August 16, 2004

Phillip E. Jones
Vice President for Student Services
249 Iowa Memorial Union
CAMPUS

Dear Phillip:

Since you gave us the charge in June 2004, the Kinnick Premium Seating Task Force has met to consider mechanisms for accommodating the request of the Department of Athletics to provide alcohol service, including liquor, in the premium seating area of a renovated Kinnick Stadium. In addition, we have reviewed the guidelines for tailgating in the University parking lots surrounding the stadium. While all task force members are not in agreement with all of the recommendations, it is hoped that these recommendations will result in improving the game day experience for all patrons.

In the attached “Proposed Guidelines for Alcoholic Beverage Service in the Premium Seating Areas of Kinnick Stadium,” the task force is recommending that liquor be served in the premium seating area of Kinnick Stadium, in addition to the beer and wine that had been previously approved, with specific limitations and conditions. If approved, these guidelines would become effective with the 2006 football season. We have recommended changes to the current tailgating rules in the stadium parking lots that will become effective with the 2004 football season (see UI Alcohol Rules for Hawkeye Football Tailgaters). Also, attached for your information is a summary of legal issues regarding alcohol consumption in Kinnick Stadium and two minority reports (forwarded as received).

Many in the greater University Community may consider allowing alcoholic beverage service in Kinnick Stadium to be hypocritical and a case of money buying privilege. The renovation of Kinnick Stadium is an expensive undertaking. As such, much of the financing for this project is dependent on the sale of premium seating in the stadium. As an added amenity to that seating, it is understood by the Department of Athletics that alcohol service will be available to those patrons in the premium seating area. Two different consultants asked potential premium seat holders whether the sale/availability of alcohol might impact their decision to purchase a club seat or suite. The research and anecdotal evidence suggest that the availability of alcohol may be a factor in the decision making process of whether to purchase premium seating. Under this recommendation, alcohol will not be sold in the main area of the stadium, only in the premium seating areas. Only ticket holders with access to the premium seating areas will be able to access the areas where alcohol will be sold.
Once a final decision has been made, the following outstanding actions must be addressed:

- Coordination by the UI Department of Public Safety, UI Parking Services, and the Department of Athletics to implement the tailgating rules for the 2004 football season.
- Review of the UI Operations Manual, specifically Part V., Chapter 26, to determine what, if any, changes should be made. We have not made a specific recommendation on the Operation Manual pending your final decision. I will be glad to work with the appropriate staff to review and make the necessary changes to reflect the new policies.
- Share the guidelines with the Iowa Alcoholic Beverage Division and local officials to ensure our recommendations are in compliance with applicable laws.
- Review the language in the premium seating contracts to ensure consistency with the guidelines and ensure sanctions for violating the contract are explicit.
- Coordination by the UI Department of Public Safety, the Department of Athletics, and IMU Catering to ensure that the spirit and the letter of the guidelines and rules are put into practice by the 2006 football season.

It is our belief that these recommendations “contain the characteristics of notice, encouragement for courtesy and civility, law enforcement, and sanctions” that you requested. We would be happy to discuss our recommendations with you.

Sincerely,

David L. Grady
Task Force Facilitator

Attachments

Cc: Task Force Members