



To: Board of Parks and Recreation
From: Mark Heintz – Director of Parks and Recreation
Date: July 20, 2021
Re: Private Pool Party Rental rules update

At your meeting in June, you approved rules for ‘private pool party rentals’. It was mentioned at that meeting that the private pool party rentals are not for promoters although that wasn’t directly a rule that was approved. We had thought that the rules previously approved would eliminate that type of use, but it hasn’t.

There have been at least four such rentals made which create challenging issues. The potential for more tickets sold than capacity allowed may create crowds at the door from those who might have already paid. Events are advertised for 21+ but the average employee at the pool is 17-18 years old and actions and language is not always appropriate. The previous private rental had someone leave intoxicated despite alcohol being prohibited. A large ‘dance floor crowd’ makes it difficult to enforce no smoking or vaping in the pool area when so many people are grouped together dancing. All music must not be vulgar, indecent or profane as people outside the pool area in the park can usually hear it too.

The promoters are advertising and selling their events to the public at a much higher rate than what we’re charging so the potential is there where they could oversell the event. They are not charging on site but rather doing all transactions online via Eventbrite. These ‘promoted’ rentals are the only rentals we have that were larger than 250 people which would be a good figure to require Board approval for larger events.

Based upon your comments about promoters at the last meeting and from some of the challenges we’re running into, it is recommended by staff that we further update the private pool party rental rules as presented.

Recommendation:

Staff recommends your approval of the Private Pool Party Rental Rules draft dated July 20, 2021 and to make it effective immediately.