

Performing Arts Center Board Minutes 06/09/2011

SIMSBURY PERFORMING ARTS CENTER BOARD
REGULAR MEETING
JUNE 9, 2011

I. CALL TO ORDER

Dave Ryan called the meeting to order in Room 103 of Town Hall at 7:00 p.m. In addition to Mr. Ryan, Board members Cathy Barnard, Leo Collins, Janet Goman, Ferg Jansen, Sharon Lawson and Greg Piecuch were present. Also in attendance were Tom Vincent, Venue Manager, Tracey Flater, SMSP liaison, and Sarah Nielsen, SMSP executive director.

II. REVIEW AND APPROVAL OF MINUTES

The Board reviewed and discussed the minutes of the May 25, 2011, regular meeting.

Mr. Piecuch moved to approve the minutes of the meeting of May 25, 2011. Mr. Jansen seconded the motion. The motion passed unanimously.

III. MARKETING REPORT REVIEW AND ACCEPTANCE

The Board reviewed and discussed the marketing report.

Mr. Piecuch moved to accept and approve the marketing report as of March 31, 2011, in compliance with Mr. Vincent's contract. Mr. Jansen seconded the motion. The motion passed unanimously.

IV. 2011 BUDGET REVIEW

The Board reviewed and discussed a spreadsheet based upon the projected expenses and revenues previously prepared and presented to the Board. No action was taken.

Mr. Piecuch moved to proceed to Agenda Item # 10. Ms. Barnard seconded the motion. The motion passed unanimously.

X. MAIN STREET FOOD VENDING REQUESTS

Mr. Vincent reviewed the concession income report from the Sunshine Serio Memorial Concert. Ms. Nielsen gave a brief overview of the services that the Simsbury Main Street Partnership provides in coordinating food vendors. The Board discussed a reasonable split of concessions.

Mr. Piecuch moved to request that the Simsbury Main Street Partnership coordinate food concessions for the Iron Horse Concert Series, and that the net concession commission for these four concerts and the Sunshine Serio concert be split evenly between the PAC Board and SMSP. Mr. Collins seconded the motion. The motion passed unanimously.

V. TMMF UPDATE

Mr. Vincent gave an update concerning the upcoming Talcott Mountain Music Festival. He has had multiple meetings with Carrie Hammond and Grant Meachum from the HSO. It is reported that advance sales are ahead of last year's pace. Sponsorship revenue is also up. Mr. Vincent announced that he has arranged to have lawn tickets sold at Fitzgerald's starting on June 20th. From a production standpoint, all matters are on track.

VI. SEPTEMBERFEST REPORT AND ALCOHOL SERVICE RECOMMENDATION

Mr. Vincent reported that he already has commitments for 10 business booths, six restaurants, and two car dealers. The layout has been completed and graphic design for promotional materials is in progress. For the June 23 Board meeting, Mr. Vincent will prepare and present an updated budget. He will also distribute a call sheet for businesses for Board members to help in soliciting to purchase an expo booth. The Board also discussed the sale of beer and wine at Septemberfest and agreed that Tower Ridge should be asked to provide services for 2011.

Ms. Barnard moved to recommend that the Board of Selectmen approve the sale of beer and wine at Septemberfest 2011 by Tower Ridge, and that an application be made to the Zoning Commission for a temporary liquor permit. Mrs. Lawson seconded the motion. The motion passed unanimously.

VII. SIMSBURY IRON HORSE CONCERT SERIES STATUS

Mr. Vincent updated the board on marketing, ticket sales, and production. Mr. Vincent asked for the Board members' assistance in getting approval from Town Hall to put the banner up across Iron Horse Boulevard. Mr. Vincent also underscored the need for Town Hall to set up a PayPal account for the PAC so that we can put tickets on sale for the Ticket To Ride, Goodman/ Lee, and McLovins concerts. Mr. Collins left the meeting following this agenda item.

VIII. 2011 BUDGET REVIEW

This matter was discussed under Agenda Item # 4.

IX. ADVERTISING/SPONSORSHIP POLICY DRAFT REVIEW

The Board reviewed and discussed a draft Advertising and Sponsorship Policy. Amendments were made by the Board.

Mr. Jansen moved to approve the Advertising and Sponsorship

Policy for the Simsbury Performing Arts Center, as amended. Mr. Piecuch seconded the motion. The motion passed 5-1 with Mrs. Goman opposed.

XI. CONSIDERATION OF REQUESTS TO USE THE PAC

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

XII. OLD BUSINESS

There was no old business.

XIII. ADJOURNMENT

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

Respectfully Submitted,

Gregory W. Piecuch
Vice-Chairman