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From: Tami Plourde <tami@pearlstreetbrewery.com>
Sent: Monday, June 1, 2020 5:00 PM
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Cc: Terry Bauer; Abby Lee - Midwest Music Fest; Toni Asher; Brad Pitel; Barbara J. Frahm; David Schipper; Mark Grundhoefer; Roxann Adamsen; Amanda Olbrys; Matt Mahlum; Gregg Hall; Elsen, Nikki; Jason Gilman; Schnick, Andrea; Dana Erickson - Interstate Sound; Jessica McDonald; Joe.kreuzer2381@gmail.com; Chris; Jason Sebranek; Andy Hughes; Megan Tomlinson; Jeremiah Burish; Brent Haniff; Amy; actualsoundstudio@gmail.com; Robin Moses, Dmi; Vicki Markussen; Tami
Subject: Outdoor Cabaret License - Pearl Street Brewery
Attachments: InterstateSound PostPandemic Plan.pdf; Agenda (11).pdf; OutdoorCabaret2020.pdf

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Dear Esteemed La Crosse City Council Members,

I write to you today to deliver information ahead of tomorrow's J & A meeting at City Hall at 6pm. Members of the committee are set to discuss Pearl Street Brewery's request for an Outdoor Cabaret License for the remainder of June. And we have applied for the next calendar year of licensing for the Outdoor Cabaret License which begins in July as well.

We have held an Indoor Cabaret License for roughly the past 14 years. In that time, we are proud to say that we have safely had countless public events involving music from our Friday free Happy Hour music that we offer to the public to the many local and regional shows that we've produced involving local beloved bands such as TUGG, Gregg Hall and The Wrecking Ball and Pigtown Fling to regional and national bands like Keller Williams and The Reverend Horton Heat along with most recently Chicago Farmer. As music loving small business owners, we incorporated into our business model from our beginnings that we would support and provide live music. In the past decade and a half, we've had the pleasure of supporting our music producing friends as solo artists, band members, sound technicians, light technicians, promoters and more.

In these uncertain and certainly very challenging times, we've seen an unprecedented halt in live entertainment, the likes we have all never seen. It is unsettling to say the least. And while in the grand scheme of things, the need for social distancing and isolation was and may still be paramount in containing the spread of Covid - 19, I believe now is the time to start thinking for the longterm. With no end to the virus and no vaccine on the horizon, we all know that our way of life will need to continue with the threat of the virus included. And as La Crosse's small businesses work towards re-opening, the public schools work to create a new plan to teach our children for the upcoming school season, many of our citizens learn to work remotely from home.... we must also start to think about how we can provide entertainment and socialization options to the public in a new and different way.

For the past two months, I've been in many conversations with local music promoters, musicians, technicians and City Officials to see what could be done. And we came up with The Drive In Concert Series. We are working to create a plan that will provide a safe way to provide entertainment and live music. It also provides a morale booster and something positive to focus on and enjoy.

Our Plan:

1. Utilize our parking lot as a Drive In Concert Venue

2. We will offer virtual ticket sales on our free proprietary app.
Tickets offerings will allow for up to 4-6 individuals to arrive by one vehicle.

3. Each vehicle will be assigned a parking number.
Riders of each vehicle will stay in a designated POD around or on the vehicle or will stay inside.
FM Transmission will allow for them to enjoy the music through their radio in the vehicle.
Pearl Street Brewery and our event partners will provide Car Hop service of food and beverages to each POD
Pearl Street Brewery will provide satellite toilettes and hand washing or hand sanitizing stations

4. We will partner with area organizations to have enough staff and volunteers work the parking lot to ensure that policies and safety procedures are followed.
This will allow us to continue our community involvement and help our friends and partners offers a mini version of the entertainment that they usually provide and still provide an "event" for their audience.
We will structure the ticketing so that a portion of the proceeds will benefit their organizations that are surely feeling the sting of cancellation and loss of revenue. Or help them still support local organizations that have come to rely on their patronage.

5. We will partner with a group to transmit a LIVE Virtual paid feed to stream the shows from their homes.
This maximizes the show so that those who are uncomfortable attending, can still support the event from home.

6. We will partner with companies experienced in supporting and doing the tech for LIVE events such as Interstate Sound.

7. Our Goal is to get artists/musicians, technicians, promoters and the entire chain of the music and entertainment industry back to work.

8. Our Goal is to safely host the general public

Please see attached Post Pandemic Plan as recommended by Interstate Sound after they gathered information and guidelines from the County Health, and State and Federal guidelines.
And while this detailed plan is not our plan in it's entirety. Please note it is our intention to use it as a guideline to ensure that all aspects of public health and safety come into consideration.

Myself and my associates will plan on being available for the meeting tomorrow to answer any questions.
And I also welcome any calls or emails directed to me personally before the meeting.

Please feel free to call me at 608-385-2505 or email me at tami@pearlstreetbrewery.com

I appreciate your consideration,

Tami Plourde

Owner / Director Sales and Marketing

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PANDEMIC LIVE EVENT PLAN

PANDEMIC LIVE EVENT PLAN

Contains suggested guidelines that may help move live events forward in our current pandemic period.

Is based on guidelines for reopening events issued by leading authorities in the entertainment and healthcare industries.

REFERENCES

- Event Safety Alliance (ESA)
- OSHA
- The CDC
- WHO Guidelines for Mass Gatherings

WHY?

Our goal is to build a legacy of cooperation & partnership and an improved event model that can be utilized in the instance of a health crisis.

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LIVE EVENT PRODUCTION



OUR GOALS

- Develop protocols with stakeholders to insure everyone's safety as events return,
- Develop confidence in local, county and state authorities so events are permitted,
- Provide assistance and guidance to our clients so they have confidence moving forward.

CHALLENGES WE NEED TO SOLVE

The most important issues are:

- Preventing Spread of Covid-19
- Ensuring Health and Safety of Everyone Involved
- Ensuring Compliance
- Rebuilding Public Confidence in Live Events
- Conditioning Patrons

CHALLENGES WE NEED TO SOLVE (Continued)

Business Aspects:

- Smaller crowds – ticket sales may need to be limited; no over selling
- Larger area needed for less people
- Available space will have to be maximized
- Finding the threshold for a breakeven point until attendance increases or the market will support higher ticket prices
- Increases in costs for screening, containment and labor for event organizers
- A force majeure clause injected into the ticket selling process
- Increased costs in marketing materials, media and signage



SOLUTIONS

RE-IMAGINING HOW WE DO LIVE EVENTS

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PRE-EVENT

PLANNING & MARKETING

PATRON EDUCATION

The new event plan will require new terms with patrons. They will need to accept:

- Tickets may no longer be sold as individual seats but rather as “pods”
- Party totals may be limited
- They may be asked to wear masks and observe strict adherence to physical distancing requirements
- They may have to agree to pre-entry screening and a measure of surveillance
- Post-event contact tracing
- Movement may be highly restricted
- Event organizers may experience heightened enforcement role
- Patrons who are exhibiting symptoms or fail to comply with these measures to be denied entry or ejected
- Patrons will need to understand that there may be longer wait times for entry, food & exiting

Related Challenges:

- Longer wait times can lead to frustration and belligerence
- Alcohol can impair people’s judgement, leading to policy violations
- Potential for HIPPA law violations

PATRON EDUCATION

HOW WE CAN EDUCATE

A strong and consistent marketing message will do a lot to raise awareness regarding what should be expected. Messaging should start as soon as the event is announced and continue to the end of the event.

Marketing techniques could include:

- Social Media
- Radio & Television Ads
- Signage – offsite and onsite
- All event staff and volunteers should be good models for compliance
- Frequent announcements over the PA
- Artists and performers can set good examples

The material should provide guidance without being intimidating

Content Ideas:

- Story boards with graphics for proper protocol
- Fun photos and videos demonstrating proper protocol
- Tag line or advertising jingle to help people remember



INTERCOMPANY COMMUNICATION

- Designate one person as the Infection Mitigation Officer to oversee screening and containment measures.
- Establish Communication Chain-of-Command prior to the event.
- Document and Distribute an Event Safety Plan which should include a Weather Action Plan provided by your Staging or Production Company.

EVENT

SITE PLAN

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SITE OVERVIEW

- 1 Stage and backstage area will be separated from public and strictly controlled.
 - 2 Hand sanitizing stations available at regular intervals throughout the site including backstage, stage, audience seating area, entrances, toilette area. These stations will be lit where feasible and clearly marked with signage.
 - 3 Toilettes will be in clearly marked off area. Port-a-potties will be a minimum of 6 ft apart. The maximum number of people in the toilette area will not exceed number of toilettes or max # set by government mandate.
 - 4 Vendor tents shall be placed to facilitate social distancing and touchless transactions. Number of people at one time will be limited. Lines and walkways will be clearly marked.
 - 5 Concessions will be separated from the audience area. Food and beverages may be brought to the patrons via wait staff and signaling system.
- All traffic will be one way and strictly enforced.



“FAN PODS”

THE NEW PATRON EXPERIENCE



BASED ON THE PREMISE THAT
PEOPLE NATURALLY GATHER
IN THEIR CORE GROUPS.



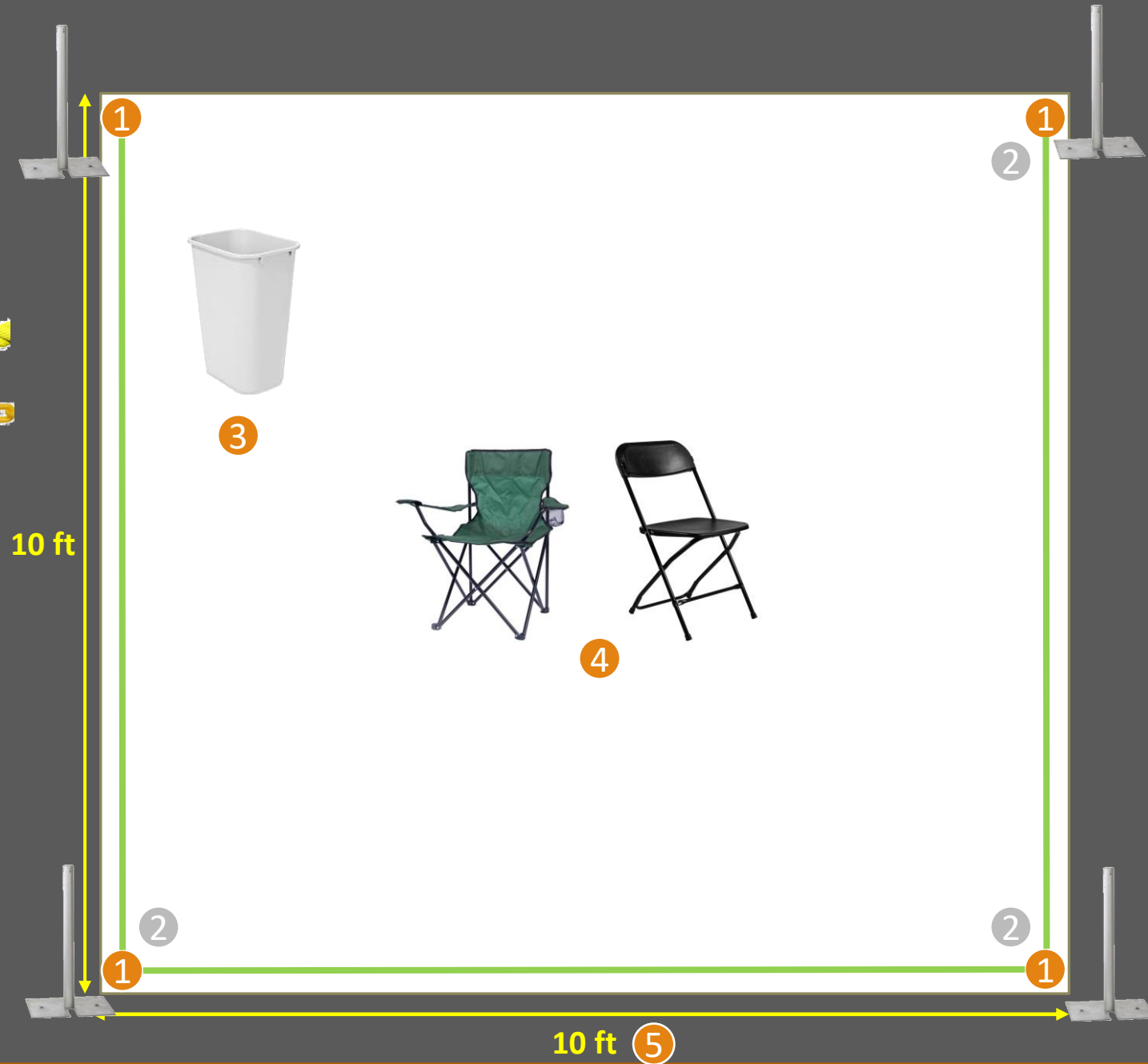
MULTIPLE PATRONS WILL
LIKELY BE TRAVELLING IN ONE
CAR TO THE VENUE



SMALL GROUP DYNAMICS
USUALLY START TO BREAK
DOWN AT 6-8 PEOPLE.

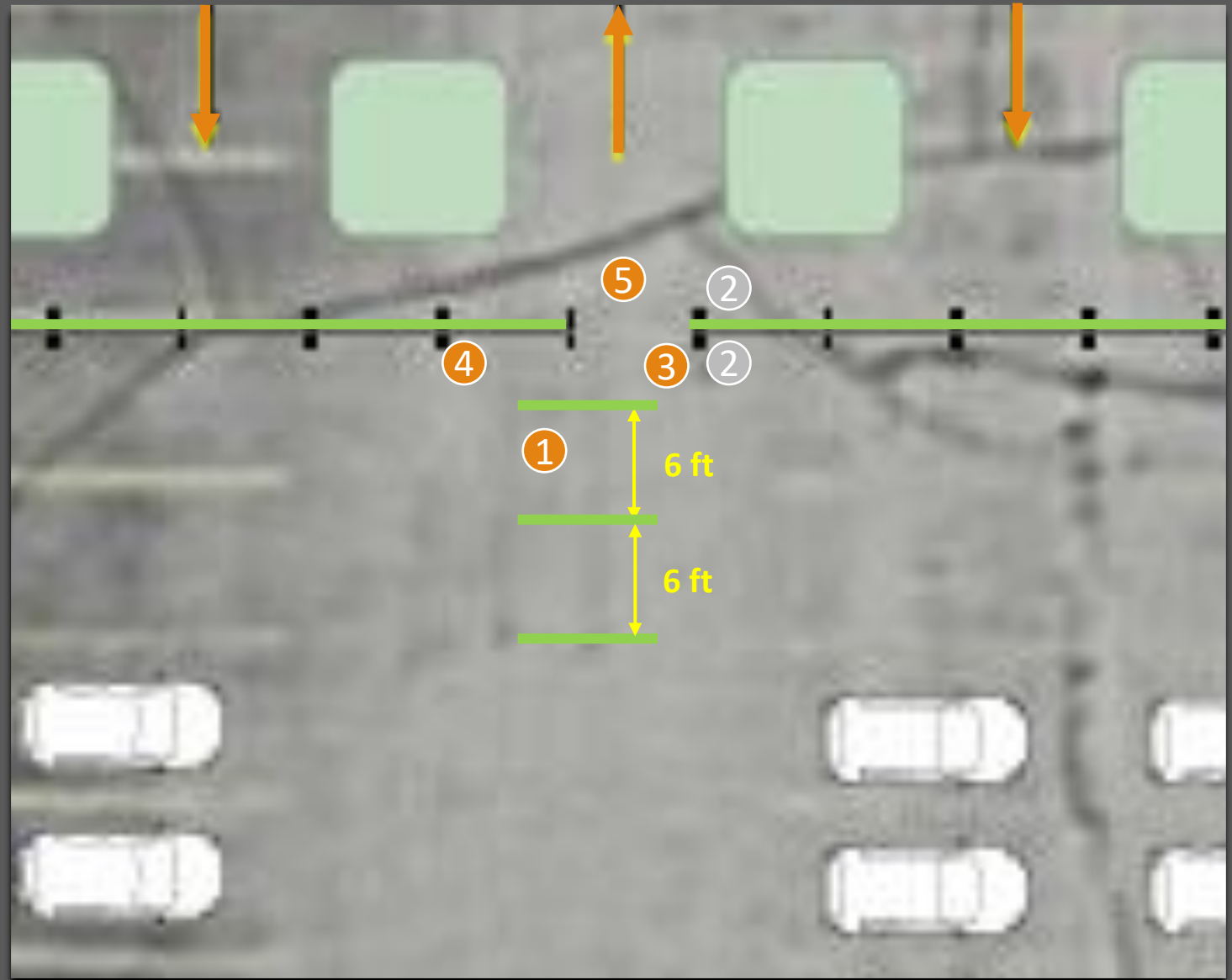
“FAN PODS”

- 1 Expo style 3-Foot uprights will mark the corners and will be the attachment points for the rope or chain.
 - 2 Pod boundaries should be marked off with materials more substantial than marks on the ground. Affordable materials such as plastic rope or plastic chain could be used. Outdoor shows should utilize materials that will not blow over in the wind. Indoor events could potentially use more solid.
 - 3 Trash receptacles will be placed in each pod to discourage littering and to minimize patron and staff exposure.
 - 4 Chairs – Whether the event will be Bring-Your-Own-Chair or seating provided will be determined by event organizer. Any provided seating will be sanitized before delivery, and after they are set.
 - 5 Pods will be a minimum of 10-Feet by 10-Feet and will hold a maximum of 8 people.
- Traffic patterns will only move vertically through the site and not horizontally.



INGRESS & EGRESS

- 1 Entry Que – Bike rack or stanchions will be placed 6-Feet apart and the pod groups will wait until they are called to advance. These will be cleaned frequently.
 - 2 Hand sanitizing stations need to be available before and after entry.
 - 3 Screening can include temperature check and testing. This will also be where bags are checked for contraband.
 - 4 Signage should clearly mark all the rules.
 - 5 There will be multiple entrances and exits. Entry/exit should be one way similar to an escalator.
- All traffic will be one way and strictly enforced. Exit traffic will be directed away from concessions.
- Parking lot attendants will enforce social distancing.
 - Plastic barriers between patrons and ticket takers.





Staggered doors – tickets could have different check-in times like boarding groups at an airport.



Patrons could be required to wait in their cars or offsite until they receive notification that it is their turn to enter. This can be done via an app or a buzzer such as the one used in restaurants.



Once at the gate, they will be screened for their temperature and symptoms.



Doors will need to be sooner which will push back load-in times.



All transactions at the ticket counter should be touch-less.



Entry/Exits will be one directional. The direction may change during the event (Like an escalator)

INGRESS MANAGEMENT PLAN

EGRESS

MANAGEMENT PLAN

Programming will need to accommodate longer entry and exit times. Shorter performance times and more canned music and video are suggested. Intermissions are discouraged.

Exit will be done in sections and in an orderly fashion – for example, students being dismissed by rows at a graduation.

Security will need to be more assertive about people leaving when it is their turn.

The Challenges:

Longer wait times can lead to frustration. Post show programming can help.

Bottlenecks. Creating wider exits by removing barricade will help the flow.

Emergency egress.

CONTACT TRACING & SURVEILLANCE

CONTAINMENT



All ticket transactions tied to identifying information for the purposes of contact tracing.



A designated Infection Mitigation Officer will develop a questionnaire for assessing symptomatic patrons.



Color coded wrist bands with alpha numeric labelling used to designate which pods patrons belong to.



As added assurance, apps that utilized GPS tracking data could be used to track movements within the audience for compliance enforcement. Example: Wristbands used at the Super Bowl to “video map” the audience.

The Challenges:

- Privacy concerns
- Who will be responsible for setting up and maintaining such a database?

POSITIVE RESULT PROTOCOL

CONTAINMENT



Individuals with a 100.4°-F or higher temperature and their party to be segregated



The sick patron is moved to designated area and re-checked.
If confirmed:



They and everyone else in their party denied entry



They will be directed to the appropriate healthcare facility



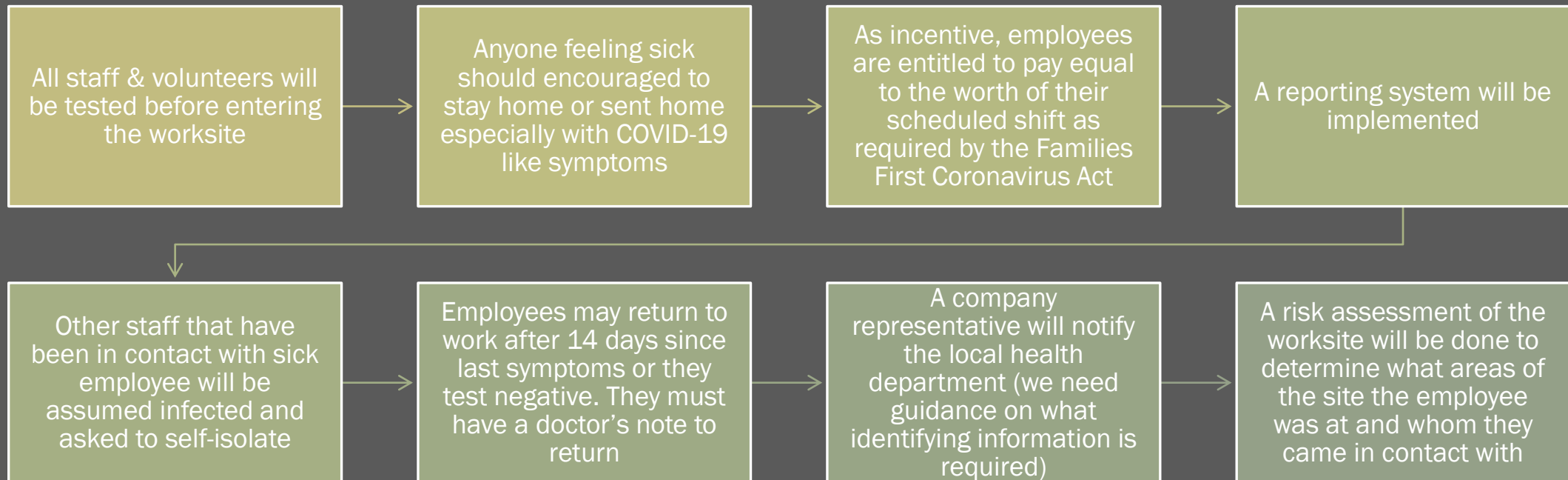
Contact tracing should begin immediately



Refund protocol should be considered

SICK EMPLOYEES

CONTAINMENT



SITE PLAN

PATRON SERVICES

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CONSESSIONS

WE COME TO YOU!

- Food will be delivered to each pod rather than the patrons going to a food counter
- Food should be pre-packaged
- Package deals for pods could be offered
- Bottled beverages only – NO fountains!
- Utensils should be prepacked
- Condiments should be single use packets
- Signaling system similar to those used for airline stewardesses could be utilized to signal wait staff. Food could be ordered with paper that would be recycled after use
- Food could be ordered via an app
- Servers will wash hands after each interaction or discard gloves
- Serving trays and items requiring human touch will be washed after each use

MERCH

LOOK BUT DON'T TOUCH

- Lines will be managed with clear markings and enforcement of the 6-Foot rule
- Path through merch area will be one way
- Merch staff will wear masks
- No trying on or touching merchandise
- Contactless payment
 - Point of sale terminals that are to be cleaned after each use
 - Could also use bracelets or lanyards with RFID chips with preloaded credit. Companies processing these will need to work with vendors to make it financially feasible
- Vendor staff must be spaced according to social distancing measures

TRANSPORT

RUNNERS & CART DRIVERS

- Drivers should plan on taking fewer passengers at one time
- Passengers must wear masks
- Drivers must wear masks
- Vehicles must be cleaned after each load or trip

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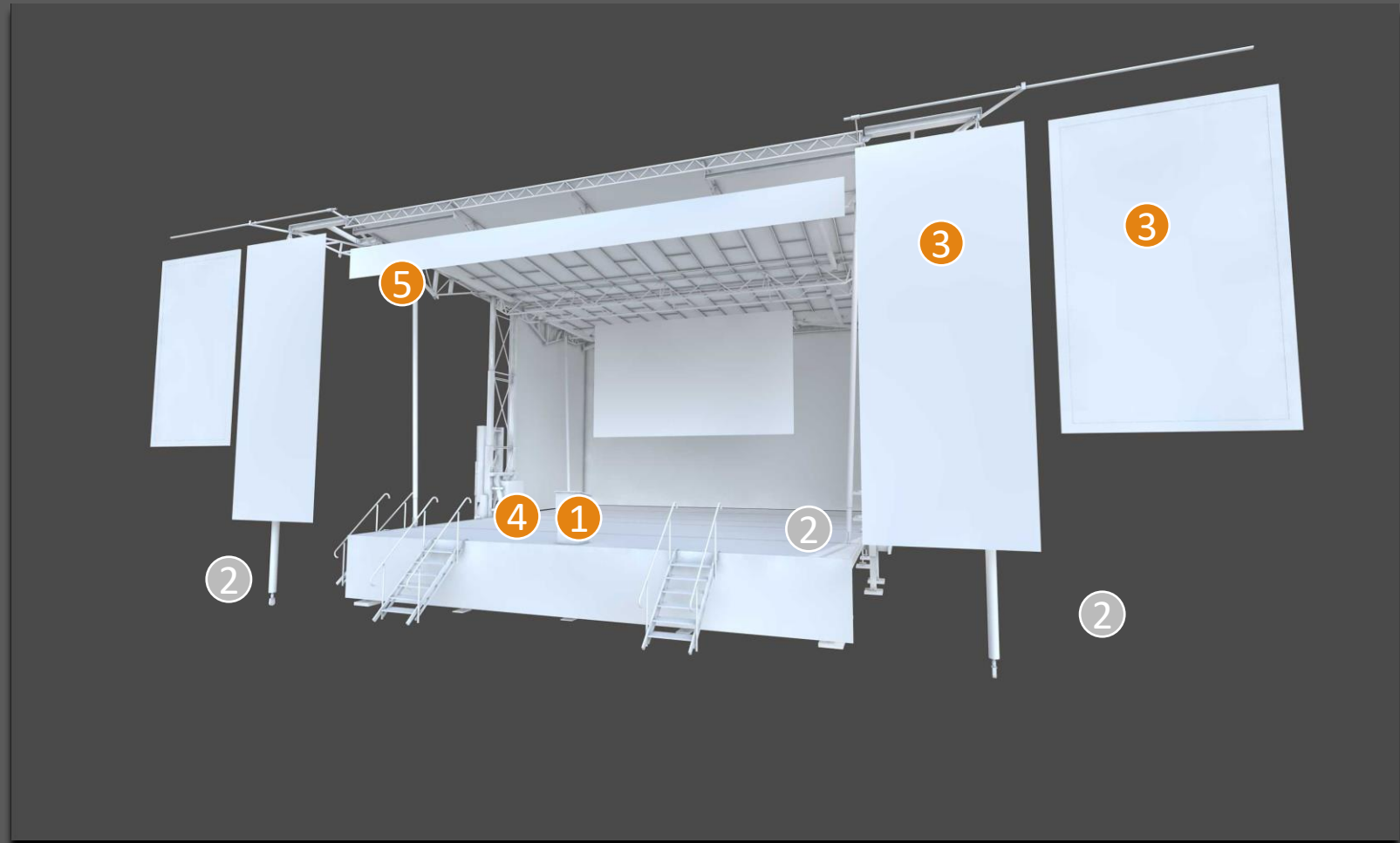
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SITE PLAN

ONSTAGE & BACKSTAGE

STAGE AREA

- 1 Performers will not be permitted to enter the audience.
 - 2 Hand sanitizing stations will be available on either side of the stage as well as on stage. These stations will be clearly marked with signage.
 - 3 Video screens and banners can be used to convey information and facilitate programming that will keep the patrons calm.
 - 4 High touch equipment such as mics, stands, presentation remotes, etc. will be dedicated individually where possible or cleaned between each use.
 - 5 Trash cans will be available onstage and to each side of the stage to discourage littering and limit staff exposure.
- Meet & Greets are discouraged until further notice.



PRODUCTION

WORKSITE SAFETY

Equipment will be sanitized before it is loaded at the warehouse and again after it is unloaded

Employees are encouraged to hold each other accountable

Basic worksite safety training will be mandatory for all staff & volunteers

All staff will wear masks and gloves where they cannot socially distance such as when loading and unloading trucks

All staff and employees are subject to temperature/symptom checks or testing at any time

While the event organizer is ultimately responsible, each vendor should take responsibility in screening their employees

PPE

GLOVES & HAND WASHING



- All employees & volunteers will wash their hands every 60-Minutes or after using the restroom, eating, cleaning or sneezing or coughing. (This can be facilitated by distributing tubes of hand sanitizer or wipes and set up of wash stations with disposable towels.)
- Disposable nitrile gloves will be used by employees when interacting the public, performers, food & any other surfaces with a high potential for the virus.
- Gloves should be discarded and changed after each interaction.
- Tools will not be shared except for those that are equipment specific. Any tools that must be shared will be sanitized between each use.

PPE MASKS



N95 MASKS WILL BE RESERVED FOR PERSONNEL DOING ANY SCREENING OR MEDICAL RESPONSE. THIS IS SO AS TO NOT TAX THE SUPPLY NEEDED BY MEDICAL PROFESSIONALS IN GENERAL



IF WORKING WITHOUT A MASK, IT IS ADVISABLE TO DO SO IN DESIGNATED TEAMS OF THE SAME TWO PEOPLE MAKING CONTACT TRACING EASIER



ALL STAFF AND VOLUNTEERS MUST WEAR MASKS OUTSIDE OF WORK TEAMS



HANDS ARE TO BE WASHED BEFORE PUTTING ON MASKS



SIGNAGE TO BE PLACED IN WORK AREAS AS WELL AS PUBLIC AREAS ON HOW TO PROPERLY WEAR MASKS

REGULAR CLEANING

KEY AREAS

Public Areas

- Door handles, railings, & push plates
- Bike rack & barricades
- Reception desks, ticket counters
- Phones, Point of Sale terminals, any keypads
- Tables & chairs
- Trash receptacle points
- Vending machines & water fountains

Restrooms

- Door handles & push plates
- Faucets, toilet handles, & counters
- Soap & towel dispensers
- Baby changing stations
- Trash receptacle touch points

Offices & Dressing Rooms

- Furniture
- Door handles & push plates
- Doorways and railings
- Light switches and thermostats
- Cabinet handles
- Phones, computers & accessories
- Microphones
- A/V & Lighting equipment
- Trash receptacle touch points

Kitchen

- Handles on appliance doors, cabinets & push pads
- Counter surfaces
- Light Switches
- Handles for beverage and towel dispensers
- Sinks
- Cleaning tools and buckets
- Trash receptacle touch points



TAKEAWAYS

Who is responsible? EVERYONE!

Conforming to these measures helps protect us from unfavorable judgements should litigation arise.

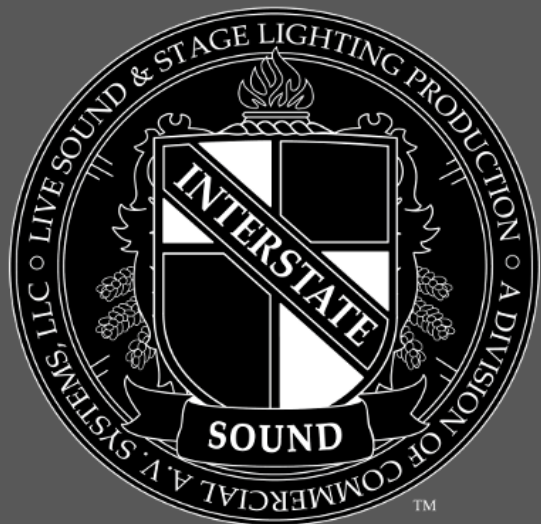
These measures are designed with public safety in mind

These measures bolster the public's trust and confidence in our abilities to act responsibly.

We all must do our part to ensure a safe, successful event.

Enforcement is key.

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Thank you for working with us!

Questions or comments?

Contact us at:

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