

# Performing Arts Center Board Minutes 01/18/2011

SIMSBURY PERFORMING ARTS CENTER BOARD  
SPECIAL MEETING  
JANUARY 18, 2011

## I. CALL TO ORDER

Dave Ryan called the meeting to order at 7:00 p.m. In addition to Mr. Ryan, Board members Leo Collins, Janet Goman, Ferg Jansen, Sharon Lawson, and Greg Piecuch were present. Also in attendance were Tom Vincent, Venue Manager, Gerry Toner, Director of Parks & Recreation, and Tom Cooke, Director of Administrative Services. Mike Paine was in attendance representing the Simsbury Chamber of Commerce.

## II. REVIEW AND APPROVAL OF MINUTES

Mr. Piecuch moved to approve the minutes of the December 8, 2010, meeting. Mr. Collins seconded the motion. The motion passed unanimously.

## III. RECOMMENDATION TO THE BOARD OF SELECTMEN TO ACCEPT THE HSO 2011 TALCOTT MOUNTAIN MUSIC FESTIVAL DATES

The Board reviewed the HSO's requested dates.

Mr. Piecuch moved to recommend that the Board of Selectmen approve the following dates for the 2011 Talcott Mountain Music Festival as requested by the Hartford Symphony Orchestra: Friday, June 24th; Saturday, June 25th (as rain date); Friday, July 1st; Saturday, July 2nd (as rain date); Friday, July 8th; Saturday, July 9th (as rain date); Friday, July 15th; Saturday, July 16th (as

rain date); Friday, July 22nd; and Saturday, July 23rd (as rain date). Mr. Jansen seconded the motion. The motion passed unanimously.

#### IV. 2010/2011 SEASON MARKETING AND OPERATIONS

Mr. Vincent presented a budget estimate which was reviewed and discussed by the Board. It was noted that a member of the finance department must be assigned to assist the Board with management of its special operating account.

##### A. Connecticut Theater Festival Event Recommendation

Mr. Vincent presented a proposal from the Connecticut Theater Festival for a concert starring The Manhattan Transfer on June 12, 2011. He and Mr. Toner supported the proposal.

Mr. Piecuch moved to recommend the Board of Selectmen approve the request of the Connecticut Theater Festival for a concert starring The Manhattan Transfer on June 12, 2011, contingent upon: (1) payment of a license fee in the amount of \$5,000.00; (2) payment of a facility fee equal to three dollars (\$3.00) per ticket; (3) the execution of a license agreement in a form acceptable to the venue manager and the town attorney, and (4) the timely issuance of a public gathering permit. Mr. Jansen seconded the motion. The motion passed unanimously.

##### B. Other Entertainment Events Potentials/Requirements

Mr. Vincent presented a summary of the promoters that he has contacted since the Board's last meeting. They include: (a) multiple telephone conversations with Ticket Network, (b) four telephone conversations with Higher Ground Music, (c) negotiations with Connecticut Theater Festival which resulted in the Manhattan Transfer concert, (d) at least twelve conversations with Keith Mahler from Premier Concerts, (e) a phone call and a face-to-face meeting with Jim Koplik from Live Nation, (f)

numerous conversations with Phil Polkinghorn about a possible concert on July 30th, and (g) contacts with the REACH Foundation, Little House, and approximately six other prospective users of the facility.

The Board also discussed the importance of the Town being able to quickly act upon possible entertainment events. The consensus of the Board was to afford Mr. Vincent leeway in negotiating major entertainment events, particularly with the major regional promoters.

### C. Consideration of Septemberfest Promotion

Mr. Vincent presented a proposal whereby Septemberfest would be revived, relocated to the Performing Arts Center, and organized by Mr. Vincent and Board. Mr. Vincent indicated that he had already met with the Simsbury Chamber of Commerce and had negotiated the transfer of the rights to the "Septemberfest" name and the Chamber's Septemberfest equipment and supplies.

The Board reviewed and discussed the proposal. The consensus was that the Board should proceed, but could not undertake the event without Mr. Vincent's assistance. It was noted that this event was outside the scope of Mr. Vincent's agreement with the Town. Mr. Vincent stated that his estimate was that he would spend approximately 600 hours coordinating the event. It was suggested Mr. Vincent be compensated at 30% of net profits. Based upon 2007 figures, this would result in a payment of about \$6,000. Mr. Ryan recommended that the Board increase Mr. Vincent's compensation to 50% of net profits. It was agreed that purchase price for the Chamber's Septemberfest equipment and supplies should be lowered from \$1,500 to \$1,000.

Mr. Piecuch moved to recommend that the Board of Selectmen approve the proposed agreement between the Town of Simsbury and the Simsbury Chamber of Commerce dated January 7, 2011,

for the transition of "Septemberfest" to the Performing Arts Center Board, amended to reduce the purchase price in paragraph 4 to \$1,000, and that the Board of Selectmen approve an agreement with Mr. Vincent to compensate Mr. Vincent for his services in producing Septemberfest in an amount equal to 50% of net profits of the event. Ms. Lawson seconded the motion. The motion passed unanimously.

Mr. Vincent also suggested that the Board purchase a table at the February 8 Chamber Business Expo to promote the new Septemberfest and the 2011 season.

Mr. Piecuch moved to appropriate \$200 from the PAC special revenue fund to purchase a table at the February 8 Chamber Business Expo, on the condition that the Board decline the two "free drink tickets" included in the purchase price. Mrs. Goman seconded the motion. The motion passed unanimously.

#### D. Alcohol Sales

It was noted that the Board of Selectmen had approved the possible sale of alcohol at non-TMMF events, provided that each proposed event was reviewed and considered by the Board of Selectmen on a case-by-case basis. The Board discussed the best way to implement the Board of Selectmen's policy decision. It was agreed that the next step was to issue an RFP in anticipation of selecting a vendor, and that the possible sale would be limited to beer and wine only.

Mr. Piecuch moved that the Board issue an RFP seeking a vendor for the sale of beer and wine at the PAC for non-TMMF events for the 2011 season, and that the deadline for responses be set such that the Board could reviewed and consider the responses at its regular meeting scheduled for February 9, 2011. Mr. Collins seconded the motion. The motion passed unanimously.

## V. PAC LONG RANGE PLANNING

Agenda Item # 5 was passed temporarily.

## VI. CAPITAL REQUESTS FOR 2011 CAPITAL IMPROVEMENT PLAN

The Board reviewed and discussed a proposed capital improvement plan prepared by Mr. Toner and Mr. Buccarella. Mr. Toner stated that the items scheduled for 2011 could not be deferred.

Mrs. Goman moved approve the capital improvement plan. Mr. Collins seconded the motion. The motion passed unanimously.

## VII. ACTION ON REQUESTS TO USE THE PAC

The Board reviewed and discussed a request of the Simsbury Chamber of Commerce to use the Iron Horse Boulevard parking lots for its Home Improvement Show on September 9-11, 2011. It was noted that the event location may be transferred if the "new Septemberfest" is approved.

Mr. Piecuch moved to inform the Board of Selectmen that the request of the Simsbury Chamber of Commerce to use the Iron Horse Boulevard parking lots on September 9-11, 2011: (a) does not propose to use the Performing Arts Center; and (b) that the date falls outside the entertainment season and does not conflict with any other event. Mr. Jansen seconded the motion. The motion passed unanimously.

## VIII. OTHER OLD BUSINESS

There was no other old business.

## V. PAC LONG RANGE PLANNING

The Board returned to consider Agenda Item # 5.

The Board reviewed and discussed the Architectural Assistance RFP Responses. There was no support from Board members to expend approximately \$50,000 from the PAC special revenue fund for an architectural study.

Mr. Piecuch moved to schedule a special meeting on January 26, 2011, to discuss issues concerning capital improvements and a marketing. Mr. Collins seconded the motion. The motion passed unanimously.

#### IX. ADJOURNMENT

Mr. Collins moved to adjourn at 9:52 p.m. Mrs. Goman seconded the motion. The motion passed unanimously.

Respectfully Submitted,

Gregory W. Piecuch  
Vice-Chairman