

Jerry Garcia Amphitheater Meeting Minutes, Monday January 31st 2011

Purpose: Discuss Group structure, fiscal sponsorship, 2011 projects & plans

Group Structure:

1. The Amphitheater group is changing its model from an event/festival model to a venue model.
2. The change will redirect the group's focus to venue improvement.
3. The Group name 'AMP – Amphitheater at McLaren Park' is designed to focus on the venue model, and move from the previous event model and eliminate confusion with promoters, etc.
4. The AMP Group can provide day of event docent services, event safety training (think Pride Parade training), apply for grants, work on capital improvements & promote the venue as an RPD partner.
5. The group members expressed concerns that we ensure RPD acknowledges the group as an official partner so we get the support for doing the work to bring in opportunities for venue revenue.
6. Linda Litehiser said FACE on behalf of the Jerry Garcia Amphitheater, was awarded 1st round Community Opportunity Funding for RPD installed McLaren Park wayfarer signs and 2 kiosks to direct park users to the amphitheater & at entrances. Marlene Tran and Opal Essence suggest from Visitacion Valley Delta & Tioga streets would be the best place for entrance signs.
7. Chair will be Linda D'Avirro.

NPC Fiscal Sponsorship:

1. Vickie Bell, NPC Deputy Director highlighted the benefits of NPC membership.
2. As a non-profit we can book the space at non-profit rates & should outreach to smaller organizations to sponsor their events.
3. We have the use of NPC staff resources, insurance coverage, training opportunities, grant opportunities & advocacy.
4. NPC already has donation website set up to receive donations for our group.
5. In return NPC will receive a 10% fiscal sponsor fee for any projects they sponsor.

Survey Results:

1. Linda D'Avirro discussed the survey responses in detail and highlighted the top scoring answers.
2. Respondents highly rated the amphitheater's natural outdoor setting & proximity to the neighborhood.
3. High on the list of suggested ways to help RPD increase the attendance, event production and revenue Provide reduced fees as incentives to attract bookings and attract more bookings, more & better promotion, signage & Shelley Drive striping, traffic calming and other safety improvements.

Group Goals:

1. Work to create an MOU with RPD to ensure we're 'official'.

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2. Revisit the Mission statement to update it using the NPC fiscal sponsorship as the starting point.
3. Working with NPC, Design a plan to package concert series sourcing performers within the neighborhood and meet with RPD to negotiate a group fee package.
4. Vickie suggests we work on an exchange with RPD to get 3 free events in return for our work and with donations we generate.
5. Vickie will work on connecting to Sarah Ballard on the ideas of the Friends of the AMP group. Vickie said Meredith Thomas suggested she starts discussions with her and Phil to have broader buy in to all of the ideas that came from the last meeting. These ideas include the options to provide docents to defray costs, decreasing fees for AMP bookings and/or allowing one free permit to AMP for each 'X' number of bookings brought in by the group.
6. 1st step on amphitheater lighting is underway. Linda Litehiser called RPD's lighting vendor Musco Lighting will work w/RPD to get seating & path lighting specs & RPD funding to get the project done.
7. Linda Litehiser will be the group representative at the McLaren Park Community Collaborative meetings and will invite Tom Hsieh to join the Collaborative.
8. The next McLaren Park Community Collaborative meeting of that group takes place **February 23rd, 6PM at the Crocker Amazon Clubhouse.**
9. McLaren Park Community Collaborative meeting plans are to rotate locations around the park. Marlene Tran offered her space at 34 Leland Avenue for the March Collaborative meeting.
10. Meeting concluded at 8:15PM. Next meeting date TBD.

Attendee List

Members for group friends-of-the-amphitheater-at-mclaren-park

Name	Address	Tel Number	email address
Alex Mitra	455 Golden Gate Ave 94102	415 557-7857	Alexander.mitra@sen.ca.gov
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Linda D'Avirro	317 Winding Way 94112	415 584-6229	sflindad@pacbell.net
Linda Litehiser	78 Havelock St 94112	415 584-8005	lharte@earthlink.net
Marlene Tran	34 Leland Ave 94134	415 337-5821	tranmarlene@yahoo.com
May Wong	835 Excelsior Ave 94112	415 350-0749	mayw66@mac.com
Opal Essence	150 Delta Street 94134	415 672-2797	opalminded@gmail.com
Robert Katz	25 Madrid Street 94112	n/a	attykatz@pacbell.net
Rose Ann Harris	230 Paris St 94112	415 584-2964	no
Sharon Eberhardt	314 Foote St 94112	415 585-3394	sme314@aol.com
Vickie Bell	663 Dartmouth 94134	415 621-3260	vbelle@sfnpc.org

Minutes prepared by Linda D'Avirro