

**Cedar City Arts RAP Tax Advisory
Committee Action Meeting
June 23, 2021**

The Cedar City Arts RAP Tax Advisory Committee held its action meeting on Wednesday, June 23, 2021, at 9:00 a.m., in the City Council Chambers, 10 North Main Street, Cedar City, Utah.

PRESENT: Board Members: Joanne Brattain; Council Member, Tyler Melling; Linda Benson; Randy Allen; Donna Law; Neal Smith

STAFF: City Attorney, Tyler Romeril; Executive Assistant, Onjulee Pittser; Heritage Center, Jason Clark

EXCUSED: Becki Bronson

OTHERS: Beth Foley, Council Member Ron Adams, Harold Shirley, Pat Hill, Jewly Krause, Maren Holmes, Lisa Natwick, Sara Penny, Julie Griffin, Bruce Hughes

CALL TO ORDER : Joanne: Each of us submitted our suggestions to Tyler, and gave us this spreadsheet. We're pretty close on all of them. **Linda:** I think since we're so close and the final average is a bit more than we have to allocate, I thought taking \$1,033.00 and subtract that from wherever everyone wants, I say we accept it. **Tyler:** For the \$1,033, did you want to recommend going over or where's that taken from? **Joanne:** Out of Shakespeare. **Linda motions to accept the averages. Neal seconds the motion. All in favor for unanimous decision.**

DISCUSSION AND VOTE ON RAP TAX RECOMMENDATIONS -

The board decided to take the average from Tyler's spreadsheet and will take \$1,033 from Shakespeare to match the total available funds.

Cedar Chest Quilters Guild-\$ 2,743	ICAMA-\$ 4,000
Cedar City Arts Council-\$ 8,929	Jazz Alliance-\$ 2,271
Cedar City Children's Music Theater-\$ 15,643	Master Singers-\$ 3,071
Cedar City Junior Ballet-\$ 11,857	Orchestra of Southern Utah-\$ 19,571
Cedar City Music Arts-\$ 15,000	Simonfest-\$ 17,179
Cedar Livestock Festival-\$ 16,714	SUMA-\$ 30,326
Cedar City Community Theater-\$ 13,464	Suzuki Strings-\$ 3,500
In Jubilo-\$ 3,357	Shakespeare \$ 91,291 \$90,258

OTHER BUSINESS : As we listened to the organizations last week, we became familiar with some needs they have, particularly in the Heritage Theater. I talked with Jason Clark and spoke to him about the microphones and projector, and he said there may be a need for a screen. We know that \$25,000 is in the City's budget for a projector. My questions was is that enough? So, he and his team have been doing some homework. **Jason Clark:** The City didn't have a formal request of RAP tax and we didn't send anyone to attend. As for concerns that have been raised a projector has been something in the capital expenditure budget for 5+ years now. If we had a projector in screen there's a lot of organizations that love to use it, but not having it they rent their own or they do without. I've approached it with administration through budget meetings and recommendations. It would be nice to

have, but it is not as high as other capital requests. This year I turned in the capital request and it was approved. As to the projector in the screen, the request we made was based on research we did years ago what we thought at the time would be sufficient for our needs. After talking with some of the members here and getting input, the concern that people have will that be the quality that we need. If we divide the project and the screen, \$25,000 is the low end of the spectrum. With the research I've done recently, the feeling is we could outgrow that system in a period of time. If we're going to err if there are opportunities for finances we would like to increase that by \$12,000 for a higher quality projector that would meet our needs for at least a decade going forward. Technology has improved in the last 5 years. We're not trying to get state of the art because that's always expensive. We want to get at least the state of the industry, or standard practice. \$12,000 would put us in a higher category with a longer service life. As clients become used to better things we want to avoid a situation where people ask if it can be better. **Melling**: Where does that bring you as far as a screen for the projector? **Jason**: That includes the screen. We're talking about a screen that's 20x40 and when you trim it with the curtains, it looks like a movie theater. It's a 2-way screen, front and rear projection. There are times where front projection won't work. It's really a matter for the projector. The screen technology hasn't changed that much. We were looking at a 10,000-lumen projector we believe a 15,000 projector is preferable. It's brighter and has greater contrast. **Melling**: There's a little hesitancy on the general funds. **Jason**: We put in our request and present our best case. It's not been the top priority for me. They asked me to rank capital expenditures. **Melling**: Where the general has already been approved and it would be a RAP supplement, I'm totally on board. **Donna motions that of the \$122,000 reserve, spend \$12,000 to help purchase a screen and projector, supplementing the \$25,000 from the budget. Melling second s the motion. All in favor for unanimous decision.**

Jewly Krause: I whole heartedly support this. It would be great and save us a lot of money. Julie Griffin: I cannot express how exciting this is, just for the possibilities that we have now.

Jason: Several years ago, I came to the board under the direction of the administration and requested microphones. The microphones we purchased were not cutting-edge, but were high-quality and analog, which only operates on certain frequencies. When we purchased them, we bought a package of 24 mics that we believed would cover the majority of projections. They worked and function fine from a technical standpoint. A large portion of the electromagnetic spectrum has been sold off. Cell phone companies look for more band width and the federal communications commission has sold more band width. We've transitioned to digital television. It's increased band width requirements. After we purchased them we had 2-3 great years. We've had local tv broadcast in high def. That end of the spectrum overlaps our analog microphones. Our signal strength is miniscule and theirs is tremendous. We've lost several channels of microphones. Each mic has a slim area where it can transmit and receive. As more local TV stations are broadcasting in high def they've bled into that, and it makes half of our mics unusable. They work form a mechanical standpoint, but with local interference we can't use them. What's going on now is most theaters are changing to digital microphones. It's broadcast in a very narrow bandwidth with a digital frequency instead of analog. You can compact quite a few digital mics frequency wise. There are between 92-100 digital microphone channels we can broadcast on. Analog limits what we can do. If we remain with analog we could lose more mics to increased interference. In the last few years, we've bought digital microphones and we've been pleased. Talking with my staff, we would buy 2-4 microphones a year over time and between 4-6 years we would replace all the analog mics. We would purchase that out of a special dept. needs fund, but it's a limited budget and would take a few years. The digital mics we're looking at are high quality and running about \$1,300 per channel. To do the 20 missing channels and come into the digital realm would be \$26,000. We will continue to buy as resources become available. **Donna**: You discussed that you looked at buying 2-4 mics for 6 years. How many

are currently planned in the special budget this year? **Jason**: There's nothing we've planned. The -480 account is special department supplies that are unique to your department. Each department is different. In my department it would be gel for lighting, GAF tape, wireless microphones, and that comes out of the -480 category. It's \$10,000 presently, but I have to meet those needs and it can't be building or cleaning supplies, equipment repair. I would not have funds to do something else. **Donna**: Could you commit to 2? **Jason**: We are tentatively committing to 2. **Melling**: Technology's always changing, and I don't know much about radio frequencies. With the addition of all the bands over last few years has that stabilized or could they become obsolete over the next 5 years? **Jason**: It's stable in the fact that you can't do anything in the analog spectrum anymore. Analog uses a larger bandwidth. They're not forcing you not by law, but by circumstance forcing you. The way they're auctioning off the electromagnetic spectrum and because of the high use of cell phones we're being squeezed into a narrow spot. **Melling**: Is digital precise? **Jason**: It is extremely precise. In the space you can have 1 analog microphone, you can have 6 digital. That's the future because it allows you to use more of the electromagnetic spectrum. **Melling**: Is everybody going this route? **Jason**: Yes. When we bought the analog, we said the range of frequencies for 24 mics was good, but we had no way of knowing in the future that we would be facing this issue. **Melling**: When it comes to the fees what do our local organizations pay to use the digital microphones? **Jason**: It's \$6/mic/day. It's a token fee for us to stock them with batteries, the cables that go on the belt transmitters and microphones need to be replaced, sometimes the mic element needs to be replaced and that helps to offset that. The \$6 isn't costly but it's a lot cheaper than if they had to purchase and maintain them themselves. **Melling**: Is there a way to prioritize our local organizations and have them pay like a half fee? That adds up. I don't know if that's an option. **Donna**: That's a penance compared to what they pay to rent the space. **Joanne**: 50% of our groups use the Heritage Center. Not all of them use 24 mics. I'd love to get Jewly's opinion. **Jewly**: We use every mic, and we'd bring in our own. The \$6 we pay turns out to be \$144 per day and over a period of time it's 100% worth it. At "Hunchback" we had problems with analog cutting in and out. I appreciate that you want to make it less money, but the maintenance of mics is worth it. The mics are expensive and not everyone takes care of them. We bring in someone specifically to put them on and take them off. So, \$6 is a great deal. **Joanne**: Is 24 ok? **Jewly**: Yes. **Joanne**: Tell us what's optimal and baseline. **Jewly**: We have 200 kids on stage and our need is greater. We've done with less, but it's harder and harder on the mics and we're switching them out with multiple people and the cords have a greater opportunity to be ruined. **Jason**: The reason to jump to the full 24 is we skip over the interference issue. Now, we have digital and analog taking up certain sections and you can still run across the interference. If we go all digital, we can clean up the system and improve efficiency. If we're making the jump to spend more money let's go all in; otherwise, we'll progress as we go. **Melling**: I just wanted to check on that and for me it's much easier to say that this fund is a good source of this type of expenditure, where other sources are harder. I'm in support of that measure as well.

Donna motions to invest \$23,400 from the reserve fund to buy 18 microphones, 18 digital microphones in addition to the 2 from the -480-budget to bring the total allocation to 20 new microphones. It would give our user groups 24 digital microphones for their shows. Neal's second motion. All in favor for unanimous decision.

Joanne: If it's approved by City Council we'll still have \$86,600 in the reserve fund. **Donna**: It's about 33%. **Melling**: Is there a cap on that statutorily of the percentage? **Tyler R.**: No. **Joanne**: Jason, I may need your help with City Council. **Tyler R.**: The work meeting will be July 7th. Does that work? **Joanne**: Yes. **Tyler R.**: Then Council will vote on it on July 14th. **Neal**: I wanted to thank Donna for working on this. **Donna**: For the Heritage and Livestock for the last several years at the conclusion of the festival, they've contributed funds to City entities in order to have the equipment you need, like the

fans and bleachers, and it seems just like we've made an effort that the Heritage Theater has what its customers need. It seems like you shouldn't buy your own things for the Heritage Festival. Because you're using recreation facilities should the Heritage and Livestock Festival be moved to Parks & Rec where there's twice as much money available? Tyler (Romeril) made me aware that the Parks & Rec part of this has to go to... **Tyler R.:** A publicly owned facility, whether it's a golf course, arena, playground. **Donna:** Those are all City facilities. We're moving the City money from one pocket to another. **Tyler R.:** It's not City money; it's taxpayer money to use for government purposes. **Donna:** We couldn't move the Heritage and Livestock Festival to Parks & Rec where there's more money because they don't qualify as a public entity. **Tyler:** If they requested money for bleachers that would be Parks & Rec. They'd need to sign an agreement where the bleachers would remain on City property for public use. If it's anything outside the facility they wouldn't qualify. **Donna:** They need a relationship like we do with Jason. I was hoping to make it so they weren't using specialty taxpayer funds to buy City stuff. It might not work. **Bruce:** There's a new dynamic going on. The Livestock Festival is in its 16th year. It used to be called the Cedar Cowboy Gathering. We've been doing this event for 24 years. At the Diamond Z Arena, we have paid rent for that facility that is inadequate for what we need. The facilities for our festival are not there at Diamond Z. We were committed as a board to go to sponsors to buy things we needed for the facility. They don't belong to us; we donate them, and they're used by every other group all year long. We have a new director there. The old director was not motivated to improve the facility. It's done by groups like ours. These groups were making improvements to the Diamond Z where the City should have been doing a lot of them. We're committed to working with the new director. We need more bleachers. One set is \$12,000 and we need several more sets. There are other things we need that would be good for our association as well as others. We'll see him with the enthusiasm to come to Parks & Rec and ask for that. I think that'll happen. We won't be utilizing money for those things. **Donna:** That's what we want from you. Not to have to do that.

ADJOURN: The meeting adjourned at 9:36 a.m.

Onjulee Pittser, Executive Assistant