

THE Mansfield

Center for the Performing Arts

ADVISORY BOARD

-- REGULAR MEETING --

AMENDED

Thursday, September 18, 2014

Great Falls Civic Center Gibson Room 212

Call to Order: 12:05 pm

ROLL CALL

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

Advisory Board Members Absent: None

City Staff Present: Jenn Reichelt, Deputy City Manager; Mark Willmarth, Development Coordinator; Owen Grubenhoff, Events Specialist; and Dona Hughes, Events Supervisor; Jill Hunter, Assistant Box Office Specialist; and Lisa Kunz, City Clerk

INTRODUCTIONS

New Events Specialist, Owen Grubenhoff, was introduced to the Mansfield Center for the Performing Arts Advisory Board.

OLD BUSINESS

Minutes

Board Member Donovan moved, seconded by Board Member Gilboe that The Mansfield Center for the Performing Arts Advisory Board approved the May 16, 2014, meeting minutes as submitted.

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

Motion carried 7-0-0.

NEW BUSINESS

Strategic Planning and Goal Setting

Mark Willmarth, Facilitator, recapped some of the past accomplishments such as the Theater load-in door and Theater climate control. Willmarth opened discussion for more recent accomplishments. Cited were:

- Updated MCPA's fee schedule in order to become more fiscally healthy
- Presented Theater seat project to Commissioners, service clubs, and other community members
- We now can offer an on-line discount coupon for purchase of tickets

Staff Member Willmarth asked for what has not been accomplished yet. Cited were:

- Theater seat project (Goal 4)
 - Next steps
 - Estimate # of seats that will be lost from Clint Jackson of Montana School Equipment Company
 - Plan from architect/engineering
 - Consider what the market will bear in terms of ticket price increases due to loss of inventory
- Capitalizing on “bundling” shows together (Goal 1 & 3)
- Public Relations: down side of fiscally stable is a weakened partnerships with our stakeholders thus a need to rebuild those partnerships (Goal 2)
 - Include them in the strategic planning process
- Development of promotional materials (Goal 2)
- Preferred Caterers – select specific caterers & renters hire from that list (Goal 1 & 4)
 - Positives
 - Develop ownership in the building
 - Clean up
 - Recommendations on facility and equipment improvements
 - Issues
 - Will exclusivity upset other caterers?
 - Is the small amount of additional revenue worth the alienation?
- Fees: Re-establish facility & equipment surcharge to Convention Center and other rooms (Goal 1)
- Theater’s projection booth and new spotlights that meet today’s technological needs

Willmarth called for new ideas that address the Board’s mission and goals. Cited were:

- Build interest in the community (Goal 2)
 - Commission
 - Groups utilizing the facility
 - Service organizations
- Discounted nights for those that can’t afford full price tickets (Goal 1 & 2)
 - How to apply this since we usually don’t have multiple nights of same event
 - Caution – fair & equal treatment
 - Need well thought out guide lines
 - Purpose – to avoid pricing out a lot of local use
 - Model could be much like a community incubator
 - Encourage new business through discounted rent (in-kind support)
 - New film festival
 - New conference or convention
 - Fill in the “soft” season – summer
- Audience building (Goal 1 & 2)
- Missouri Room (Goal4)
 - Upgrade the electrical support in caterers area as well as main room
 - Buy a reach-in refrigerator that have sliding doors
- Convention Center (Goal 4)

- Replace or recover the upholstered walls & paint
- Spend money on an artist, graphic designer or architect to render a design and use as a tool to go after a \$3 to \$5 million gift
- Create a 501 (c) 3 Foundation for The Mansfield (Goal 1 & 2)
 - Funding for incubator projects
 - Funding for student tickets
 - Funding for rehearsal time for such projects as Youth Orchestra
 - Funding for Facility improvements
 - Naming rights proposal
- Marketing (Goal 3)
 - Have a presence within the tourism community, i.e. Convention Visitor Bureau
 - Create a presence at the Visitor Information Center
 - Top of mind: every Monday is what's at the Mansfield (radio, newspaper, etc)
 - Develop a younger audience demographic
 - Board Member Gomoll shared that Great Falls Community Concert Association has taken steps by reaching out to University of Great Falls student body and Great Falls College Montana State University

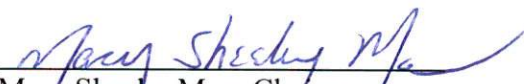
PETITIONS AND COMMUNICATIONS (Public Comment)

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

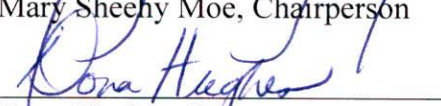
ADJOURNMENT

There being no further business to come before The Mansfield Center for the Performing Arts Advisory Board, Board Member Manzer moved, seconded by Board Member Haslem, to adjourn the regular meeting of September 18, 2014, at 1:30 pm.

Motion carried 5-0-2.



 Mary Sheehy Moe, Chairperson



 Dona Hughes, Secretary

Minutes Approved: November 21, 2014