

# THE Mansfield

*Center for the Performing Arts*

## **ADVISORY BOARD**

-- REGULAR MEETING --

Friday, November 21, 2014

Great Falls Civic Center Gibson Room 212

Call to Order: 12:05 pm

### **ROLL CALL**

Advisory Board Members Present: Mary Sheehy Moe, Larry Gomoll, Michael Gilboe, Kim Thiel-Schaaf and Keern Haslem

Advisory Board Members Absent: Carl Donovan, Kelly Manzer

City Staff Present: Jenn Reichelt, Deputy City Manager; Mark Willmarth, Development Coordinator; Owen Grubenhoff, Events Specialist; and Dona Hughes, Mansfield Supervisor

### **INTRODUCTIONS**

None needed

### **OLD BUSINESS**

#### **Minutes**

Board Member Haslem moved, seconded by Board Member Gilboe that The Mansfield Center for the Performing Arts Advisory Board approve the September 18, 2014, meeting minutes with amendment to page 3, line 8, to simplify language to: "Naming rights proposal" and provide it as a separate bulleted item.

Board Member Haslem explained the reason for the proposed amendment. Chairperson Moe asked if there was any further discussion or comment. Hearing none, Chairperson Moe called for the vote. Motion carried 5-0-2.

#### **Strategic Planning and Goal Setting**

Mark Willmarth, Facilitator, opened discussion on the role of Board. Cited were:

- To research in order to advise Commission
- To propose not just the problem, but also a solution
- To advise and provide feedback from the community for the arts
- To give good information to the community via groups such as Neighborhood Councils and service clubs
- Commission depends on the Advisory Boards to provide good information
- To provide the outside voice that helps staff through the process

Facilitator Willmarth asked for suggestions on what would make the committee stronger? Cited were:

- Ex Officio members present
- A representative of major renters of the facility, such as:
  - Great Falls Community Concert Association (Larry Gomoll)

- Great Falls Symphony Association
- Miss Linda's School of Dance (Carl Donovan)
- Extend the invitation to the community to come and have a voice at the table
  - It was noted that they would be able to voice an opinion or issue, but not have a vote unless they were an appointed Board Member.
- Encourage participation and avoid conflict
- Orientation and training
  - Provision of background information to make a stronger and better Board Member
  - It was noted that the two most helpful documents provided to new members were the Mission and Goals Statement as well as the current strategic plan.
  - It was recommended to include a “snap shot” of past achievements.

Willmarth led discussion on prioritizing goals brainstormed at the last meeting. He tasked the Board to use the following criteria in identifying those goals:

1. Of the goals identified in the last meeting, what are the 3 or 4 things they would like to put their energy toward?
2. Prioritize and be realistic
3. What makes the most sense for the Mansfield Advisory Board?

Discussion:

### **Goal I: Revenue Generation**

1. Bundling – eliminate: already being done by staff
2. Preferred Caterers Program
  - Is the projected \$7,600 revenue worth it?
  - Will we price ourselves out of the market with other fees added this past year?
  - Cleaning was one of the issues and holding the caterers to being good partners
  - Recommendation: table the program in lieu of charging the caterer a cleaning deposit
3. Explore creating a 501 (c) 3 Foundation
  - Invite Commissioner Bronson to come speak to the Board
  - It was asked if The Mansfield could be under the umbrella of the People's Park and Recreation Foundation. It was noted that the Park and Rec Foundation Board was approached and would prefer The Mansfield create its own foundation.
  - Would bring in more revenue
  - Could be an asset in regards to public relations
4. Naming Rights
  - Great potential for revenue and an endowment
5. Fee Discussion – discuss re-establishing facility and equipment surcharge for Convention Center and other rooms

### **Goal II: Public Relations**

1. Foundation would address some of the goals
2. Effort on “friending” – strengthen relations with partners. What can we do to mend relationships?
  - Go out and speak to groups
  - Bring them to the table
  - Create an incubator for renters via the Foundation
  - Explore adding Ex-Official positions

- Leadership of the Board should go to the Commission to report on annual basis

**Goal III: Marketing** – staff is doing this

1. Perhaps add an agenda item of what's happening at The Mansfield
2. Provide Board with information to be able to advocate for The Mansfield

**Goal IV: Physical Improvements**

1. Theater seat project
  - It's important, but such a big project that perhaps it should be incorporated into the building improvements as a whole
  - Project what inventory would be lost
  - Hire a graphic artist/designer - not an architect or engineer – to create a visual that might be used in the fundraising process
  - Build the case for all the physical improvements needed
    - Staff to bring this to the Board

Board prioritized the following of 2015 goals and strategies:

- 1. Explore creating a 501 (c) 3**
- 2. Explore adding Ex-Officio positions on the Board**
- 3. Create an agenda item for what's happening at The Mansfield**
- 4. Theater seat project's next steps:**
  - **Create a visual to be used in the fundraising process**
  - **Build a case for all the physical improvements**

**NEW BUSINESS**

**Membership**

The Board discussed actively recruiting applicants for the Board to fill Mary Moe's position. Recommendations included:

- Theater or arts person
  - Allan Lanning – an attorney and someone with theater experience
  - Tracy Hauck – Executive Director of Paris Gibson Square Museum
- A retired educator or someone from the school district –
  - Patty Myers, a retired teacher, a volunteer usher and a volunteer actively involved the Grizzly BBQ, a Mansfield Convention Center event.
- A representative from the Symphony
  - Kathy Lear, a Symphony patron, a former star in Dancing with the Stars Great Falls, former Executive Director of Paris Gibson Square Museum.
- A fundraiser

Chairperson Moe recommends that for orientation it would be good for new members to see what all staff persons in The Mansfield Office do.

**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 Thiel-Schaaf moved, seconded by Board Member Gomoll, to adjourn the regular meeting of November 21, 2014, at 1:12 pm.

Motion carried 5-0-2.

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Mary Sheehy Moe, Chairperson

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Dona Hughes, Secretary

Minutes Approved: December 19, 2014

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