

Alton Amphitheater Commission

Chairman Brad Cunningham called the meeting of the Alton Amphitheater Commission to order at 5:32 P.M., on June 7, 2010, at Alton City Hall, 101 E. Third Street, Alton, Illinois.

Members Present: Michelle Brooks, Kimberly Cruz, Ed Gent, Russ Smith, Brett Stawar, and Chairman Brad Cunningham

Members Absent: John Hentrich

Ex-Officio and Guests: Mayor Tom Hoechst, Phil Roggio, Karen Baker-Brcnic, and Matt Asselmeier

Chairman Cunningham introduced Phil Roggio and asked him to give a history of the Amphitheater. Mr. Roggio gave a history of the Amphitheater, including previous and planned events and sponsors. Sixty Thousand Dollars (\$60,000) has been raised in corporate sponsorships and this will allow for three free events to be held at the Amphitheater this summer. The fourth event will not be free and they are still looking for headliners. Mr. Roggio and Chairman Cunningham have met with the owners of the Pageant, but they would prefer the Argosy to book events. Events for this year appear to be in place. Mr. Roggio stated that the Amphitheater should be a place where local merchants can make money. Chairman Cunningham passed around a flyer for Midwest Roasters and Grillers, which will be the vendor at upcoming events at the Amphitheater.

Following Mr. Roggio's presentation, Chairman Cunningham asked for everyone in attendance to introduce themselves. Chairman Cunningham discussed the Amphitheater's website, <http://www.riverfrontamphitheater.com>.

Chairman Cunningham explained what he believed the Commission's task should be. He would like to see an active Commission. He suggested that the Commission meet monthly during the Amphitheater season, which he defined as May through September, and, perhaps, every other month during the winter. Mayor Hoechst said that he wanted public input on the policies and proposed events at the Amphitheater.

Russ Smith asked why no one from the entertainment industry was on the Commission. Chairman Cunningham responded that a conflict of interest could exist if the individual served on the Commission and planned events at Amphitheater. Chairman Cunningham also explained the importance of having a representative of the Alton Marina and Mr. Roggio serving on the Commission as Ex-Officio members.

Chairman Cunningham stated that the Expo Commission no longer exists and events will come through the Amphitheater Commission. Discussion occurred regarding entering into contracts and finances. The Amphitheater accounts will be audited yearly. Mr. Smith stated that he would like to see expenses and revenues to know how much money is available for events. Discussion occurred regarding advertising of events.

Ed Gent requested clarification on the concept of the Amphitheater being part of a park. Chairman Cunningham explained that the Amphitheater was part of Riverfront Park, but people have the opportunity to pay a fee to hold events at the Amphitheater. The payment of the fee would “deny” people access to the Amphitheater. It is similar to renting a pavilion at Gordon Moore.

Mr. Roggio discussed sources of revenue for the Amphitheater.

Discussion occurred regarding negotiations with performers and ownership of the Alton River Festival logo.

A question was raised regarding allowed and prohibited music at the Amphitheater. No heavy metal or hip hop acts are pursued. Chairman Cunningham said no obscene lyrics are allowed.

Mr. Roggio stated that two or three day events were ideal because of the fencing issue.

Mr. Gent said that he believed the Amphitheater could be the crown jewel of Alton, but programming of events was key.

Brett Stawar asked how the event this past weekend went. Mr. Roggio reported that everything went fine.

Mr. Smith asked if there were any plans to name the Amphitheater or if naming rights could be awarded. Mayor Hoechst said that there were no plans to name the Amphitheater at this time.

Chairman Cunningham announced that there will be a meeting of volunteers on June 16th, at 5:15 P.M., at the Amphitheater.

Mr. Stawar asked a question regarding the selling of alcohol. Mr. Roggio stated that the City was insured and no one could be sued individually.

A question was raised regarding the number of weddings at the Amphitheater. Chairman Cunningham would get that number.

Brett Stawar nominated Brad Cunningham to be Chairman of the Alton Amphitheater Commission, seconded by Ed Gent. There were no additional nominees. Motion passed unanimously.

Russ Smith made a motion that Matt Asselmeier would be the Secretary of the Commission and that Kimberly Cruz would be the backup Secretary, seconded by Michelle Brooks. Motion carried unanimously.

The decision was made to hold future Commission meetings on the Mondays preceding the first City Council meetings of the month, at 4:30 P.M., at City Hall. The next meeting is July 12th.

There being no further business before the Commission, Kimberly Cruz made a motion to adjourn the meeting, seconded by Brett Stawar. Motion carried unanimously. The meeting adjourned at 6:28 P.M.

Respectfully Submitted,

Matthew H. Asselmeier, MPA