

Performing Arts Center Board Minutes 05/25/2011

SIMSBURY PERFORMING ARTS CENTER BOARD
REGULAR MEETING
MAY 25, 2011

I. CALL TO ORDER

Dave Ryan called the meeting to order in Room 103 of Town Hall at 7:03 p.m. In addition to Mr. Ryan, Board members Cathy Barnard, 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 Nick Buccarella.

II. REVIEW AND APPROVAL OF MINUTES

The Board reviewed and discussed the minutes of the May 23, 2011, special meeting.

Mr. Piecuch moved to approve the minutes of the meeting of May 23, 2011. Mrs. Goman seconded the motion. The motion passed unanimously.

III. TMMF UPDATE

Mr. Vincent provided an update concerning preparations for the Talcott Mountain Music Festival. He had been in contact with a number of representatives of the Symphony. The volunteers meeting had been held. The box office and fencing had been installed. There were no outstanding issues. No action was taken.

IV. 2011 MARKETING REPORT

The Board reviewed and discussed Mr. Vincent's marketing report. The Chamber of Commerce is scheduled for its "Good Morning Simsbury" on June 8th. The CT Theater Festival will be cross-promoting at this event with a ticket give away. The Serio event is being advertised through and is receiving local press coverage. Mr. Vincent also stated that he had been in contact with Premier Concerts concerning the possible August 12 concert. He also reported that LiveNation has made an offer to an artist for a possible August 17 concert. No action was taken.

V. SEPTEMBERFEST REPORT

Mr. Vincent reported that all forms had been approved and that he has been in regular contact with the Chamber about Septemberfest. At this point, 8 restaurants, 2 car dealers, and multiple businesses had signed up. Entertainment is in the process of being booked. The Chamber's "Good Morning Simsbury" event should prove to be a good opportunity for cross-marketing and attracting business expo customers. Mr. Vincent also stated that Kay Green and Clarity Marketing are in the process of designing promotional materials.

VI. CONCERT SERIES PROMOTION STATUS

The Board discussed the method of selling tickets for the events. The Board reviewed and discussed the promotion materials presented by Mr. Vincent. The Board also discussed the fact that a clear alcohol policy should be included in the promotional materials, and in light of the June 6th Zoning hearing, whether the LittleHouse concert should be changed to a BYOB event. Staff concurred that this change was appropriate.

Mr. Piecuch moved to recommend to the Board of Selectmen that a BYOB policy should be approved for the LittleHouse concert on June 17. Ms. Lawson seconded the motion. The motion passed

unanimously.

VII. 2011 BUDGET REVIEW

Without objection, the matter was tabled.

VIII. ALCOHOL SALES APPROVAL STATUS

Mr. Ryan reiterated that the matter was set for a public hearing on June 6th. A memo in response to Mr. Peck's questions was going to be prepared and submitted.

IX. SMSP FOOD VENDING REQUEST

Mr. Vincent reported that Simsbury Main Street Partnership food vendors were in place for the Serio Concert. No further action was taken.

X. NICK'S SITE UPDATE

Mr. Buccarella gave an update concerning the site set-up to date. No action was taken.

XI. PRIVATE LABEL WATER SALE POTENTIAL

Without objection, the matter was tabled.

XII. CONSIDERATION OF REQUESTS TO USE THE PAC

There were not requests to use the PAC. No action was taken.

XIII. OLD BUSINESS

There was no old business.

XIV. ADJOURNMENT

Ms. Lawson moved to adjourn at 8:59 p.m. Mr. Piecuch seconded the motion. The motion passed unanimously.

Respectfully Submitted,

Gregory W. Piecuch
Vice-Chairman