

Performing Arts Center Board Minutes 05/11/2011

SIMSBURY PERFORMING ARTS CENTER BOARD
REGULAR MEETING
MAY 11, 2011

I. CALL TO ORDER

Greg Piecuch called the meeting to order at 7:03 p.m. In addition to Mr. Piecuch, Board members Leo Collins (via teleconference), Janet Goman, and Ferg Jansen were present. Also in attendance were Tom Vincent, Venue Manager, Gerry Toner, Director of Parks & Recreation, Tracey Flater, SMSP liaison, and Nick Buccarella.

II. REVIEW AND APPROVAL OF MINUTES

Mr. Jansen moved to approve the minutes of the meeting of April 14, 2011. Mrs. Goman seconded the motion. The motion passed unanimously.

Ms. Goman moved to approve the minutes of the meeting of April 18, 2011. Mr. Jansen seconded the motion. The motion passed unanimously.

Mr. Piecuch asked for a motion to proceed to agenda item # 12.

Ms. Goman moved to proceed to agenda item # 12. Mr. Jansen seconded the motion. The motion passed unanimously.

XII. CONSIDERATION OF REQUESTS TO USE THE PAC

The Board reviewed and discussed a request of the Dravet Syndrome Foundation to use the Performing Arts Center for a

fundraising event on October 2, 2011. Based upon the proposed use of the facility, staff recommended a license fee of \$500.00.

Mrs. Goman moved to recommend the Board of Selectmen approve the request of the Dravet Syndrome Foundation for a fundraiser on June 12, 2011, contingent upon: (1) payment of a license fee in the amount of \$500.00; (2) the execution of a license agreement in a form acceptable to the venue manager and the town attorney, and (3) the timely issuance of a public gathering permit. Mr. Jansen seconded the motion. The motion passed unanimously.

III. TMMF SEASON UPDATE

The Board reviewed and discussed a report from Mr. Vincent concerning the Talcott Mountain Music Festival. All dates have been approved and staff is finalizing the Public Gathering Permit. Load-in dates have been finalized and the box office trailer will be delivered in soon. Ticket sales have begun. Fitzgerald's has also agreed to sell lawn seats. No action was taken.

IV. 2011 MARKETING REPORT

The Board reviewed and discussed a report from Mr. Vincent concerning the marketing of the 2011 season. The Serio Memorial concert is set for May 27, and all paperwork has been finalized. Dates for the PAC-promoted series have been set, as follows: LittleHouse on June 17, Ticket to Ride on July 29, Benny Goodman/Peggy Lee tribute on August 5, and McLovins on September 3. Reckless Kelly is not touring in the Northeast in August. A regional promoter has a firm offer out to hold a major entertainment event in August. We are waiting on a response from the artist. Mr. Vincent reported that he has arranged for the Simsbury Chamber of Commerce to hold its "Good Morning, Simsbury" event at the Performing Arts Center on Wednesday, June 8th. All Board members are encouraged to attend.

V. SEPTEMERFEST

It was reported that the contracts with the Chamber of Commerce and Mr. Vincent were executed. It was also reported that the Septemberfest forms have been sent to the Town Attorney for review. Mr. Vincent reported that he has multiple restaurants, car dealers, and businesses committed to signing up for tents once the Town Attorney finishes reviewing the forms.

Mr. Piecuch asked for a motion to proceed to agenda item # 9.

Ms. Goman moved to proceed to agenda item # 12. Mr. Collins seconded the motion. The motion passed unanimously.

IX. MAIN STREET PARTNERSHIP

Mr. Vincent reported that he had multiple discussions with the Simsbury Main Street Partnership to provide food concessions for the additional entertainment events during the 2011 season (i.e., Serio Concert, Manhattan Transfer, PAC series). The Board discussed asking the SMSP to extend its Memorandum of Understanding to cover these additional concerts.

Mrs. Goman moved to request that the Simsbury Main Street Partnership provide food concessions for the additional entertainment events during the 2011 season, and to authorize Mr. Vincent to agree upon the details of an agreement with the SMSP Board. Mr. Jansen seconded the motion. The motion passed unanimously.

VI. PAC CONCERT SERIES PROMOTION STATUS

The Board reviewed and discussed a report from Mr. Vincent concerning the PAC-sponsored concert series. Mr. Toner contacted Clarity Marketing to assist with graphic design and promotions. Mr. Vincent stated he has a meeting scheduled with

Clarity Marketing later in the week. The Board also discussed internet ticketing options. The Board also reviewed and discussed a draft contract which had been prepared by the Town Attorney to be used by the Town to hire performers for self-promoted events.

Mr. Collins moved to approve the draft contract, subject to further revisions by the Town Attorney. Mrs. Goman seconded the motion. The motion passed unanimously.

VII. 2011 BUDGET REVIEW

The Board reviewed and discussed a report from Mr. Toner concerning the 2011 Budget. It was noted that there is no one in the finance department assisting with keeping an active P&L statement as was the case in years past. The consensus of the Board was to request that a staff member from the finance department be assigned this task.

VIII. ALCOHOL VENDOR STATUS

Mr. Toner reported that he had met with representatives of Tower Ridge Country Club. Mr. Piecuch reported that Mr. Cooke has asked the Town Attorney to complete a contract by the close of business on Monday, May 16. This is because there is a public hearing before the Zoning Commission on that evening with regard to the temporary liquor permit.

X. SITE UPDATE

Mr. Buccarella provided an update of the improvements made to the facility since the close of last season, as well as remaining wish list items. It was reported that the engineering required to move forward the STEAP grant funding is still in progress, so those improvements have not been made. No action was taken.

XI. PRIVATE LABEL WATER SALE POTENTIAL

The matter was tabled.

XIII. OLD BUSINESS

There was no old business.

XIV. ADJOURNMENT

Mrs. Goman moved to adjourn at 8:43 p.m. Mr. Jansen seconded the motion. The motion passed unanimously.

Respectfully Submitted,
Gregory W. Piecuch
Vice-Chairman