



To: Members of the Common Council
From: Special Events Staff Members
RE: 2011 Program Review, 2012 Procedural Changes
Date: April 23, 2012

Over the past year the staff members have been working on the process to ensure that event holders in Menasha have had the resources available for a successful event, while working with the direction of the Council to appropriately bill the event holder for City resources used. Overall, the feedback that we have received for this process has been extremely positive. Allowing an event holder to attend one meeting to coordinate plans for their event is a model of efficiency for both parties. We have also found ways to improve our processes from the initial inception of this program. Below are the procedural improvements we have or are implementing to transition a good program into a great one. These items are not changing the Special Events Policy which is governed by ordinances and policies of the Common Council.

- Clear identification of staff members authorized to make decisions on behalf of the City Department for the event
- Changes made to the forms utilized as the guide for the event planning meeting
- Event holders will now receive a copy of the estimated costs which will be billed to them by the City at the meeting. This will be signed by the event holder.
- Streamlined the process to set up event holders into the billing system to accurately send out statements for an event
- Creation of accounts in the accounting software to properly earmark the costs associated with an event

We believe these behind the scene changes will help to ensure a smooth planning process for those organizations wishing to hold an event in the City in the future. We will also continue to look for additional areas of improvement in the future.