

THE Mansfield

Center for the Performing Arts
ADVISORY BOARD

Friday, January 20, 2012
Great Falls Civic Center, Gibson Room
Call to Order: 12:05 p.m.

ROLL CALL

Advisory Board Members Present: Shelly Marra, Rick Tryon, Sue Ferrin, Joe Fontana,

Advisory Board Members Absent: Mary Moe, Jennifer Fritz, Larry Gomoll

Guests: Carl Donovan

City Staff Present: Dona Hughes, Events Supervisor

INTRODUCTIONS

None necessary

Minutes

Shelly Marra moved, Sue Ferrin seconded and the Advisory Board approved the minutes for November 18, 2011 as written. No meeting was held December.

OLD BUSINESS:

Public Relations and Community Outreach

Due to technical difficulties, the power point was not shown. It was suggested that the power point be made available on line via our web page. (Post meeting, power point was emailed to Board members as a pdf.) Dona reported that the power point was presented to the Great Falls Area Lodging Association (GFALA), the Rotary Club and will be presenting it next Tuesday to the Lions Club. She noted that the GFALA meeting was hosted by The Mansfield on stage and members commented on the impact of sitting on stage and looking out into the house, the audience chamber. Sue Ferrin will see if the Ad Club is interested in including the power point on one of their agendas.

It was suggested that Dona contact Martin Fleck and offer to host a DGFA quarterly meeting on stage. Other aspects of the Public Relation action plan are also being implemented. Sue Ferrin interviewed with Art Taft on KRTV and is lining up a spot for Made in Montana Marketplace in March. Rick Tryon connected The Mansfield staff with KINX at StaRadio. Dona Hughes, Paul Lloyd-Davies and Mandi Ross have been rotating each week. The interviews with Troy Mellinger have been anywhere from 3 to 8 minutes. Dona Hughes made note of what a professional Troy Mellinger. Mandi Ross interviewed with Rick Tryon on Great Falls Public Radio's Voices and Views. Dona Hughes thanked Rick for the opportunities.

NEW BUSINESS:

Thank you to Carl Donovan

Chairman, Rick Tryon, thanked out going Board Member, Carl Donovan for his 6 years of service and his hard work during his service on the Mansfield Center for the Performing Arts Advisory Board.

Pretty One Productions Partnership

Krystina Thiel-Smalley proposed that The Mansfield and Pretty One Productions continue their partnership with presenting Summer Theater on the Mansfield stage. The dates proposed are in July of this year. The production proposed is "The Wiz".

Dona reported on the background for the partnership. It serves two purposes. One purpose is to strengthen Community Theater and develop the future caretakers of the facility through their involvement. The other purpose is to raise funds for Mansfield Theater improvements. Through the past partnership, \$31,042 (2005-2009) was raised for Theater improvements. Funds were used for lighting equipment purchases, filling in the fly system and sound system renovation. The Mansfield Center for the Performing Arts (MCPA) contributes the soft costs inclusive of the Theater rent for rehearsals and performances as well as the Convention Center rent for load in and load out. All hard costs such as stage labor, box office ticketing service, etc. are reimbursed. There is no capital outlay risked on the part of MCPA. Pretty One Productions takes all the risk.

Rick Tryon read support emails in favor of the partnership from absent Board Members, Larry Gomoll and Jen Fritz. Shelly Marra moved and Joe Fontana seconded that the Mansfield Center for the Performing Arts approve and recommend to continue with the partnership for the summer of 2012. The motion passed unanimously.

Board would like to revisit their priorities as well as have a list of priorities from staff so to recommend what Theater improvements the money raised is invested.

PETITIONS AND COMMUNICATIONS (Public Comment)

Twista

Rick Tryon shared negative comments that were passed on to him in regards to the promoter and /business agreements for the recent concert by Twista. Dona explained the MCPA does not choose or approves renters and their choices for concerts. It is a challenge as the City must provide equal access to all. Rick recommends that MCPA not do further business with this particular promoter. Dona explained that we would need legal advice in order to disallow someone access. However, in this particular case, promoter and staff agree that they do business differently and promoter will discontinue doing any further promotions at the Civic Center.

Bridal Show

The Bridal Show was a great success. Mandi Ross, Events Coordinator, is steadily receiving calls for the Missouri Room for receptions.

Downtown Great Falls Association

Sue Ferrin reported that the first three “Alive at 5” will be held at the Civic Center. “Dancing with the Stars” is also scheduled for the Mansfield Theater in September. They will be looking for dancing Stars soon. Dona thanked Sue for her advocacy in promoting MCPA and landing the business.

ADJOURNMENT

There being no further business before the Advisory Board Shelly Marra moved, Joe Fontana seconded and Board voted to adjourn the meeting at 1:05 p.m.

Rick Tryon, Chairman

Action Items Pending

1. Direction for Caterers Program
2. Marketing Plan task list assignments, evergreen stories