

THE Mansfield

Center for the Performing Arts

ADVISORY BOARD

-- REGULAR MEETING --

Friday, April 11, 2014

Great Falls Civic Center Gibson Room 212

Call to Order: 12:02 pm

ROLL CALL

Advisory Board Members Present: Larry Gomoll, Keern Haslem, Kelly Manzer, Mary Sheehy Moe and Kim Thiel Schaaf

Advisory Board Members Absent: Carl Donovan and Michael Gilboe

City Staff Present: Jennifer Reichelt, Deputy City Manager; Keri Langille, Box Office Specialist; Jill Hunter, Assistant Box Office Specialist; Dona Hughes, Events Supervisor

Guests: Linda Fuller, Owner of Studio Centre and Director of Miss Linda's Productions; Jake Sorich, *Great Falls Tribune*; and, appearing telephonically was Dana Pyette, Chairman of the Montana Actors Theater Board of Directors

INTRODUCTIONS

Everyone introduced themselves.

OLD BUSINESS

Minutes

Board Member Gomoll moved, seconded by Board Member Schaaf, that The Mansfield Center for the Performing Arts Advisory Board approve the March 14, 2014, meeting minutes as submitted.

Chairperson Moe asked if there was any discussion amongst the Board or comments from the public. Hearing none, Chairperson Moe called for the vote.

Motion carried 5-0-2.

It was noted that the meeting minutes for February 21, 2014, March 28, 2014, as well as today's meeting, will be submitted to the Board for consideration at the May meeting.

Great Falls Concierge Program

Board Member Haslem introduced the Great Falls Concierge Program as a way of increasing business usage of The Mansfield Box Office. He provided a PowerPoint presentation and discussed ways to promote season tickets; the expenses associated with symphonies, Broadway shows, and community concerts; and revenue generators. He suggested that Great Falls Concierge be a performing arts cooperative for parties to work together to create season

packages/bundles and not duplicate efforts. The cooperative would continue to promote quality shows, consider adding more, work together on marketing and promotions, and equitably share expenses and profits.

Box Office Specialist Keri Langille spoke about what is already being done in regards to bundling, packaging and cooperation amongst organizations.

- She has talked to University of Great Falls (UGF) and Montana Actors Theater (MAT) in regards to bundling and packaging opportunities and benefits.
 - She is working with Michael Gilboe to book his shows so as not to compete with Broadway in Great Falls. They've discussed bundling with the Broadway shows. Michael is working directly with Carolyn Valacich at the Great Falls Symphony.
- The following bundles have been set up:
 - Great Falls Area Chamber of Commerce's "Sinbad" and UGF's "South Pacific"
 - Broadway in Great Falls' "The Midtown Men" and "Sinbad"
 - The Russell events at The Mansfield were bundled with their events held at the Country Club, Russell Museum, etc. and sold through the Mansfield Box Office

She further reported that:

- The promoters for hip hop and rap music are less inclined to work together and bundle as they look at each other as competitors and feel that it would dilute their potential audience.
- Great Falls Community Concert Association and the Great Falls Symphony have collaborated and made a reciprocal offer to each other's season ticket holders to sampling a show in the other's series for only \$5. A coupon was distributed to each season ticket holder.
- Great Falls Youth Orchestra and GFCCA (family show "Zaniac") are looking at potential bundling and collaboration.
- Odd items may be bundled together, i.e. tee shirt, with a show, a reserve show, with a general admission show.

Board Member Gomoll mentioned that those organizations with season series would not be very interested in bundling their package with additional shows. The package has an advantage and organizations depend upon those sales to meet the bottom line. The single sales are the bonus. He stated that the reciprocal coupon offer that GFCCA and Symphony have set up is successful. (It was noted that the ticket system doesn't allow a season package to be bundled with a single show. The reason for this is that a season package gives the patron the advantage of having the same seat for every show in the package. Single shows would have a different seat map with different available seats.)

Tribune writer Jake Sorich asked whether bundling would cut down on multiple events being booked in one weekend. It was explained that it probably wouldn't as many event dates are based on the availability of the artist and of the venue. Events Supervisor Dona Hughes added that multiple event days could be packaged or bundled together and promoted to Lethbridge and outlying communities in an effort to entice people to come and spend a few days in Great Falls.

Board Member Haslem asked Montana Actors Theater (MAT) Chairperson Pyette if MAT has its season planned out. MAT Chairperson Pyette responded that they do and are even working two years out. The challenge is the capital outlay that is necessary before the season. Collaboration would help with calendar coordination and extra exposure.

Box Office Specialist Langille explained that, in the event of cancellations, The Mansfield holds onto the money until shows are completed in order to refund patrons.

Board Member Schaaf inquired if Miss Linda's, for example, were to bundle with three other shows, would the reporting through the ticketing system reflect what sales came from what bundle, and was responded to affirmatively.

Bundling in advance gives the opportunity for the partners to collaborate and effectively plan their marketing strategies together.

After further discussion it was decided to reflect on the Great Falls Concierge concept and discuss this matter further at the May meeting.

NEW BUSINESS

Election of Officers

Chairperson Moe stated that the election of officers is usually held in March, but February and March were extremely busy months. She stated that she would like to continue as Chairperson to provide continuity with the administrative changes, and she nominated Keern Haslem as Vice-Chairman. No other nominations were made by the Board members.

Board Member Schaaf moved, seconded by Board Member Manzer, that The Mansfield Center for the Performing Arts Advisory Board elect Mary Sheehy Moe as Chairperson, and Keern Haslem as Vice-Chairman, for a term of one (1) year expiring March 31, 2015.

Motion carried 5-0-2.

Chairperson Moe reminded all Board members that the hearing for The Mansfield fees goes before the City Commission on Tuesday, April 15, 2014.

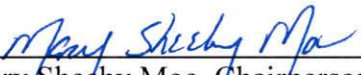
PETITIONS AND COMMUNICATIONS (Public Comment)

Chairperson Moe asked if there were any comments from the public. No one responded.

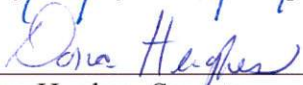
ADJOURNMENT

There being no further business to come before The Mansfield Center for the Performing Arts Advisory Board, Board Member Gomoll moved, seconded by Board Member Schaaf, to adjourn the regular meeting of April 14, 2014, at 1:10 pm.

Motion carried 5-0-2.



Mary Sheehy Moe, Chairperson



Dona Hughes, Secretary

Minutes Approved: May 16, 2014