

CITY OF KETTERING
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The following is a question and answer session that took place between Mark Schwieterman, City Manager, and Amy Berlean, Community Information Manager, regarding the upcoming operational changes at Fraze Pavilion.

Amy: *Mark, if you could clear up one misconception about what has been reported, what would that be?*

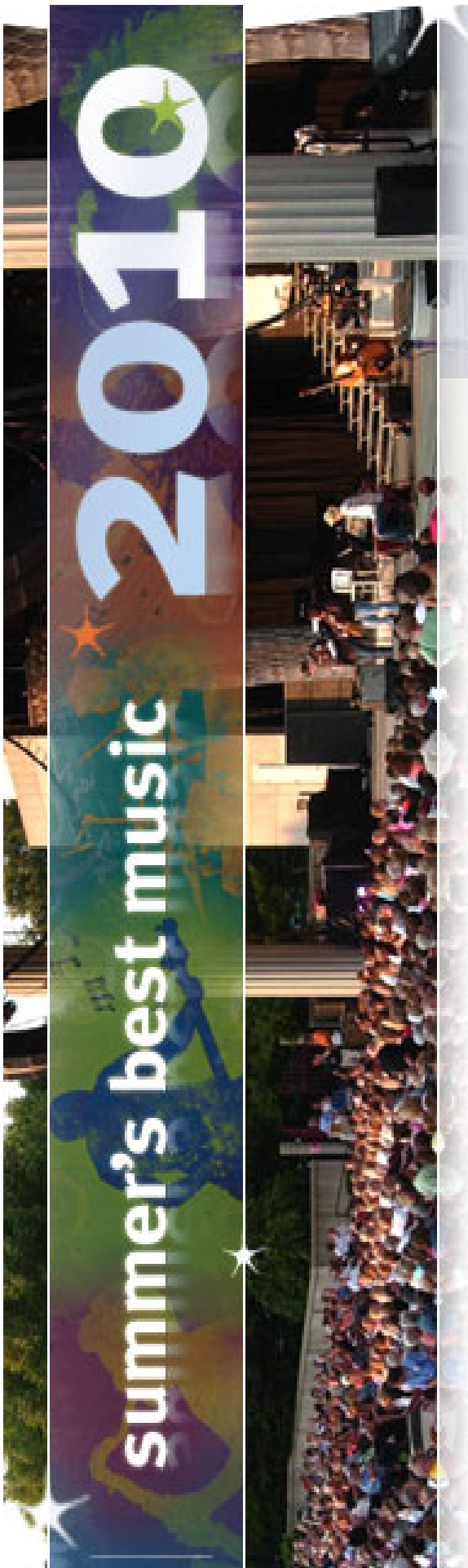
Mark: It would probably be two misconceptions.

First, that this issue is entirely behavior driven, which may be a misconception that we created ourselves. But the fact of the matter is we simply want to relocate the “open listening” area to public property rather than private property. History of police-related incidents, or lack thereof as reported in the paper, are not a factor, largely because we have never heavily policed the private property. We have no jurisdiction over private property incidents that relate to unreported drinking or damaging property; our records only reflect incidents that escalate to the point of criminal activity.

Second, I think there has been some misconception that this was revenue, or ticket sales driven, and that was never part of the discussion. Fraze has evolved through the years as one of the premier amphitheaters in the country and we’re very proud of its popularity locally and outside of the community. And we continue to cater to our closer community by offering free events, low-cost events, free festivals, etc, and those events are our commitment to the community. While revenue from concerts is always helpful, revenue is not what drives the programming for Fraze and certainly isn’t what drove this particular issue of relocating listeners to public property.

Amy: *Let’s get to the nuts and bolts of this – what is the bottom line reason for even having a discussion to enforce trespassing on the private property outside of Fraze?*

Mark: The bottom line reason we are even having this conversation is that we have a responsibility to provide a safe venue for everyone involved. Fraze provides a unique experience and as such, we have unique circumstances. As an outdoor venue we are, of course, accessible outside and we support the enjoyment of Fraze events in all facets. It just makes more sense, and perhaps we should have done this years ago and today’s effort wouldn’t seem so sudden, but it just makes more sense for public enjoyment of Fraze to take place on public property, within the Lincoln Park area and not on the private property of businesses that surround the amphitheater.



Amy: *Did you realize that there are a lot of people who would be disappointed with this change at Frazee, and if so, why did you move forward?*

Mark: Of course we realized that the popularity of enjoying the music outside of Frazee had grown through the years, and we did know there would probably be some disappointment, but we made the decision knowing that they would still have a place to listen to the music; it would just be different geographically. So in a sense, I'm hoping that people are beginning to get the message that Frazee is open to everyone on event nights, ticketed and non-ticketed visitors alike.

Amy: *Today's paper indicates that there is no real necessity for this operational change, this enforcement of no trespassing. What do you say to that?*

Mark: I absolutely believe that the very best scenario for everyone involved; property owners, non-ticket holders, residents of the community who wish to have access to the sidewalks during an event and ticket holders will all ultimately benefit from the relocation of the listening area from private property to public property.

We can make the listening experience much more enjoyable for non-ticket holders on public property with acceptable restroom accommodations. We are customer service oriented in everything we do, and therefore, I believe the "open listening area" provides a similar experience while diminishing some of the issues that may have arisen in the past (i.e., damage/destruction of property).

Amy: *If there are property owners who change their mind and don't want to enforce the no trespassing issue, what happens then?*

Mark: If there is a property owner who decides that enforcing the no trespassing ordinance is no longer a priority for them we absolutely will not, or could not for that matter, force them to do so. We will, however, continue work on the enforcement for the property owners who support this endeavor. At this time, I have not been notified by any of the property managers involved of their desire to veer from decisions to enforce no trespassing areas that resulted from our original discussion.

Amy: *What is the status of an implementation plan?*

Mark: We are probably at "d" in the "a to z" process, therefore, we do not have a completed plan in place. That is a document that Frazee staff and the KPD will work on collectively in conjunction with the property managers before the 2010 season begins. We will not be out there on May 14 with the attitude or intention of ruining someone's evening.