

MINUTES
WAR MEMORIAL BOARD OF TRUSTEES
PRESENTORS LIAISON COMMITTEE / SPECIAL MEETING

Thursday, November 10, 2016

The Presentors Liaison Committee of the Board of Trustees of the War Memorial of San Francisco met at 1:30 p.m. on Thursday, November 10, 2016, in the Trustees' Board Room, War Memorial Opera House, Committee Chair Bechtle presiding.

ROLL CALL

Present: Chair Bechtle, Trustee Lui, Trustee Moscone, Trustee Shultz, Trustee Wilsey, President Horn,
Ex officio

Non-Committee Trustees Present: Trustee Davis, Trustee Levin

Staff Present: Elizabeth Murray, Managing Director; Jennifer Norris, Assistant Managing Director

REGULAR ITEMS

1. Pilot Program allowing beverages in Opera House and Davies Symphony Auditoriums:

Chair Bechtle stated that at last month's board meeting, the Trustees approved the recommendation of the Presentors Liaison Committee to conduct a six-month pilot program to allow covered beverages in the Opera House and Davies Symphony Hall auditoriums effective January 2017, as requested by the San Francisco Opera, Symphony and Ballet. This approval was subject to the Presentors Liaison Committee's subsequent review and approval of the covered cup to be used, staffing and set-up plans, and the procedures for reporting back to the Committee.

Chair Bechtle stated that War Memorial and resident licensee staffs have met to discuss these follow-up items, and she asked Ms. Murray to report on the cup to be used, staffing and set-up plans, and the procedures for reporting back to the Committee.

Ms. Murray reported:

- Cup Selection: Staffs of the War Memorial, Opera, Symphony, Ballet and Patina reviewed alternative cup selections. For the pilot program staff is proposing to use a standard clear compostable cup, a cup which is currently used at all of the non-plumbed service locations. A clear compostable lid and a straw will be supplied for those guests who wish to take advantage of the pilot program.

Ms. Murray stated that the pilot program will be communicated to patrons in pre-performance communications and in signage throughout the lobbies and at beverage points of sale. At bars where glassware has been available, glassware will continue to be available and patrons will have the choice of glass or a cup that can be taken into the auditorium.

She stated there will be orientations for ushering and bar service staffs on what is and isn't permitted into the auditorium. Based on early pilot program experience, staff may decide to have a supply of plastic cups/lids/straws available near the auditorium entry doors so patrons may switch their beverages from glassware into a cup they may take inside the auditorium. She also stated that a combination of trash receptacles and tray tables will be provided at auditorium doors to encourage patrons to dispose their used cups as they exit.

- Staffing and Set-up Plans: In discussion with resident licensees and Patina, we have agreed upon an initial three additional points of beverage sale in each of the Opera House and Davies Symphony Hall. A list of these additional points of sale has been distributed to Committee members. Ms. Murray said that as the

pilot program progresses, staffs will monitor sales and service to determine if it is necessary to modify or increase points of sales.

- Reporting Procedures: Staff representatives of the War Memorial, resident licensees and Patina will meet no less than once a month during the six-month pilot program to review beverage sales information, bar staffing and service observations, and custodial, ushering and maintenance issues. Midway through the six-month pilot program, this group will prepare a written report for the Presentors Liaison Committee; and a second written report will be generated before the conclusion of the pilot program. It is anticipated that the Presentors Liaison Committee will hold meetings to review and discuss each of the pilot program reports.

Before opening for general discussion Chair Bechtle asked for any comments from the resident licensee representatives.

Mathew Shilvock, General Director of the San Francisco Opera, stated that the Opera, Symphony and Ballet are very grateful for the chance to try this experiment and to try something that may change the patron experience. He said they are willing to be flexible and to modify or cancel the pilot program if necessary. He added that this has been a good opportunity for the three resident companies to work collaboratively with Patina on ways in which to improve the patron experience at the Opera House and Davies Symphony Hall.

Following general discussion, a motion was made by Trustee Shultz and seconded by Trustee Moscone, to adopt staff recommendations on cup selection, staffing and set-up plans, and reporting procedures for the pilot program to allow beverages in the Opera House and Davies Symphony Hall auditoriums. The following recommendation was unanimously adopted:

RECOMMENDED, By the Presentors Liaison Committee of the War Memorial Board of Trustees to approve the staff recommendations on cup selection, staffing and set-up plans, and reporting procedures for the pilot program to allow covered beverages in the Opera House and Davies Symphony Hall auditoriums.

ADJOURNMENT

There being no further business, Chair Bechtle adjourned the meeting at 1:55 p.m.

Jennifer E. Norris
Executive Secretary