



Arts and Cultural Division

MEMORANDUM

TO: Gary Ray, Deputy City Auditor

THROUGH: Trisha Sorensen, Executive Manager ^T
Gerry Fathauer, Director ^G

FROM: Randall Vogel, Performing Arts Center Administrator

DATE: December 1, 2006

SUBJECT: Mesa Arts Center, Complimentary Tickets Response

Corrective Action Plan #1

Title: Ticket Policy is not followed.

Client Response to Recommendation: The Mesa Arts Center implemented a ticket policy prior to the opening of the new Mesa Arts Center last fall, and had been following the guidelines of the policy dated September 23, 2005.

After reviewing the background data from the City Auditor, we understand the issues and concerns. Mesa Arts Center management has taken steps to improve the process: primarily, how we maintain back-up documentation to support the issuance of the complimentary tickets, who may receive complimentary tickets, what staff member prints the tickets, and how the information is inputted into the AudienceView ticketing system. A revised draft ticket policy is currently at the City Manager's office for their review; this incorporates changes requested by the City Auditor, changes or edits requested by the City Attorney's office, and clarifications as well as additional detail for staff to follow.

The Mesa Arts Center is now in its second year of operation; although our staff has many years of experience in our field, we did not realize that the City of Mesa needed to maintain a paper trail independent of the ticket system. The Mesa Arts Center now recognizes that complimentary tickets require more detailed and accurate information than has previously been inputted into the AudienceView ticketing system. Ticket distribution and information need to be better tracked and the policy more closely monitored. Based on the audit, we realize that the September 2005 ticket policy of the Mesa Arts Center does not provide enough detail to meet the needs of the City.

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Specifically, the City Auditor noted issues related to the marketing department. The Box Office regularly mass printed tickets for media under the name of our marketing supervisor or the media representative who was to pick up the tickets. This issue has been corrected. Media tickets require support documentation, either an e-mail or the completion of a ticket request form, and a signature when the tickets are picked up. A draft form has been created and is available upon request.

Mesa Arts Center staff is well aware of the potential implications of unethical behavior or the inability to justify the issuance of complimentary tickets. The fact that we are a public organization increases the need for staff to better maintain backup in order to ensure the public trust.

Implementation Date: The revised policy has been forwarded to City Management. Marketing is currently utilizing a complimentary ticket form and a minor project has been requested to ISD to create an online approval process. We expect the online program to be in place by the end of this fiscal year.

Corrective Action Plan #2

Title: Employees created their own complimentary tickets.

Client Response to Recommendation: The Mesa Arts Center staff concurs with the recommendation of the City Auditor. These instances are isolated, but staff agrees that the potential exposure of an individual printing their own tickets is neither in the interest of the City of Mesa nor the Arts Center. The Mesa Arts Center has implemented revised procedures on how Box Office staff issues both complimentary and paid tickets. Under the revised policy, Box Office staff may only be issued complimentary tickets or purchase tickets when they are not scheduled to work, or during a break. Box Office staff may not process their own order. These issues have been addressed with staff, and we have modified the ticket policy to reflect these changes.

Implementation Date: This change has been implemented.

Corrective Action Plan #3

Title: Tickets received by City of Mesa employees.

Client Response to Recommendation: This issue has been reviewed with the City Attorney. They believe that the Mesa Arts Center is in compliance with issues related to the taxability of complimentary tickets; they have also clarified the City of Mesa code of ethics policy. The City Attorney's Office has provided the Mesa Arts Center with a ruling that may be used as back-up documentation for future issues related to complimentary tickets. Additionally, we have updated the ticket policy in order to spell out any areas that might have been ambiguous.

Implementation Date: The revised policy has been forwarded to City Management.

Corrective Action Plan #4

Title: AudienceView database is incomplete, inaccurate, and inconsistent.

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Client Response to Recommendation: The Mesa Arts Center staff concurs with the recommendations and concerns regarding the quality of the data input in the AudienceView database. All tickets distributed should have the correct information of the individual or representative responsible for picking up the tickets. Mesa Arts Center will make best effort to get complete information (name, address, telephone, etc), in many cases this information is not available to us or because of time constraints practical to meet customer service requirements. It is a common practice by patrons, artists, and clients that tickets are left in will-call under peculiar names or companies. Because of the physical design of the Mesa Arts Center, will-call windows are spread throughout the theater lobby; tickets need to be held such that a patron could go to any window to pick them up. With the revisions of the ticket policy, the Mesa Arts Center will make a best effort to ensure the accuracy of the information that is inputted into the AudienceView ticketing system and provide formal backup documentation.

Implementation Date: Box Office is currently complying with the changes.

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