August 26, 2004

TO: Doug True  
Vice-President for Finance and Operations

FROM: Bob Bowlsby  
Director of Athletics

RE: Response to Proposed Guidelines for Alcoholic Beverage Service in the Premium Seating Areas of Kinnick Stadium

Thank you for the opportunity to respond to the Proposed Guidelines for Alcoholic Beverage Service in the Premium Seating Areas of Kinnick Stadium and the supporting materials you provided. On behalf of the Department of Athletics, I wholeheartedly endorse the guidelines and will support the implementation of these guidelines as written. I would like to commend the task force for developing guidelines that outline clear direction for our department as we move down the path of providing alcoholic beverage service to our suite and club seat holders. These guidelines will also assist us in developing other policies and procedures as we continue to plan for the opening of the premium seating areas in the fall of 2006.

I am also of the opinion that the guidelines will assist IMU Catering in their preparation of how best to serve our patrons and at the same time abide by all rules and regulations of a class C liquor license. As I reviewed Section 26 of the Operations Manual, the proposed guidelines seem to be consistent with current policy with the exception that Kinnick Stadium is not an approved site. If the guidelines are approved, it is my understanding that the Operations Manual would be able to include Kinnick Stadium as an approved site.

In response to the minority report written by Michael Karnell and James Clayton, I can not agree with some of the issues raised.

Point #1: The Department of Intercollegiate Athletics has cooperated fully with UI Police to assist in educating the users of UI parking lots and ramps regarding tailgating policies and procedures on football Saturdays. The athletics department has sent out flyers and parking maps with information specifically referring to what is allowed and not allowed in UI parking lots and ramps with regards to liquor. We remind fans to be responsible in their tailgating activities and to be respectful to other fans, including those visiting from other institutions. We have also advertised Hawkeye Village as the preferred tailgating location and provide Rally Alley as a non-alcoholic pre-game activity.

Point #3: The research that was conducted and interpreted by the Kinnick Stadium consultants (and was shared with the task force) regarding the “availability of alcohol” in the premium seating clearly indicates that the majority of patrons would still use the suites if alcohol were not available, however there was a “small yet considerable portion of the potential market would not use a suite/club seat if alcohol was prohibited.” The impact of the non-availability of alcohol is not one that can be measured and may or may not have an impact on the decisions of potential lease holders and the viability of the financial plan provided to the Board of Regents.

Point #5: This point is not properly portrayed. It is my understanding in conversations with our staff who made presentations to potential users that the only availability of alcohol discussed was beer and
wine and that the issue of liquor had not been determined. It was very important to us that we did not misrepresent what was being proposed to potential users of the premium seating spaces.

Both minority reports voiced a concern over the lack of support the department of athletics has for enforcing the UI Police policies and procedures on game day. I cannot agree with their assessment. As stated earlier, the athletics department works in concert with the UI Police to discuss and approve the flyers, maps, press releases and other information that is distributed to all ticket holders on appropriate tailgating behavior. The use of Hawkeye Village as the preferred tailgate location, informing ticket holders that hard liquor is not allowed in parking lots and ramps and providing Rally Alley as a non-alcoholic pre-game activity are some of the other alternative functions developed to assist in providing a positive pre-game experience. UI Police meets weekly during the football season to review any issues that may have occurred during the previous game and work to resolve these issues. All of these activities, printed materials and media releases have provided a positive environment for home football game days.

In closing, I appreciate the work of the task force and look forward to the approval of the guidelines to assist us in moving forward with our planning.