



AUSTIN CENTER FOR EVENTS

SEO Write the Rules Summer Sessions Meeting Notes

June 19, 2018

Organizations Represented

Austin Music People
Rot Rally
FairMarket
Social Hour Productions
Red Velvet Events
Austin Film Festival
Bouldin Creek Neighborhood Association
Texas Disposal Systems
Indy
Trail of Lights
Paramount Theatre
Plaza Perspective
Eeyore's Birthday

Questions posed by staff:

Priority topics for the SEO rules – are the priorities still the same moving forward?

- Consensus that priorities set in April are still applicable
- Multiple stakeholders agreed that the notification process and City communication need to be a priority topic
 - Stakeholders expressed they feel City internal changes are made without proper notification from the City to their stakeholders
- One stakeholder mentioned they would like to discuss staff accountability
- One stakeholder mentioned they would like to discuss capacity during the notification process discussion

What are the best ways to discuss the rules?

- Multiple stakeholders mentioned they would like meeting materials to be made available before each meeting so they can come prepared to discuss the rules
- Multiple stakeholders mentioned they would like a recap of each meeting and a copy of the note taker's notes after each meeting
- One stakeholder mentioned the idea of staff sharing meeting minutes from previous meeting prior to each meeting so people can have the chance to review



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the minutes and return to the next meeting with questions, omissions, and clarifications

- One stakeholder mentioned they would like the note taker to display notes during the meeting and share the previous meeting's minutes prior to the next meeting
- One stakeholder mentioned they would like a 10-15-minute recap at the beginning of each meeting to ensure everyone is caught up to speed on SEO rules discussion
- A few stakeholders mentioned they would like to structure future meetings by department rather than by topic
- Staff mentioned meetings by topic may be more effective since many departments are involved in each step of the special events process
- Staff mentioned they would be open to discussing how the process will look for clients once the special events ordinance goes into effect

Key Themes

Special events fees

- Multiple stakeholders discussed concern with how the SEO will affect current fees and fee changes
- One stakeholder mentioned they would like to discuss fee differences for non-profit organizations
- Staff expressed fees and fee process/changes will likely stay the same for now and that fee changes would have to be approved by City Council
- Staff expressed they recognize concern of fee schedule, and that the SEO will clear many of the concerns and confusion stakeholders have
- Mention of the idea to discuss notification of fee changes

Notification process

- A few stakeholders noted how they would like to discuss how the City will inform stakeholders of internal changes
- One stakeholder mentioned they would like to know about fee changes at least one year in advance
- Multiple stakeholders mentioned they would like to discuss transparency in the special events process



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- Staff would like to discuss appropriate notification time with stakeholders