

# Performing Arts Center Board Minutes 09/27/2012 - draft

Simsbury Performing Arts Center Board

September 27 2012

DRAFT Minutes

I CALL TO ORDER:

Mr. Hensley called the meeting to order at 7:03 pm. Present were PAC Board members: Ferg Jansen; Cathy Barnard, Leo Collins along with Tom Vincent (PAC Manager), Nick Buccarella (PAC Site Manager), Gerry Toner (Director, Parks and Recreation) and Sean Askham (Board of Selectman)

II MINUTES

Ms. Barnard made a motion to pass the minutes of the September 13, 2012 meeting. Mr. Hensley seconded the motioned. It passed unanimously.

Mr. Jansen made a motion to pass the minutes of the September 25, 2012 meeting. Ms. Barnard seconded the motioned. It passed unanimously

III FACILITY USE REQUESTS

Mr. Toner reported that the Calhoun Cancer Challenge has requested that the PAC Board hold the date of June 8, 2013 for its event.

Ms. Barnard made the motion to hold the date of June 8, 2013 for the Calhoun Cancer Challenge. Mr. Jansen seconded the motion. It passed unanimously.

Mr. Toner requested that the PAC Board approve the use of the facility for the Vidal Road Race on October 28, 2012.

Ms. Barnard made the motion to approve the Vidal Road Race on October 28, 2013. Mr. Jansen seconded the motion. It passed unanimously.

Mr. Jansen reminded the Board that one of its ongoing responsibilities is to review the rate structure for upcoming events. The Board agreed that the issue will be addressed at a future meeting with input from Mr. Vincent and Mr. Toner.

#### IV. MANAGER'S REPORT

Mr. Vincent presented the Board with a large packet summarizing the 2012 PAC Season. He noted that the figures in his report are based on the numbers put together by himself and Mr. Toner.

Highlights of his report include:

Summary of the TMMF season

- 5 concerts beginning on June 22 and ending on July 20
- 3 Iron Horse Concerts
  - o Includes one concert that was free to the public
- Septemberfest
  - o Ticket sales
    - Mr. Vincent expressed concerns about a downward trend in ticket sales
    - Attendance based on the figures reported to the PAC Board by the Hartford Symphony
      - o 2010
        - o Five concerts
        - o 5220 in attendance
      - o 2011
        - o Four concerts
        - o 4406 in attendance
      - o 2012
        - o Five concerts
        - Two were held on rain dates
        - o 3204
    - There was a brief discussion on the difference between the attendance numbers provided by the HSO and the actual number of people in attendance and how to better calculate the actual attendance numbers in the future.

Finances

- According to the figures generated by Mr. Vincent and Mr. Toner
  - o The TMMF had a loss of \$2409
  - o Septemberfest had a profit of \$4656
  - o The Iron Horse Concert Series had a profit of \$580
  - o The PAC Board met its obligation of not losing any money during the 2012 season

## Review of Management Services

- Description of services provided daily, weekly, monthly and on event days

Samples of permits required for

- Hopmeadow Street Banner
- Iron Horse Banner
- Public Gathering Permit

Sample of Certificate of Insurance

The PAC Facility Alcohol Policy

- Discussion was had on making the policy more like the Tanglewood policy where you can either bring your own or purchase alcohol

PAC Sponsorship Form

PAC Event Terms Sheet

PAC Volunteer Registration Form

Sample of this year's Septemberfest flyer

Septemberfest Business Expo Application

Septemberfest Restaurant Application

Septemberfest Rules and Regulations

FVHD Application

Septemberfest Corporate Sponsor Form

Septemberfest Entertainment Contract

Septemberfest Volunteer Parking Pass

Septemberfest Set-up Information

Septemberfest Summary

- Notes on
  - o Beer and wine sale
  - o Soda sales
  - o Business Expo
  - o Entertainment
  - o Fundraising
  - o Permits
  - o Public Relations
  - o Restaurant
  - o Site/Tents
  - o Volunteers

Food listing available this year

Entertainment listing for this year's event

Thank you letter sent to participants

Layout of the event

Ms. Barnard made a motion to accept the annual report as submitted by Mr. Vincent. Mr. Collins seconded the motion. Motion passed unanimously.

A copy of the report will be forwarded to the Board of Selectman for their review prior to the October 10, 2012 Board of Selectman meeting. Mr. Hensley will be giving the Board of Selectman an update at that meeting.

#### V. CONSULTANT REPORT

Mr. Hensley reported that Duncan Webb will be making some minor adjustments to the draft presented to the PAC Board on September 25, 2012 and will then present the third and hopefully final draft to the Board of Selectmen. Mr. Hensley will work with Mary Glassman to set up a special meeting for this presentation.

#### VI. 2013 PAC MANAGER

Before excusing Mr. Vincent and Mr. Buccarella from the meeting, Mr. Hensley thanked both men on behalf of the Board for all their hard work during this past season.

A discussion was had on how best to proceed for the 2013 PAC season. All were in agreement that this upcoming year will be one of transition and the manager asked to run the PAC Facility for the 2013 season may very well have a different skill set than that required moving forward.

It was also discussed that anyone person offered the PAC manager job would not be guaranteed the position beyond the 2013 season.

It was decided that since Mr. Vincent and the PAC Board met the mandate of the Board of Selectman not to lose money during the 2012 season, that it would make sense to offer a one year extension to Mr. Vincent starting immediately. To keep the PAC Board within its budget, it was decided to offer Mr. Vincent an incentive package similar to the one used for Septemberfest.

Ms. Barnard made a motion to offer a one year extension to Mr. Vincent starting immediately in order to have Mr. Vincent available to assist with negotiations with the HSO and the transition outlined by Webb Design. Mr. Vincent would be offered

a salary not to exceed \$21,000 plus an incentive package similar to the one used for Septemberfest. Mr. Jansen seconded the motion. The motion passed unanimously.

#### VII. NEW BUSINESS

Mr. Hensley reminded the Board that there was a Septemberfest debriefing being held on September 28th at the Chamber of Commerce offices. He invited all who could, to attend.

Mr. Hensley also requested that all Board members made an effort to attend the October 10, 2012 Board of Selectmen meeting.

#### VIII. ADJOURNMENT

Mr. Jansen moved for adjournment at 8:46 pm. Mr. Collins seconded the motion. The motion passed unanimously.