

# THE Mansfield

*Center for the Performing Arts*

## **ADVISORY BOARD**

-- REGULAR MEETING --

Friday, January 22, 2016

Great Falls Civic Center Gibson Room 212

Call to Order: 12:04 p.m.

### **ROLL CALL**

Advisory Board Members Present: Pam Bennett, Carl Donovan, Keern Haslem, Kelly Manzer, Patty Myers

Advisory Board Members Absent: Larry Gomoll, Allen Lanning

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

Public Members: Tracy Houck, City Commissioner and Executive Director for Paris Gibson Square

### **INTRODUCTIONS**

Mark Willmarth was introduced as Facilitator for the strategic planning session.

### **OLD BUSINESS**

#### **Minutes**

Board member Donovan moved, seconded by Board member Bennett that the Mansfield Center for the Performing Arts Advisory Board approve the December 18, 2015, meeting minutes with the amendment to change the date of approval on page 4 from 1/15/16 to 1/22/16.

Motion carried 5-0-0.

### **NEW BUSINESS**

#### **Strategic Planning**

Meeting was handed over to Mark Willmarth, Facilitator for the Strategic Planning Session. Willmarth explained that the process is 2-fold:

1. Where have we come from?
2. What do we look at for the future?

The Board discussed prior year accomplishments:

Revenue Generation – The Board created a working committee to create a 501(c) 3 Foundation. Currently there has been a working group established to develop the Foundation, the next step is to complete and submit the incorporating paperwork.

Public Relations – The Advisory Board began a Special Guest Program and has been inviting guests to come to meetings to provide input, feedback and information.

Mark asked the Board to starting thinking about the future. What do we look at for the future? What are the Board’s goals for the next year?

The Board had a lot of discussion and ideas. A summary of the first goal setting session is below.

#### *Revenue Generation*

- Maximize the use of the facility
- Establish the 501(c) 3 Foundation
  - Once established, the Foundation will seek out corporate funding for capital improvements projects (examples include: Theater seat renovation)

#### *Public Relations & Marketing*

- Reach out to other organizations in an effort to bring in more patrons
- Continue with the Special Guest Program in order to develop stronger relationships/partnerships
  - Ask user groups to share their 3 to 5 year goals for the Mansfield
- Increase Box Office hours or change box office hours
  - Increase convenience/service to customer
  - Increase hours one night a week?
  - Retention of patrons
- Review signage
- Maximize use of facility through working with Tourism Alliance
  - Market to group tours
  - Position the Mansfield as a Convention Center through marketing to the convention industry
- Market more to weddings

#### *Physical Improvements*

- Theatre seats (determine if this is a Foundation of Board priority – or join project)
- Update/remodel the Convention Center

#### *Other Topics/Ideas Discussed*

- Discuss further the idea of an ex-officio position on the Advisory Board

- Develop a wish list for when someone donates to the Foundation, then the Advisory Board would be able to make recommendations that would meet the donors wishes
- Recommend that 1 slot on the Foundation Board be dedicated to a Mansfield Advisory Board member
- Clarify the roles and relationship of the Advisory Board, the Foundation and the City

*Future Topics for the Board to discuss:*

- Continue to invite user groups to come and speak
- Mansfield Budget Overview
- Elect Chair and Vice-Chair
- Prioritize the capital improvements needs

**Staff Reports**

Staff Member, Grubenhoff, reported on past events. Staff Member, Hughes, reported on upcoming events and handed out a calendar.

**PUBLIC COMMENT**

**ADJOURNMENT**

There being no further business to come before The Mansfield Center for the Performing Arts Advisory Board, Board Member Bennett moved, seconded by Board Member Myers, to adjourn the regular meeting of January 22, 2016, at 1:40 p.m.

Motion carried 5-0-0.



Keern Haslem, Chairman



Dona Hughes, Secretary

Minutes Approved: February 19, 2016