Picnic with the Pops

Commission Members

Linda Gorton
Mayor
Deborah Holland Tudor
Chairman
Penny Ebel
Vice Chair
Kip Cornett
Treasurer
Sharon Reed
Secretary

Frances E. Elsen

Everett McCorvey

Barbara Gail Bennett

Heather Lyons

Hannah Sawyer

Larry Beach

Sarah Thrall

Preston Worley, LFUCG Council Member

Sharon Caruso
Recording Secretary
Picnic with the Pops Commission
c/o LFUCG Division of Parks and Recreation
469 Parkway Drive
Lexington, KY 40504

Picnic With The Pops
Commission Zoom Meeting Minutes
Monday, January 25th, 2021

Prior to Calling the Meeting to Order Chairperson Deborah Tudor Read The Following Statement: Due to the COVID-19 Pandemic, State of Emergency, this meeting is being held via live video teleconference pursuant to 2020 Senate Bill 150, and in accordance with KRS 61.826, because it is not feasible to offer a primary physical location for the meeting.
Voting Members Present: Deborah Tudor, Kip Cornett, Fran Elsen, Larry Beach, Penny Ebel, Hannah Sawyer, Sarah Thrall, Heather Lyons, Sharon Reed, Gail Bennett and Everett McCorvey
Non-Voting Members
Mayor Linda Gorton – (Absent)
Preston Worley – 7th District Council Member (Absent)
Others Present/Absent:
Steve Grossman, Director, Branch Manager BAIRD, Lexington, KY; Allison Kaiser, Executive Director, Lexington Philharmonic (Present); Jared Lee, Team Cornett and Sharon Caruso, PWP Recording Secretary, LFUCG Division of Parks and Recreation (Present)

I. Call To Order/Welcome Members: Chairperson Deborah Tudor called the PWP Commission Meeting to order at 4:30 p.m., Monday, January 25th, 2021. The Chairperson welcomed Commission members and thanked everyone for attending.
II. Approval of November 16th, 2020, PWP Minutes: Chairperson Tudor called for a motion to approve the November 16th, 2020, PWP Commission Minutes. ***Commission Member Sharon Reed made the motion to approve the November 16th, 2020, PWP Commission Minutes; Commission Member Larry Beach seconded the motion; a vote was taken and the motion passed.***
III. LFUCG Status of Ordinance Changes: Chairperson Deborah Tudor asked Commission Member Kip Cornett for an update on the PWP Ordinance changes. Commission Member Cornett said he believed the Ordinance was still in the que and asked Commission Member Heather Lyons if she would check and report back during the February meeting. Commission Member Lyons said she would check.
IV. Financial Report: Chairperson Deborah Tudor said she emailed a cover letter and Performance Summary for the PWP Accounts with BAIRD to Commission Members. Chairperson Tudor said Steve Grossman, Director and Branch Manager for BAIRD in Lexington, KY, prepared the summary and was with Commission Members today to discuss the accounts ***(a copy of the summary and letter are attached and made a part of these minutes)***. Mr. Grossman told Commission Members 2020, was a rollercoaster year with the pandemic as well as the ups and downs in the stock market. He addressed stock Leaders and Laggards as well as Portfolio Activity and Composition in his letter to Chairperson Deborah Tudor, January 22, 2021. The PWP Accounts ended the year with $2.624 million which was good. Mr. Grossman said his group takes a long-term business owner approach to stocks. They appreciate their relationship with PWP and will work diligently to maintain its' continued trust. Chairperson Deborah Tudor thanked Steve Grossman for helping to preserve PWP's investment this past year when things were really low.

Commission Member Kip Cornett addressed the $1.2 million commitment that PWP made with Town Branch, due in 2022. Chairperson Tudor said they are looking at segregating the $1.2 million and being a little more cautious with that piece of PWP's investments. Everett McCorvey asked Steve Grossman when he anticipates segregating the $1.2 million into a separate account and is he looking at doing anything differently with the investment account post-election. Steve Grossman said segregating the $1.2 million will be up to PWP. He noted it probably should take place sooner rather than later. Commission Member Sharon Reed asked when the $1.2 million is placed in a separate account and earns interest will those funds remain with PWP or not? Chairperson Tudor said PWP has committed $1.2 million to Town Branch so anything earned above that amount will stay with PWP. Commission Member Heather Lyons asked if the full $1.2 million is required to be paid at one time or can the payments be split. Commission Member Kip Cornett said he would be happy to look into that. Chairperson Tudor said she looked at the Agreement with Town Branch and it appears the payment is one lump sum, $1.2 million.

V. **Website:** Chairperson Tudor moved to the next item on the agenda, the PWP Website. The Chairperson asked Jared Lee to update Commission Members. Jared explained the old website was difficult to work with so he made changes that were easier to work with. He said he is more of a web designer and said the new platform is more like what you see is what you get. All of the information from the old PWP website has been copied to the newly redesigned website. It is straight forward and user friendly for the Commission to use. The old website is still available and will not be replaced until PWP is ready to announce the guest artist for PWP 2021 at Keeneland. At that time the new website will be launched. Jared showed Commission Members the following features on the new website: Save the date, Introduction of the Guest Artist, the Picnic, Table Decorating, Costumes, Drink Contest, The PWP Commission, Guest Artist Information, Lexington Philharmonic and Frequently Asked Questions. Jared said he would like to add information about the history of PWP. He also spoke about the various links that will be available: LexPhil, Facebook, etc. and How You Can Attend PWP (Acquire a Table, General Admission and Children Attending).

Save The Date Mailing: Chairperson Deborah Tudor asked Jared Lee to give an update on Save the Date card for 2021. Jared said the cards have not been mailed, but should go out within the week. He showed a copy of the mailing with "The Show Will Go On" on the front of the card and information about the event on the back.

Entertainment: Commission Member Thrall said she received an email from the manager of the guest artist saying they would be sending a contract that day. Commission Member Thrall said she would take a look at it and forward the document to Chairperson Tudor for her review. Chairperson Tudor asked about the price for the guest artist. Commission Member Thrall said the guest artist fee is $28,000, flight buyout $3,000 plus housing for the artists and rental cars. Chairperson Deborah Tudor said both the guest artist and PWP are in agreement with the foregoing fees. ***Chairperson Tudor called for a motion to move forward with the contract for Revolution, Music of the Beatles which includes the guest artist fee of $28,000, flight buyout of $3,000 plus housing for the artists and rental cars for the PWP 2021 Event on Saturday, August 14, 2021. Commission Member Fran Elsen made the motion to move forward with the contract for Revolution, Music of the Beatles; Commission Member Everett McCorvey seconded the motion; a vote was taken and the motion passed.*** Chairperson Deborah Tudor said she and Commissioner Member Sarah Thrall will work on securing the contract. Chairperson Tudor said once they have a signed contract they will discuss with Commission Members how and when to announce the PWP Guest Artist for 2021. She would like to announce in March or early April. Chairperson Tudor asked Jared Lee to look into rain insurance for the 2021 event. Commission Member Kip Cornett said that he could help with rain insurance.

Sponsorships: Chairperson Deborah Tudor told Commission Members she emailed an outline for Sponsorship Opportunities that the Commission used for the 2019, show along with what is being proposed for 2021. Chairperson Tudor also sent a draft of the PWP 2021, Sponsorship Contract. She asked Jared Lee to place the PWP logo on the contract. Chairperson Tudor said she heard other organizations are moving forward with events for 2021 and are approaching sponsors. The Chairperson said PWP needs to move forward with acquiring sponsors just as soon as it announces the 2021 guest artist. She mentioned she heard some of the events that took place several years ago in the early part of the summer are moving their events later in the summer this year. PWP needs to get out in front of sponsorships so they do not miss any opportunities. Commission Member Kip Cornett said he emailed a list of categories that PWP might find sponsors. He placed Commission Members' initials next to some of the categories. Commissioner Member Cornett said he received verbal commitments from BAIRD, Stella Artois and Don Jacobs, but did not have signed contracts which he needs to secure. Commission Member Everett McCorvey said having the new website up and running will be a big help when approaching sponsors. The Commission Members also discussed In-Kind Vendors being under contract.

Vendors: Chairperson Tudor asked Jared Lee if he had an update on vendors for PWP 2021. Chairperson Tudor said the Commission may want to reach out to other vendors on tables and chairs. She asked Jared to take a look at vendors like Purdon's, Bryant's and Special Events. Jared said he would check his notes from last year to see which table and chair vendors he contacted and why PWP did not go with them. He said Lundy's is definitely holding the date for this year. Chairperson Tudor asked Jared about food trucks. He said they are good on food trucks and have commitments from Salsarita's, Epic Cure and Spots Gellatas. Jared also has commitments from Apiary, Darae, Dupree, Seasons, Selmas and Wildthyme caterers.

VI. **Old Business/New Business**: Chairperson Deborah Tudor asked if there was any further business. Allison Kaiser, Executive Director of the Lexington Philharmonic announced the appointment of Kelly Corcoran as Interim Artistic Advisor to the Lexington Philharmonic. Allison said the position was created to provide artistic guidance during the 2020-2021 season, until public health conditions improve and LexPhil can safely resume its' search for a permanent Music Director and Conductor.

VIII. **Adjournment:** With no further business Chairperson Tudor called for a motion to adjourn the meeting. ***Commission Member Kip Cornett made the motion to adjourn the meeting at 5:45 p.m.; Commission Member Larry Beach seconded the motion; a vote was taken and the motion passed.***

Respectfully Submitted

BY: _____ Dated: _____
Sharon Reed, Secretary
Picnic with the Pops Commission

The Next PWP Meeting is
Monday, February 22nd, 2021
5:00 p.m. via Zoom