

**MINUTES
CITY OF JEFFERSON
SPECIAL COMMON COUNCIL MEETING
THURSDAY, JANUARY 26, 2017**

Mayor Oppermann called the City of Jefferson Special Council Meeting to order at 5:15 p.m. On call of the roll members present were: Ald. Beyer, Ald. Brandel, Ald. Peachey, Ald. Miller, Ald. Krause, Ald. Horn and Ald. Tully. Absent: Ald. Lares. Also present were: City Administrator Freitag, Engineer Pinnow, City Attorney Brantmeier, Parks, Recreation and Forestry Director Keller, Police Chief Pileggi, Library Director Lehner and City Clerk/Deputy Treasurer Kuehl. Ald. Lares arrived at 5:16 p.m.

DISCUSS AND CONSIDER THE CITY OF JEFFERSON HOSTING A NEW FESTIVAL IN 2017

Mayor Oppermann welcomed everyone to the Special Council meeting and gave the historic background of the discussions with the Harry Potter Festival Organizers. He then introduced the festival organizers, Robert and Scott Cramer.

Mr. Scott Cramer spoke to the Council about the festival history and presented a short video. Scott and Robert explained their interest in Jefferson as the place they want to have the festival. They like the small town feel with all of the amenities. They indicated that they do not want to disrupt the citizens and business owners, and they hope to generate revenues for nonprofit organizations. They expect an attendance of 10,000 - 15,000 people.

Scott and Robert then gave an overview of goal for the 2017 festival and provided a map showing the locations of the Harry Potter events. They discussed traffic, parking and volunteer issues.

Administrator Freitag explained the capacity of the City of Jefferson to host this event. He indicated how an event like this would benefit the downtown.

City Engineer Pinnow, Police Chief Pileggi, Parks, Recreation and Forestry Director Keller and Library Director Lehner all spoke to the Council about how their departments could assist with the festival. They all agreed that the City could make this a safe and enjoyable event. They also mentioned the excitement of their staff to help with hosting this event.

Administrator Freitag provided an overview of the City's Financial Commitment to the Harry Potter Festival including \$25,000 for promoting and marketing and additional costs estimated to be between \$15,000 - \$25,000 for event security, parking and traffic control, and facility maintenance. If the festival is successful, the monies returned would be used towards the 2018 festival. He stated that the City clearly has the funds to undertake this event and the City of Jefferson will need to negotiate an agreement with the event organizers.

Camber Director Leigh Price provided an overview of the positive impact of the City hosting the Harry Potter Festival. She talked about the power of this type of event and explained how tourism affects communities. She provided information on why municipalities host and sponsor special events. She indicated that she has already heard positive feedback from local business owners. Director Price encouraged the Council to bring this event to the City of Jefferson.

There was discussion between the Council members and the event organizers including the impact of weather, competing with other festivals and wristband sales. City Attorney Brantmeier indicated that there may be a problem with charging a different price for City residents and non-City residents. There was also discussion about how the festival could be part of the City's rebranding initiative. Mayor Oppermann stated that this is a wonderful opportunity for a lot of the local businesses. He indicated that the City has a great team that can manage crowds successfully. Mayor Oppermann then asked the Council members if anyone would like to make a motion and read Resolution No. 99.

RESOLUTION NO. 99 – DESIGNATING THE CITY OF JEFFERSON AS THE HOST COMMUNITY FOR THE 2017 HARRY POTTER FESTIVAL

Ald. Brandel introduced Resolution No. 99.

**CITY OF JEFFERSON
RESOLUTION NO. 99**

BE IT RESOLVED, by the Common Council of the City of Jefferson, Wisconsin that it herein affirms and approves the request of the founders and organizers of the Harry Potter Festival to designate the City of Jefferson as the host community for the 2017 Harry Potter Festival and authorizes the City's financial participation in the event to include a contribution of \$25,000 to effectively market and promote the event and additional costs estimated to be between \$15,000 - \$25,000 for event security, parking and traffic control, and facility maintenance; and

BE IT FURTHER RESOLVED, by the Common Council that the aforementioned City of Jefferson commitments to the Harry Potter Festival are conditioned upon the City of Jefferson and the event organizers negotiating an agreement that establishes the minimum standards which will control, among other things, the planning, scheduling and operation of the Festival and provides for the recovery of City funds advanced for marketing and promoting the Festival.

Ald. Brandel seconded by Ald. Peachey moved to approve Resolution No. 99. On call of the roll, motion carried unanimously.

Ald. Peachey seconded by Ald. Krause moved to adjourn the January 26, 2017 special meeting of the Common Council at 6:38 p.m. On a voice vote, motion carried unanimously.

The minutes of the January 26, 2017 special meeting of the Common Council are uncorrected. Any corrections made thereto will be noted in the proceedings at which time the minutes are approved and referenced above.