

Open Work Session

February 20, 2018

National Folk Festival and Salisbury Marathon Updates

Ms. Caroline O'Hare, Local Manager for the National Folk Festival, came before Council. She said she would like to give Council an update of where they are at since their last meeting. She said they are speeding along, and they are firming up their locations for their stages. She said they have seven areas that will be utilized for performances ranging from the new amphitheater, which just broke ground and was a great event, running over to the new timeslot, which will be another musical stage, and then over to the Market Street area which will be the family area and a family stage. She said, in the large City parking lot between Market Street and Main Street, there will be another musical stage, and the Festival Marketplace where there will be juried artists selling their arts and goods will be in the parking lot across from Angelo's. She said they will have another musical stage close to the Government Office Building on Division Street, and they will also have a folk life area across the river in the green area along the Wicomico River close to the bridge. She said the grass area near Route 50 will be the folk life stage, and then they are planning on having the dance pavilion in the City lot on the other side of Brew River. She said they have been working with a capital improvements list that the NCTA has given them, and they have been working with Amanda Pollack and other City officials to make sure they are up to par. She said Tom Stevenson has created a three-phase power drop plan to go over the three years in the National Festival so that they have hardline power in specific areas. She said he has been working with the NCTA to find exactly where those power drops need to be, and what needs to come out of it.

Ms. O'Hare said they are announcing the first eight performers today at 4:00 p.m., and then each month after that they will announce another four to six performers. She said they are still working with Chief Hoppas, Chief Duncan, and other emergency management people to continue with their action plan so they are prepared for whatever emergencies come their way. She said she knows they still need to bring other people into that fold, and that will happen.

Ms. O'Hare said they have identified two possible satellite parking lots they will be using, each with about 1,200 or 1,300 parking spaces, and one of those is the Shorebirds Stadium, and the other is the Civic Center. She said they prefer Shorebirds because it is a straight shot on Route 50. She said that is going to, of course, take additional planning because she believes there are three different departments that deal with people entering or exiting Shorebirds depending on which road they come out on, so that is something that will need to be coordinated. She said, right now, she is working with Scott Kolb and Brad at Shore Transit to map out routes for the shuttles, drop off points, and how many people they feel they will need. She said, right now, that is budgeted for about \$11,000 for the full three days of the festival. She said the shuttles will run an hour before and an hour after the festival begins and ends, and will run every ten minutes in 30 minute loops. She said they also have been working with the hospital to use Garage A and their overfill lots, and also the parking lot in the middle of the footprint, which is the large parking garage. She said they feel that by having additional parking spaces, people will be able to come to the festival with ease, and it will not be too much of a jam up. She said they are hoping, again, that the shuttles will be heavily utilized. She asked Council if they have any questions, to which Mr. Dodd responded, she has discussed the National Folk Festival, but she has not touched the marathon yet. Alison Pulcher, Deputy City Administrator, said Ms. O'Hare is their local manager for the Folk Festival, and only the Folk Festival. She said Mr. Andy Kitzrow, Deputy City Administrator, is going to speak about the marathon. Mr. Dodd said, before they start talking about the marathon, they will see if Council has any questions so they do not jump around.

Mr. Hall said there are a number of State and Government Offices that are required to remain open during the festival. He then asked if Ms. O'Hare has addressed those, and how she is handling those openings, such as the Health Department, to which Ms. Pulcher responded, Friday night the folk festival does not begin until 6:00 p.m., and then Saturday and Sunday the Health Department is not open to visitors. Ms. O'Hare said, in reference to the Health Department, she has already spoken with Diane Wall. She said they spoke a few months ago as far as having enough inspectors to do inspections both on Friday and Saturday for those vendors that are only going to be there on Saturday and Sunday. She said she has not talked to Ms. Wall about hours, but she can get that information back to Council. She said, with their action plan being led by Chief Hoppas and Chief Duncan, she knows that those agencies are on deck that weekend. She said she does not have specifics for Council, but she will definitely get them that information. Mr. Hall asked her to please do so because he knows the FBI, of course, will be open, and they are located downtown and somebody else who has to have access to their offices. He said he is sure there are a number of other agencies, and he asked if she would get back to Council on that to let them know how she is going to handle that.

Mr. Joe Holloway said he heard when they first started the planning they were anticipating 150,000 people, to which Ms. O'Hare responded, they are anticipating 150,000 people by year three. She said this first year they are looking at 60,000 to 80,000 as a conservative guess, and that is based on historical data from past festivals, and locations to populous cities around Salisbury. She said, in the second year it should double to about 132,000, and then in year three they are looking at 150,000. Mr. Joe Holloway said he read that the new stage that is currently being built holds 650 people, to which Ms. O'Hare responded, she believes they extended the sides so it is more of a half circle now, and she believes it is actually going to hold more than that. Mr. Joe Holloway asked how many, to which Ms. O'Hare responded, she does not know that. Ms. Pulcher said the last estimate she saw was 700 to 750. Mr. Joe Holloway then asked if all of their stages hold that many people, to which Ms. O'Hare responded, yes. She said the family area is a smaller stage, and the folk life area is a smaller stage, but the rest of the stages would be at that number or well above. She said, for example, the dance pavilion probably will hold around 5,000 to 6,000. Mr. Joe Holloway asked where that is going to be, to which Ms. O'Hare responded, on the other side of Brew River in the City parking lot. Mr. Joe Holloway said what he is hearing is they are having a lot more people than they have space for, to which Ms. O'Hare responded, people come and go at different times. She said some people stay in the market place, some people wander from stage to stage. She said one thing, for example, that is wonderful for the area is the dance pavilion. She said the technical director loves that, not only can they place all of those people in the tent, but there is also a lot of space outside so people do not need to be right there at the stage, and there is a lot of movement and freedom. She said, again, people do not come all at the same time, and then leave all at the same time, so, yes, there are a lot of people, and, hopefully, they will be going into the businesses and restaurants. She said she does not believe it is 80,000 people all at the same time. Mr. Joe Holloway said there is just some concern from the citizens about what will happen when all of these people converge at one time. He said, just as Mr. Hall talked about businesses being affected, there are good affects in some cases, and not so good in other cases. Ms. O'Hare said they had a really wonderful informational meeting for local downtown businesses that was well attended and very positive. She said they discussed their plans for moving people around, and that stages were placed in certain ways because they follow walking patterns of people which are natural walking patterns and do not jam people up in a certain area. She said one thing that came up in that business meeting was when they have a lot of people inside their business there is potential for fire code issues, so she is now meeting with Eric Kramer about that, and will be getting back with the business community on that. She said they also talked about vending outside their stores, which they strongly encourage. She said, yes,

there are concerns that they will have a lot of people there, but she thinks they are talking it out and showing the plan. She said, after that meeting, something that someone said was that they had heard a lot of doubt before, and there were a lot of questions, but just from finding out this information, it seemed very clear that there is a lot of organization and planning to this. She said, again, they have a track record of doing this for almost eight decades, so they would not put people shoulder to shoulder into a place.

Mr. Dodd said Ms. O'Hare has mentioned names. He then asked if she can also mention their agency and their title when she mentions them because Council may not know who they are, such as Eric Kramer, to which Ms. Pulcher responded, Mr. Kramer is the City Fire Marshall. Mr. Dodd said, on the Council Agenda, they have people from the County, and he would like them to come to the table because he saw some heads turning when they were talking about things in the County, and it would be nice to have their input for questions. He asked them to come to the table. He said he does not want to put everything on Ms. O'Hare.

Mr. Weston Young, Deputy Director of Administration, Mr. David Fitzgerald, Emergency Management Coordinator for Risk Management, Lieutenant Tim Robinson with the Sheriff's Office, and Captain David Wilson came before Council. Mr. Young said several weeks ago there was a meeting that Council President John Cannon attended, and a presentation was given that laid out what is involved with the Festival. He said the National Folk Festival comes with a logistics coordinator, and he really laid out what needs to happen in terms of transportation, for example, for the artists, such as getting them from the airport to the hotel, hotel to the site, and then, given traffic is going to be severely limited if not excluded within the boundary, getting the artists to the stage with their equipment and such. He said there are a lot of inner workings of the event to make it work. He said, as far as the County's efforts, they have not had any real asks at the moment, so they are waiting for the requests of what the City needs from the County. He said, when they get those specifics, they can work on that. He said they have been invited to meetings they have had. Ms. O'Hare said one of the questions she has been asked is to get a number for the budget for the County, and she is speaking with NCTA to try to find out a real number rather than overshooting. She said, again, they do have Sheriff representation here, and she understands that they will, obviously, be involved, as well as EMT and possibly outside ambulance services. She said, however, she does not have those exacts, and she feels that would not be helpful to say "We will need you for something but cannot tell you exactly what it is right now" since they are still laying down the foundation of where things will be, which satellite location they will be using, and what not. She said she is hoping that by mid-March they will have more definitive plans, but she knows that ask is out there, and she knows the Sheriff's Department also needs to be filled in more on what is going on. She said she is hoping the Sheriff's Department can join them for the next action plan meeting with Chief Hoppas, Chief Duncan, Tom Stevenson, who is the Director of Public Works, Ms. Alison Pulcher, and herself, and bring the County in so they can have a plan. She said the last time they met, which was almost a month ago, Dwayne Winters, who is the NCTA technical director and gave the presentation Festival 101, sat down and did the logistics with Chief Duncan and Chief Hoppas, and she thinks having the County in on that discussion would be incredibly helpful because she knows that the County knows there is going to be some involvement, and they need to be communicating better on that.

Mr. Kilmer said Ms. O'Hare mentioned something about using the Civic Center parking lot. He then asked if that has been talked about with the County, to which Ms. O'Hare responded, no, that has not been talked about with the County yet. Captain Wilson said he would like to interject. He then said the Board of Education will also have their on-site football games that weekend, and that also plays a role for Friday and Saturday in regards to the Civic Center being used, so that is something they need to plan

for. He said, often times, overflow parking is used at the Civic Center, and it does become quite difficult to exit vehicles out when they have about 1,500 people at the stadium. Mr. Dodd said it is his understanding that the Sheriff's Office is already going to be busy that weekend, so the earlier they talk to each other would be most helpful. Captain Wilson said his Department has not been included yet on the planning stages, and he is happy to hear there is some discussion for them to come in on the next meeting they have.

Mr. Joe Holloway said he is a music lover, and, in fact, they were talking out in the hall about some of the bands, but his concern is what he has been hearing from the citizens of the County, which is that they are putting 60,000 to 80,000 people in a small area in Salisbury on a weekend. He said Ms. Pulcher said the Festival does not start until 6:00 p.m. on Friday. However, the bands have to be there to set up, and the vendors have to be set up, so it is going to be busy before 6:00 p.m. He said it is not like they are just going to turn a switch at 6:00 p.m. and it starts. He said he knows the Sheriff's Department is taxed as it is with the crime that is going on, football games, and other things, and his concern is the safety of their citizens, and the inconvenience it is going to cause to a lot of their citizens in their normal everyday life. He then asked if the Sheriff's Department is going to be able to handle that, to which Captain Wilson responded, he thinks once they get the opportunity to see the plan of action for them, and their critical response to it, they can have a better gauge of what the venue should present. He said, until then, he would hate to give an answer as to what it will be as he does not have that information available. Mr. Joe Holloway asked if there would be any recommendations from the Sheriff's Department to bring to the Folk Festival about crowd sizes as far as what they can handle and what they can do, to which Lieutenant Robinson responded, mirroring what Captain Wilson said, they have had zero discussions about this, so they will have to find out exactly what the City is going to be asking from them, and how they can possibly assist. Mr. Joe Holloway said they also need to discuss budgeting, and who is going to pay for it. Ms. O'Hare said when they met with Executive Culver, he also brought up the question of who would be paying for the Sheriff's Department, so that is something to consider as well. Mr. Joe Holloway said he does not hear an offer on the table. He said all he has heard is that everything is free, to which Ms. O'Hare responded, free to attend, not free to put on.

Mr. Dodd said Mr. Fitzgerald is here from Emergency Management, and he is well versed in crowd management and potential emergencies with large numbers of people. He then asked Mr. Fitzgerald if he has any concerns, to which Mr. Fitzgerald responded, as was said, they need to be included at the table. He said their Department is responsible for the 911 center. He said even though it is in the City, the County is still responsible for Emergency Management, and the overall resources of the County, so they need to be a key player at the table. He said they did attend the one meeting, and once they get their incident action plan, that will help the Sheriff's Office and the Fire and EMS Department. He said they definitely need to get planning sooner rather than later. Mr. Dodd said it sounds like they are going to need assistance from surrounding fire and EMS as well. Ms. Pulcher said Mr. Fitzgerald has been in contact with Chief Hoppas as part of their unified command discussions, as has the NCTA, and a number of them in different capacities. She said most of the police draw will be from the City because it is a City footprint. She said they do not anticipate a large Sheriff ask, but, again, they want to have those numbers pretty specified before they throw a number at the County, and have some backup proof of why they need what they need. She said she would love to ask for the entire Sheriff's Department just to have, but she does not know that is absolutely not going to be a requirement, so they are just trying to nail down those numbers and expectations to be as fair and tax-payer responsible as they can. She said they have been so appreciative of the County's reach out for asking what they can do, how they can support, and what the expectations are. She said they are working to get the County those answers in as efficient a manner as they possibly can, but also leaning on accuracy. She said they want to be right

when they make the asks, and when they ask for the conversations. She then said that leads her to her next point.

Ms. Pulcher said there is an event tomorrow evening they are putting together at Salisbury University, and they would love to have all of Council, the County Executive, and anyone who would like to be a part of it attend the event. She said this may answer some of these questions in a more intimate way than they have had the opportunity to have before. She said they will get to speak with Julia Oland, who is the Executive Director of the National Council of Traditional Arts. She said Ms. Oland is the be-all-know-all-end-all of the Folk Festival, and has helped to pull it off for 77 years, so they have a lot of confidence in her expertise on the matter. She said Council would also be able to speak directly with Ms. O'Hare, and any of the questions that are capable of being answered right now, they are happy to do so. She said she brought those invitations because they wanted to hand deliver them. She said, again, they know that sometimes the complexity of a City-County relationship is complex, but they are so appreciative of the reach out from Council's end to pull this off. She said the questions they have asked have been incredible and insightful which lets the City know how much they are dedicated to the endeavor, and really want to be a part of it.

Mr. Dodd said it sounds like some exciting times for everybody in the area, and Ms. O'Hare did mention the footprint and the police department. He then asked if they are working on a Plan B just in case something happens, to which Ms. Pulcher responded, they have Plans A through F. She said she does not know if F is the stopping point, but there is more than one plan, and they are working on unified command and what that looks like, who those participants are, and what the expectation of each participant is, of course, according to NIMS, and all of those Emergency Management things. She said Mr. Fitzgerald has been sort of a part of that discussion, and he will become an absolute necessary part of that discussion as they get those details. She then asked Council to please join them tomorrow at the event. Mr. Dodd asked Ms. O'Hare if she had anything else to offer on the Folk Festival, to which Ms. O'Hare responded, no, but she looks forward to working more closely with the County.

Mr. Andy Kitzrow, Deputy City Administrator, came before Council. He said he will be talking about the marathon. He asked Mr. Dallas Baker, Director of Public Works, to come to the table. He said the marathon is April 28, which is coming up quickly. He said the City has had more intense and detailed conversations with the County, specifically the gentlemen around this table, primarily around traffic control because more than half of the race is on County roads, and will be spilling into the greater County area on the south side past Fruitland and Upper Ferry. He said they have been working with Public Works, Mr. Baker, and Mr. Young to provide a traffic control plan through their GIS Department that is going to allow people to know what traffic controls are happening, directional traffic, how they are going to be flagging the course, and where they will have law enforcement, etc. He said, once that is finalized, or when they are really close to that, they will have viewers on their website so people who live in the affected areas will know what the traffic control plan is going to be, and also what the maps are going to look like so they can adjust their day accordingly. He said, also, on March 1 at 6:00 p.m. they are having a public town hall meeting in this room, and they will be sending out information on that so people who do have some concerns, whether they are citizens living in the affected areas, or just concerns with the race course overall, will have that as a Q&A similar to what they did with the Folk Festival. He said, again, they will continue to reach out to the people in the affected areas and talk to them about traffic control, and the traffic flow, etc. He said it is a big lift for traffic in the City streets where they will be having their City Law Enforcement, but, once they roll into the County, they are asking the Sheriff's Department to participate in traffic control. He said he does not think they will need Maryland State Police very much on the route, but they may, if necessary, and there will be

compensation, of course. He said Mr. Baker can talk to Council about how the traffic control will be impacted in the County, but then there are also some gentlemen from the Sheriff's Department who are aware of that. He said they have started their unified command meetings for the marathon, and they have another one coming up March 6 to discuss all the logistics including traffic, the whole footprint, and the impact it is going to have. He said he can get into more details about the event, but he is going to open it up for questions at this time.

Mr. Joe Holloway asked how many people they anticipate for this event, to which Mr. Kitzrow responded, they have 500 people registered right now. He said he thinks that will double to about 1,000 registrants. He said usually that comes with one to two additional bodies per runner, so about 3,000 throughout the day downtown. Mr. Joe Holloway asked how many hours this event will take place and have the roads tied up so citizens will be affected, to which Mr. Kitzrow responded, around 7:00 a.m. they will start seeing some adjustments to traffic control on City and County roads, but the footprint downtown will be impacted before that with some setup on Friday. He said the race technically ends around 4:00 p.m. which is when the last runner should be coming in because it is an eight-hour cutoff starting at 8:00 a.m. He said they have what is considered a rolling marathon where, as the last person hits different parts, the race management is picking up cones and changing the traffic back to the way it is supposed to be, so parts of the course will be two hours and done. He said they will see that happening as well with their water stations and flaggers where, as the course completes in an area, it will be broken down. Mr. Joe Holloway asked if this is similar to the bicycle race, to which Mr. Kitzrow responded, yes, the Seagull Century. He said there will be a very similar impact. He said they have a lot of different literature and signage that will be put up, and there are over 4,000 cones they are bringing in. He said, for those who do not know, this type of event is managed by a Race Director, Jason Chance, who could not be here today, but he is managing the actual race coordination. He said they are also working with a company they have hired who puts on marathons, so they do all the coning and traffic, and bring a whole team with them, so it is not himself trying to manage that, but they bring in professionals to manage the actual course.

Mr. Kilmer said Mr. Kitzrow mentioned this is going to be by Upper Ferry, to which Mr. Kitzrow responded, South Upper Ferry. Mr. Kilmer asked if they have been in contact with the Allen Fire Department, to which Mr. Kitzrow responded, Chief Hoppas has reached out to the Allen Fire Department and invited them to the March 6 meeting.

Mr. Dodd said he is assuming the City is going to meet with Council again for another presentation. He said he thinks an overhead map would be nice to map out the route so they can see it, and all the participants can see so they know which roads will be closed for a certain amount of time, to which Mr. Kitzrow responded, if Council sends out the invitation, the City can come out and present it from their laptop. Mr. Young said he thinks at the March 1 informational meeting they will be doing that as well, and he believes Mr. Chance said there will be at least two other informational meetings after the March 1 meeting for citizens to attend, to which Mr. Kitzrow responded, that is correct. He said there will be one at the end of March, and then another meeting about two weeks out from the event.

Mr. Dodd asked Captain Wilson how this is going to affect the Sheriff's Department and his staffing as well, to which Captain Wilson said he will defer that question to Lieutenant Robinson as he is the one who has been involved in that. Lieutenant Robinson said he has been having many discussions both with the City, unified command, as well as the Race Director, Jason Chance. He said they started their meetings back in September. He said he has also had a meeting with his counterpart over at the City Police in reference to this. He said they anticipate probably having anywhere between twelve to fifteen

deputies staffing this event, which will be brought in on an overtime basis, and the County will be compensated back for that. He said they have also reached out to the Wicomico County Fire Police who have graciously volunteered to assist, specifically on Riverside Drive, and they are going to work with them there with deputies and volunteers. He said they are confident they are going to be able to not only pull this off, but also have a successful event.

Mr. Dodd asked Mr. Fitzgerald if he has been asked anything of the City, to which Mr. Fitzgerald responded, the only thing they have been asked for regarding the marathon is to assist with the communications, the County's Emergency Command Post, so Emergency Management Staff will staff that along with the Radio Division Staff. He said, as was mentioned, they will bill the City back for those expenses.

Mr. Kitzrow said the only other piece he would like to add is that they are having a lot of community support so far for this event, and it is really exciting. He said the course runs right across Salisbury University's campus, so they are heavily involved, and they are going to be using some of the Athletic Training Program students to assist at the water stations to provide additional aid if necessary. He said they also have talked with PRMC and they are coming on board by providing a medical director, which is needed at marathons at the end of the race, and they are also going to be providing over 100 volunteers throughout the entire course to be the course flaggers, so they have one group that is going to be managing that. He said, for those who do not know, on a marathon, the flaggers direct the race participants where to run and where to turn, and then law enforcement directs traffic, so there are not two people trying to do the same thing but they keep it separate.

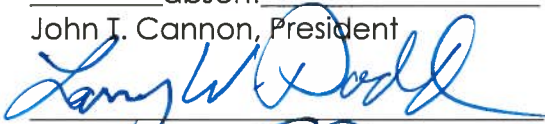
Mr. Hall asked Mr. Kitzrow to explain the funding and the funding sources, to which Mr. Kitzrow responded, the majority of the funding comes from registration entries. He explained, there is the 5k run which costs anywhere from \$30 to \$35, up to the marathon which right now is at \$115. He said they have a marathon, a half marathon, and a 5k race that people can register for. He said they also have several sponsors who have come on board to assist with this event, and that is going to help offset additional costs. He said at their finish line festival there will be some alcohol sales that will go into that as well. He said the City is not a beneficiary of this event at all. He said all of the money is being given back to three different nonprofits, which are ASA (Athletes Serving Athletes), Life Crisis Center who are putting on the Pinwheels for Protection 5k, and the Eastern Shore Running Club who is helping out with the event. Mr. Hall asked what the major expenses are, and how they impact the County, to which Mr. Kitzrow responded, the biggest expense will be bringing in the professional people who set up the course, and the whole course management is several thousand dollars. He said it is not necessarily going to impact the County directly. He said, again, the lift they are asking for from the County is going to be law enforcement from the Sheriff's Office, and the City will be compensating back for that overtime. He said there has been a request sent over to the Wicomico County Tourism Department to utilize their stage for this event at the finish line. He said AMP, who is located downtown, is going to be doing some performances throughout the day, and the City has asked the County for the stage, and also to waive the rental fee for that. Mr. Dallas Baker asked Mr. Kitzrow if the traffic control company is coming out of Wisconsin, to which Mr. Kitzrow responded, yes.

Mr. Dodd asked if this is a qualifier for bigger races, to which Mr. Kitzrow responded, definitely. He said this is a certified course. He said, if someone races and is fast enough, they can qualify to run the Boston Marathon, as well as qualify to run the New York Half Marathon.

Mr. Dodd asked where people are going to park, and if shuttling is necessary because he knows they are expecting 1,000 people or more, to which Mr. Kitzrow responded, the starting point is going to be on the north side of the City Park over by the fountain. He said they are asking everybody to park downtown in the parking garage, or in Lot 1. He said there will be shuttles available, but it is a short walk, so most people will probably walk over to the starting line because the finish line will be downtown on the Plaza. He said, however, because there will be ASA participation in the race, they have a lot of people who are going to be wheelchair bound. He said the City is going to be partnering with the establishment where Davis, Bowen and Friedel is located to utilize their parking lot as a shuttle drop off so they can shuttle people from Lot 1 and Lot 11 over to the start, drop them off, and bring them back if necessary. He said they will hopefully be working with Shore Transit as an opportunity for the shuttle buses.

Mr. Kitzrow said he appreciates the County Council, specifically Executive Culver and his team who are here, for being partners in the event, and all the Departments who are helping out. He said he knows these are trying times where they are asking to disrupt traffic flow, and people's day to day lives, but it is a community event, and he thinks it is going to bring a lot of public opinion from people coming from the outside into the area. He said he thinks this is another opportunity for them to have a success in the City, and the County, for an event. He said, again, he thanks them for helping out. Mr. Joe Holloway asked Mr. Kitzrow to clarify that the City will be reimbursing for overtime to the Sheriff's Office, to which Mr. Kitzrow responded, that is correct. Mr. Dodd said that is most important. There was no further discussion.

_____absent_____
John T. Cannon, President



Larry W. Dodd, Vice President, District 3



Ernest F. Davis, District 1



Marc Kilmer, District 2

_____John B. Hall, District 4



Joe Holloway, District 5



Matt Holloway, At-Large



Laura Hurley, Council Administrator