



MINUTES OF THE CITY COUNCIL ENTERTAINMENT COMMITTEE MEETING

Conference Room | 1953 Municipal Way

Alabaster, AL

February 09, 2026

CALL TO ORDER

Meeting called to order at 5:04 PM with Chairman Jamie Cole presiding.

ROLL CALL: *Jamie Cole, Jamia James, Kerri Pate*

PRESENT

Jamie Cole
Jamia James
Kerri Pate

ALSO PRESENT

Fred Hawkins
Earnie Clark
Susan Peavy
Mark Frey
Sharon Hassler
Brian Binzer

MINUTES APPROVAL

A. 11-10-2025 Minutes - City Council Entertainment Committee Meeting

Motion made by Pate, Seconded by James.
Motion carried. Minutes approved.

AGENDA ITEMS

1. Meet Ms. Sharon Hassler

Ms. Hassler will be presenting an idea for a program at the venue.

Sharon Hasler discussed the formation of her 501C3 Nonprofit, which addresses both physical and emotional community needs. Her plan is to host a Christian Concert that includes various music genres and speakers, aiming to bring people together without excluding anyone.

The committee explained the event's impact on city resources and the need for proper insurance and security. They also explained the council's past decisions about not allowing church services on city property, but acknowledges the difference in Sharon's proposal.

The committee will discuss the proposal internally and bringing it back to the council and mayor for further consideration.

2. Amphitheater Calendar of Events 2026

Review and complete the 2026 event schedule calendar for the Alabaster Amphitheater.

Jamie Cole reviewed the budget for the Alabama Symphony Orchestra (ASO) event on October 11, noting the need for additional funding due to increased production costs. He feels that any shortfall can be made up by obtaining local sponsorships. It was also noted that this event fall in the new year's budget, pending Council approval.

3. Amphitheater Needs Discussion

Chairman Jamie Cole will provide an update on needs at the venue such as completing the green room.

Chairman Cole presented estimates for green room upgrades, including countertops with lights and changing rooms, with a total cost of \$16,000.

There was discussion of possibility of adding a ramp for better accessibility, but it was noted that this would increase the cost. Ultimately there is a need for a loading dock to facilitate easier setup for events, with potential costs estimated at around \$30,000.

The committee agreed on proceeding with the green room upgrades and revisiting the loading dock project in the future if needed.

4. Task List Review

Discussion of Task List(s) leading up to events and day-of needs.

Chairman Cole discussed the need for clear task assignments for event coordination, including arranging for volunteers to handle various tasks such as artist transportation and green room management. This discussion highlights the importance of having a clear task list and volunteer assignments before the first event to ensure smooth operations.

The committee discussed the need for a controlled access system for events, in looking at the current setup and potential improvements.

5. Large Crowd Discussion

Discussion of handling potentially larger crowds - including national touring acts that exceed current planning.

The committee discussed the need for expanded parking and plans to handle larger crowds. The trees are currently being cleared on the property extending over towards the Park & Rec Shop. There was also discussion about using shuttles from the Parks.

ADJOURN MEETING

Motion made by Pate, Seconded by James.
Motion carried. Meeting adjourned at 6:00 PM

Respectfully submitted,
J. Mark Frey, City Clerk