2019. ACE will continue to communicate information as things change.
- Stakeholder Suggestion: A checklist of what is new with ACE
 - ACE Response: FAQs will be created, and there is a guidebook “revamp” in progress.
- Stakeholder Question: Will AMANDA be ready with the new ACE application in about a year?
 - ACE Response: Yes, that is approximately when it should be ready. You will each have a sign-in username and password. Tweaks will continue to be made to the original application in the meantime.
- Stakeholder Suggestion: Break down of the application by tiers
 - ACE Response: This is being looked into. There is a system being developed for a timely approval process.
- Stakeholder Question: Will fees be included in the 2020 budget?
 - ACE Response: It is ACE’s role to get the information submitted, but the City Manager and Council will ultimately decide when it is placed in the budget. The preference is to include the fees within a new budget cycle, so no earlier than FY20 (could be longer).

Key discussion/feedback takeaways:

- No new fees directly related to the implementation of the Special Events ordinance until ACE Cost of service study and fee reviews are completed. FY20 is the earliest new SEO related fees would be implemented.
- Stakeholders are pleased that an SEO review task force will be appointed by Council.
- Overall agreement Stakeholders that the Write the Rules Summer sessions were helpful and productive.



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- ACE doesn't anticipate implementing sweeping new application process upon April 1st 2019 implementation of the SEO. New processes and procedures will roll out gradually to allow ACE staff and Stakeholders ample time to adjust.