

West Beach music Festival – Post Event Meeting (10/9/09)

Post-Event Review:

TWIIN PRODUCTIONS:

- Organizers held a 7-hour post-event meeting to discuss the issues which arose from the event.
- Acknowledged the following areas for improvement:
 - Sunday line-up should be less “party-scene.”
 - Time curfews should be adhered to strictly.
 - Kids’ Stage could be moved to Plaza Del Mar.
 - The date of event should be changed so that it does not coincide with college move-in weekend.
 - Security – They could not find a single company with enough staff to fulfill their needs. They will look into ways to address security issues.
- Event had international attention.
- Believed they addressed 90% of previous year’s problems and issues.
- Received a positive response overall to the event.

Event Set-Up:

CITY:

- Setup went smoothly. No particular problems or issues to discuss.

Sound:

CITY:

- Friday and Saturday nights –
 - Santa Barbara Police Department (SBPD) was inundated with noise complaints. Complaints were received from as far away as Summerland, Montecito, and even Toro Canyon.
 - Sound report from sound company indicated that noise from at least one stage exceeded permissible decibel levels.
 - Profanity was an issue and the source of many complaints.
- Sunday – Bands went beyond curfew.
- As a result of this event, there will be public discussion and a City review of policy regarding beach events. City will look into addressing appropriate types of entertainment for City parks and beaches, including taking into account the size and type of future events, when determining appropriate uses for City property.
- Impact of the event was greater this year, triggering public attention and concern.
- Petitions expected from Hotel/Lodging Association and Toro Canyon residents protesting this event at that venue.

TWIIN PRODUCTIONS:

- A third-party vendor was supposed to monitor curfew and noise level adherence. That vendor did not do an adequate job.

Security:

CITY:

- Instances of ushers/event staff performing security guard duties.

- Lots of overlap of work, and a great deal of confusion. Each position (usher, security guard, etc) should have clearly defined roles and duties. Instead there was a lack of competency of the security guards, a lack of supervision, and a lack of organization.
- Sunday – insufficient security to manage crowds.
- After previous event Twin Productions promised improvements to security and the beer garden. Not only were those areas not improved, but additional issues surfaced this year.
- First-line supervisors, which seemed to be lacking at this event, are critical to a well-run event as they maintain order and organization.

TWIIN PRODUCTIONS:

- For future events, will create a level of management to supervise and manage staff.
- Will hold a job fair to hire staff months before the event so a sense of familiarity is attained prior to the weekend of the event.
- Post-event review will allow them to create a better flow-chart system for organization.

Community Complaints:

CITY:

- In addition to complaints about noise levels and sound, there were a number of other complaints voiced by community members.
- Profanity:
 - High volume of complaints regarding excessive profanity during event.
 - Profanity is absolutely inappropriate for the family-friendly beach venue.
 - Next year there must be “teeth” in the contracts to address this issue.
- Marijuana:
 - Reflects negatively on the City when marijuana is present at a City beach at a City-approved event.
 - When private security confiscates marijuana, they should hand it over to SBPD, not dispose of it in the sand or on scene.
- Good-Neighbor Issues:
 - Increased crime and complaints in neighboring areas as attendees returned to their cars. Complaints pertained to increased vandalism and trash, among other things.
 - Peripheral issues will contribute to City’s decision regarding event.
- Complaint Volume:

- Volume of complaints from this event was extraordinary. This event generated a much higher level of complaints than any other event of memory.
- Organizers have options to mitigate concerns involving number of days; hours; types of entertainment; improving organization; etc.
- Phone lines at SBPD were so inundated with phone calls and complaints that calls had to be referred to SBSO and Parks and Rec. The volume of calls was so great that it hindered SBPD's ability to field crime-related calls.

Construction Project on Cabrillo Blvd:

CITY:

- City's new sidewalks were cracked.

TWIIN PRODUCTIONS:

- Requested documentation from City.
- Will discuss the matter with an attorney.

Waste Management and Cleaning Service:

- Cleaning crews cleaned immediately after event.
- Volunteers setting up the area didn't know what to do.
- Area near hotels on Cabrillo looked good during walkthrough. Most trash on the streets there seemed to be addressed.
- Still, excess trash and litter generated by the volume of attendees. Next year may require a street sweeper.
- Lots of sand was also tracked away from the beach.

Lighting:

CITY:

- Dark areas could benefit from lighting or additional lighting.

TWIIN PRODUCTIONS:

- Lighting issues were discussed at the post-event meeting.
- In the future they will improve perimeter lighting and will base lighting plan on models provided by other large-scale events.

Parking:

CITY:

- Counterfeit permits, made by Twiin Productions, were used at the festival.
- Waterfront Department lost confidence with Twiin Productions. Promises were made and contracts signed, stating that terms would be followed and the parking situation would be improved from previous year. That did not happen.

TWIIN PRODUCTIONS:

- Acknowledged that someone involved with Twiin Productions made the counterfeit permits.
- Apologized and stated measures would be taken to ensure it didn't happen in the future.
- Next year vendor check-in would be moved to City College instead which would help with parking issues.

Last-Minute Requests:

CITY:

- Asking for special requests at the last minute should be given strong consideration before the request is made. Such requests weaken relationships.
- Last-minute requests require City staff to drop what they're doing and respond to the request.
- When a last-minute request is necessary, it is important that information is clear. The last-minute requests this year were fraught with miscommunications.

TWIIN PRODUCTIONS:

- In the future Twiin Productions will place a higher priority on communications with the City.

Breakdown:

- Breakdown went fairly smoothly this year. There were fewer complaints to SBPD.
- A few broken generators were left behind.

Miscellaneous Follow-Up Topics:

CITY:

- **Event Supervisor Contacts:** In the future, it would be helpful if City staff were provided contact lists of line-level supervisors. It would also help to have a designated central location for top management where they can observe the overall situation and relay issues to line-supervisors.
- **Issues to be discussed further with City Departments:**
 - SBPD – Will issue an invoice for additional Police costs.
 - Waterfront Dept – Counterfeit permit issue unresolved. Further discussion necessary.

- **Public Works – Cracked sidewalk issue unresolved. Further discussion necessary.**

West Beach Music Festival 2009 – Issues

Setup Issues

- All good. Organizers followed conditions of permit, placed setup as per site map.
- State of California's Bureau of Security Investigations let the City know that their security guard company, Central Coast Security did not have a PPO License. ACA Security, the 3rd security company secured, had done overnight security already, which PD was not worried about it at this point.

Event Issues

Friday Noise Complaints:

- PD Dispatch and 911 were inundated with calls from citizens complaining about the noise and bass levels, from as far away as Summerland. Some were from Montecito and numerous calls from within the City. PD has no way of tracking the actual number of calls but had enough that they held over a dispatcher on Sunday for 6 hours
- Around 9 – 9:30pm, on-site Police instructed Dispatch to give out Twiin Productions' office number and Susan's office phone number. Susan received 3 complaint calls on Friday, 13 calls on Saturday, 8 calls on Sunday and 4 calls on Monday. The majority were from Montecito residents. Also received 2 complaint emails
- Mayor Blum also received complaints Friday night and drove down to beach. Noise not bad, a bit boomy on the bass, but not horrible. She did not get out of the car.
- Mayor went to the Harbor Restaurant and the manager said they had no complaints about the music. It was like background music in the restaurant, very nice soft music. You could talk in a normal tone and be heard.
- Mayor went to the SB Inn to see if they had any complaints from their guests. Only one. I told them the music was ending at 10 pm, so she could get a good night's sleep.
- Susan was on-site and told Mike Lazaro, their Operations Director, to turn down volume levels. He got it down from 90 db to 85 db at the sound board. Susan heard it go back up for the last song.

Saturday Noise Complaints:

- Susan checked her voice messages around 6pm. Most calls from Montecito and were from 1 – 7:30pm. She talked to Jeremy about 6:15pm and requested the volume and bass levels go down in response to complaints.
- Susan drove through Montecito, around Alston, Augusta, Cima Linda. Could only hear freeway noise. Also drove on Alameda Padre Serra and stopped around the Brooks Jefferson Campus but could not hear music.
- Volume and bass levels not as loud as last night and no complaint calls received after 7:30pm
- Susan did ask for the volume to be turned down at the Oasis Stage that evening.

Sunday Noise Complaints:

- Susan asked event to turn down volume around 3pm.
- Received 8 complaint calls...various locations, Mountain Drive/Coyote Road, , West Beach area, Hidden Valley, Montecito

Sound Levels (Volume and Bass):

- City cannot rely on the event organizers to handle their own sound monitoring. The artists seem to hold all the control and do what they want to do. Promoters/organizers and their crews appear powerless to make sustained changes.
- Per Sgt. McChesney, best sound monitoring watched 5 ranges of decibel levels from the highs to the bass.
- RECOMMENDATION: Instead of the large speakers at each of the stages, what about small speakers but more of them so that the audience areas are surrounded by the sound and it doesn't have to be cranked up so loudly?
- RECOMMENDATION: City hires own sound monitoring company next year, with organizers paying for service. Susan needs to find out how other outdoor venues handle this since there's some riff between Twiin Productions and the County Bowl.
- RECOMMENDATION: Add fines for % of time where volume is over required levels besides curfew infractions. Susan needs to find out what really is a non-disturbing volume for concerts like this.

Sound Curfew:

- Friday music at Main Stage was off 9:54pm, on Oasis Stage (electronic, hip hop type music) off by 10pm.
- Saturday music at both stages off by 10pm.
- Sunday music was off at Oasis Stage before 10pm, but went to 10:02 on Main Stage. Slightly Stoopid could have finished at 9:57pm but they started another song and encouraged the audience to stick around and not leave. Audience was good about departing the festival all 3 days, though groups did hang around outside for a while.
- Susan called the Operations Director and Jeremy but no one answered phone. Went to sound board and sound mixer acted like he was helpless to do anything.
- QUESTION: If this festival returns next year, should we allow it to go until 10pm on all days?

Music Lyrics:

- Performers had lots of profanity in their lyrics and when they talked to audience at both the Main Stage and Oasis Stage. Susan wasn't around much when the Bashment Stage was in use.
- Noise complaint calls also mentioned they were upset about the foul language used by the musical acts
- QUESTION: Can the City regulate the use of profanity on public property?

Alcohol and Marijuana:

- Per PD, all 3 nights had issues with under-aged drinkers who had wristbands on that were kicked out or cited. They don't believe the licensed security guards were responsible for this, but it may have been one of the ushers or volunteers giving them to their friends. One incident had a volunteer, who was drunk, monitoring the beer garden.
- Jeremy had told Susan and PD that event staff would be checking IDs at the gardens, not ushers. Dale Ferguson, in charge of security, was told this on Friday afternoon since he didn't know this but this wasn't corrected and Susan forgot to remind him again.
- Wristband colors changed every day but PD and security guards not notified about this.
- PD and security guards concentrated their efforts on the public beer gardens and didn't check VIP cabana area much. Susan never noticed it being too crowded in this area, the Media platform or VIP platform.
- Noticed the Main beer garden fencing got moved out beyond the entrance/exit sign posts and was not double-fenced on Saturday evening around 9pm. Susan requested this be fixed by Sunday. Someone told me it was because the main beer garden was too crowded.
- Main beer garden on Sunday has gaps in fencing that people went through.
- Entrances into beer gardens were too wide....need to be single file going in. Need more exits going out.
- Never saw the Oasis beer garden as crowded as the main one.
- Beer sales on all 3 nights ended at 9:30pm as per their permit condition.
- Organizers had to order more beer on Sunday night. Mike said they sold 150 kegs of beer when Solstice normally does 100 kegs.
- Lots of use of marijuana, but PD didn't pick that item to battle. Susan heard the security guards did stop it when they saw it happening.
- Susan saw that the majority of people all 3 days in the beer gardens were pretty mellow and having fun.

Security Guards:

- Had 3 different guard companies (Central Coast Security, Bravo Motion Picture Security, ACA Security) before they secured one with the proper PPO license, Gold Coast Security and that was approved by the Bureau of Security Investigations.
- ACA Security guards showed up at 2:30pm on Friday. These guards didn't get the word and were sent away.
- State agency, Dept of Consumer Affairs/Bureau of Security Investigations, visited the site on Friday. They had PD bust a couple of them without valid guard cards. PD didn't like the adversarial relationship that this created between them and the security guards.
- One of PD's reserve officers working for Gold Coast Security said there are too many security groups (i.e. event staff, ushers), with no one communicating with each other and it was confusing. Dale Ferguson, in charge of security, perhaps had his hands tied by Twiin Productions
- Had too many colored wristbands that allowed access into different areas. Confusing even to security guards.
- Some guards didn't have flashlights when it got dark. Mike Lazaro had some and passed them out.
- PD would like a command center tents like First Aid had.

- **RECOMMENDATION:** Anyone checking IDs, patrolling the beer gardens, VIP areas, general areas should be from the licensed security guard company and full number from start to finish. May not be a good idea to allow Twiin Productions' own Central Coast Security to be the guard company next year even though they will be licensed by then.

Attendance Numbers:

- This year's event was tremendously larger than year 1 or 2. Friday attendance was like 2008's final Sunday attendance. This year's Sunday attendance was double Saturday's numbers.
- PD said they were understaffed if something were to happen. They stayed along the perimeter rather than get within the crowd unless incidents occurred (fights, responding to drunk person breaking leg, etc.)
- Jeremy of Twiin Productions not forthcoming about the dimensions of their setup when asked point blank. Susan saw on Coastal Development Exemption application it was 260' wide by 360' long and if indoor occupancy load applied to this, capacity maximum is 14,400 people.

Waste Management:

- Organizers did a pretty good job managing this. Did bring in about a dozen more toilets on Sunday.
- Need to have more trash/recycling boxes inside the event area, plus volunteer staff knowing to put liners in them.
- A fair amount of trash in the audience areas but Channel Island Janitorial cleaning it up immediately. Dumpster area was clean.
- Little trash from event found on the hotel side of Cabrillo Boulevard. Susan did move a box of a dozen or so empty beer bottles next to a trash can.

Construction Project on Cabrillo Boulevard:

- Public Works had complications issuing parking permits since construction project was their main concern this year.
- New poured concrete damaged on the beach side adjacent to the sea wall per Public Works. Consists of compression fractures to the concrete and gouges to the new sea wall portion. The crack in the pavement is accompanied by heavy equipment tire marks. The plywood was still in the sand where equipment was being moved on and off the Beach over the new concrete. This concrete was area was not designed for this type of use
- Concrete was cracked at Ambassador Park? Susan said PD driving their cars onto park Sunday night around 9:15pm to apprehend someone

Last Minute Requests:

- Organizers pulling permit from Public Works for a search light at the last minute
- Organizers pulling a permit from Fire Department for sparkler type fireworks on Friday for Sunday. Request denied.

Breakdown Issues

- Breakdown has gone very quickly. Permitted to be on site until 10pm on Wednesday, 9/23