



Item No. **PRESENTATION** **Town of Atherton**

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE

FROM: SALLY BENTZ-DALTON – PARK MANAGER

DATE: DECEMBER 1ST, 2021

SUBJECT: PARK EVENTS

DISCUSSION

Cassidy Robinson, Holbrook-Palmer Park Events Manger with Catered Too is this month's spotlight park user. Cassidy Robinson will give a presentation on update and experience so far in managing the events in the park. Cassidy and any other Catered Too staff will discuss the following items (and possibly others) with the Committee concerning her contract with the Town to provide Event Management and oversight at Holbrook-Palmer Park:

- The success of the Events program at HPP.
- Any problems as far as logistics (storage, power, maintenance of facilities).
- Projects – to help prepare projects for the future, what might be some longer-term projects the Event Staff would like to see funded such as: building improvements, parking improvements? (Specifics)
- How the marriage with the other uses of the park effect the Event programs at the park.
- Parking management.
- Pricing.
- Covid related issues.
- Event numbers.