

**CITY CLERK MEMORANDUM
15-52**

DATE: August 6, 2015

TO: Honorable Mayor and Members of City Council

FROM: Diana R. Stanley, City Clerk

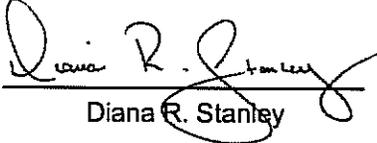
SUBJECT: ADDITIONS TO THE AUGUST 10, 2015 CITY COUNCIL AGENDA

Since the agenda's posting on Tuesday, August 4, 2015, City staff has two (2) additional items to include on the August 10, 2015 City Council Agenda.

First, under "Special Reports," is an appearance and visitation by Congressman Chuck Fleischman, Representative for the 3rd District of Tennessee. Next, is a report by the Special Events Advisory Task Force Chair Trina Baughn on the Task Force's recommendations regarding special events in accordance with Resolution No. 2-19-2015. This item will also be included as part of "Special Reports."

City Council will need to consider an amendment to the agenda to formally include the aforementioned items.

This information has also been posted on the City of Oak Ridge's website.


Diana R. Stanley

Attachment

cc: Mark S. Watson, City Manager
Kenneth R. Krushenski, City Attorney
Department Directors
Knoxville News Sentinel
The Oak Ridger
Oak Ridge Today
BBB Communications Channel 12

DATE: August 5, 2015
TO: Honorable Mayor and Members of City Council
FROM: Trina Baughn, Chair, Special Events Advisory Task Force
SUBJECT: Secret City Festival Recommended Changes

Introduction

An item for the agenda is a set of recommendations provided by the Special Events Advisory Task Force who is recommending expanding the scope of the Secret City Festival into a veteran's themed celebration that occurs sometime between October and Veterans Day, lasting one week and culminating with a festival. The idea is not to limit the celebration to a single event, but to incorporate other activities over an expanded period of time that allow for greater participation by both patrons and various organizations within the community. Additionally, the task force has recommended turning the responsibility of implementing the celebration and festival over to an independent non-profit organization to function similarly to the Dogwood Arts Council.

Background

At the recommendation of the city manager, at the February 9, 2015, City Council unanimously passed a resolution creating a Special Events Advisory Task Force to review and provide recommendations for city-supported special events. Each council member appointed a designee to form the ad hoc committee and Mayor Gooch appointed myself to chair the committee.

The purpose of the tax force was to provide recommendations to City Council on planning, funding review and execution of all special events managed or supported by the City. The committee was tasked with meeting for a period of six months and providing a recommendation to council by August 2015.

In its initial meetings, the committee prioritized its focus on the Secret City Festival based on its understanding that council's expressed concern had primarily been on the festival's financial impact to the taxpayers, its dependence on city staff resources and on its sustainability. The committee studied other events and determined that a six month deadline would not allow time for heavy exploration of other major changes.

Formal Recommendations

The following recommendations are submitted on behalf of the Special Events Advisory Task Force for council's consideration. While the recommendations were developed with the goal of being implemented collectively, they are submitted separately for ease of discussion and voting purposes. The task force recommends city council:

1. Expand the scope of the Secret City Festival into a celebration that occurs within the timeframe of October into Veteran's Day, Nov 11, with a minimum duration of one week and includes the Secret City Festival.
2. Establish a 501(c)(3) non-profit to assume the responsibility of implementing the Secret City Celebration with the goal of becoming self-sustaining within five (5) years.
3. Appoint the inaugural board of directors of the Secret City Celebration non-profit at the October 2015 City Council meeting.
4. Encourage or require the non-profit organization to develop a Veterans theme for the Celebration around the arts, history, science and culture of the City of Oak Ridge either directly or indirectly with other organizations.
5. Appoint a board with a minimum of fourteen (14) members, seven (7) of which will include the previously appointed members of the special events advisory task force. In addition, Council will appoint non-voting, ex-officio members as representative members of community organizations with specific areas of expertise. The board shall hire an executive director or consultant within twelve (12) months of their first meeting.