

# Performing Arts Center Board Minutes 09/25/2012

Simsbury Performing Arts Center Board  
September 25, 2012  
Special Meeting  
Minutes

## I CALL TO ORDER:

Mr. Hensley called the meeting to order at 5:04 pm. Present were PAC Board members: Ferg Jansen; Cathy Barnard, Ross Herlands along with Tom Vincent (PAC Manager), Nick Buccarella (PAC Site Manager), Tom Cooke (Town of Simsbury Business Manager) and Duncan Webb (Web Management Incorporated)

## II PRESENTATION OF WEBB MANAGEMENT REPORT

Mr. Webb gave a presentation summarizing the result of the investigation on how better to utilize the Performing Arts Center Facility. Topics included:

- Policy Review
- Financial Review
- Community Perception
- o There was a brief discussion concerning local merchants response to having performances held at the PAC Facility.
  - Parking was the biggest issue
  - More involvement/communication with local merchants would be helpful
- Facility Review
- Comparison To Similar Facilities
- Audience Assessment
- Competitive Facilities
- Conclusions and Recommendations
- Operating Goals
- o Includes partnership with Hartford Symphony
- o Important part of the economic and cultural vitality of Simsbury
- Programming Partners

- o Hartford Symphony
- o Live Presentations
- o Films
- o Community Use
- o Rental
- Recommendations
- o Activate 501C3
- o Full and part time staff
- Facility Improvements
- o There was a discussion on how to prioritize improvements
- o Equipment will be the main expense
  - Sound and light towers
  - Maintenance and storage of equipment
- Facility Management
- o Need to clarify rental rates
- o Charge consistent fees
- o Share more risk
- o Take advantage of high school and college students through internships
- o Sharing ticketing system
- o There was a brief discussion about the Bring Your Own Policy
  - Combine BYO and ability to purchase Upscale concessions
- Marketing Plan
- Improvements
- o First round by Fiscal 2015 (starts July 1, 2014)
- There was a discussion about the need to firm up the attendance numbers provided to Webb
  - Projected Budget Summary
    - o Over the next seven (7) years
    - o Includes fundraising by 501C3
  - Next Steps
    - o Fiscal 2013 (July 1, 2012)
      - Get 501C3 up and running
      - Negotiate HSO contract
    - o Fiscal 2014 (July 1, 2013)
      - Begin Exec Director search

Begin fundraising

501C3 takes over control of the PAC Facility

Identify priorities for physical improvements

- o Fiscal 2015 (July 1, 2014)

Continue outreach to local businesses and local art and community organizations

First round of physical improvements begin

- There was a discussion about the need to make sure the 501C3 is a non-political body

- o 501C3 needs to work out a contract with the town regarding the PAC Facility

Mr, Hensley told the Board he will talk to Mary Glassman about setting up a special meeting with the Board of Selectman to go over Webb's findings. He also reminded the Board that he will presenting an update to the Board of Selectman regarding the recently concluded season at the October 10, 2012 meeting.

### III. ADJOURNMENT

Ms. Barnard moved for adjournment at 6:35pm. Mr. Jansen seconded the motion. The motion passed unanimously.