

JOURNAL OF COMMISSION WORK SESSION
April 2, 2013

City Commission Work Session

Mayor Winters presiding

CALL TO ORDER: 5:30 p.m.

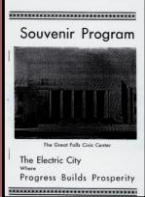

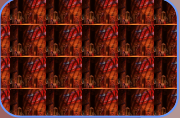

ROLL CALL: City Commissioners present: Michael J. Winters, Bill Bronson, Fred Burow, Bob Jones, and Bob Kelly.

STAFF PRESENT: City Manager, Deputy City Manager; Directors of Fiscal Services, Park and Recreation, and Public Works; Deputy Director of Park and Recreation; Interim City Attorney; and the Deputy City Clerk.

1. MANSFIELD THEATRE SEATING

The Mansfield Center for the Performing Arts Supervisor Dona Hughes introduced Advisory Board Chairman Mary Sheehy Moe and board members Carl Donovan, Kim Thiel-Schaaf, Sue Ferrin, and Joe Fontana.

Dr. Moe provided a PowerPoint presentation on The Mansfield, with a focus on replacing the Theatre seating.

<p>The Mansfield Theater</p> <ul style="list-style-type: none">● Opened in 1940● First productions: “Aida,” “Madame Butterfly,” and “Rigoletto” – San Carlo Opera Co.● Originally seated 1,800 Currently seats 1,782● Seating restored in 1996  	<p style="text-align: center;">The Mansfield</p>  <ul style="list-style-type: none">● Theater FY 2012<ul style="list-style-type: none">● 48 live performances, film screenings, lectures, conferences, dance competitions, etc.● Volunteer Usher Program 2,221.75 volunteer hours, \$17,330 value (minimum wage, no benefits)● 86% of activities were by non-profits 
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The Mansfield

● Box Office FY 2012

- 29,961 tickets issued
- \$1,180,165 total revenue generated for local producers, local and national promoters
- 35% of ticket buyers from outside Great Falls (10% from out of state)



THE Mansfield
Center for the Performing Arts

Great Falls greets you, its visitors, on the occasion of the formal dedication month for our new municipal Civic Center building, Montana's finest. It is the fountain of hope, dreams and inspirations long held by our people.

We now have an auditorium which not only the people of Great Falls, but also the people of the State of Montana may use and enjoy for the performance of their cultural pursuits. This arena and theater will furnish an outlet for recreational enjoyments and meet a long felt need for a large gathering place where events of unusual interest come to Montana.

May your stay in our city be inspirational and pleasurable. Let it be your desire to visit us frequently and enjoy the warm hospitality so characteristic of the people of our beloved city.

Make yourselves at home!

CIVIC CENTER COMMITTEE

Will Shoup Howard Stanley L. W. Uphaus
Harold DePue Ted Hodges Julius Worchard

Compliments of
B. F. SHEARER COMPANY
Seattle, Washington
COMPLETE THEATRE EQUIPMENT



GLACIER TO THE SEW RIVER, GLACIER NATIONAL PARK



GLACIER NATIONAL PARK

Compliments of
ANACONDA WIRE AND CABLE COMPANY
and
ANACONDA COPPER MINING COMPANY

The Mansfield Advisory Board

- Mary Sheehy Moe, Chair
- Sue Ferrin, Vice-Chair
- Carl Donovan
- Joe Fontana
- Larry Gomoll
- Keern Haslem
- Kim Thiel-Schaaf

“Advising the City Commission and City Manager on matters related to the successful operation of the Mansfield Center for the Performing Arts”

THE Mansfield
Center for the Performing Arts

Theater Investments, 2002 - 2013

- Added theater load-in doors
- Remodeled lobby bathrooms
- Upgraded theater lighting
- Added wireless Internet access
- Remodeled dressing rooms and green room
- Installed climate control in theater
- Renovated theater sound system
 - Installed speakers, amplifiers
 - Added Assisted Listening System
- Purchased long-throw LCD projector for showing movies and power point shows on the large screen
- 2 new pianos valued at \$190,000 (donated)

THE Mansfield
Center for the Performing Arts

The Mansfield – The Future

- Upgrade electronic message board
- Upgrade scheduling software
- Implement newly developed marketing plan
- Advisory Board and staff to continue to advocate for:
 - Maintaining and preserving the historic Civic Center
 - Addressing parking shortage for the public using the Civic Center
 - Air-conditioning for the Convention Center
 - Update/renovation of the Convention Center
 - Replacing theater seating

THE Mansfield
Center for the Performing Arts

The Seating Issue

- Worn and mechanically fatigued
- Uncomfortable
- Seats too narrow for today's population
- Space between rows too narrow
- Not ergonomic
- Worn floor coverings
- Need better aisle lighting
- Remodel/rehab expected life 12 years
 - Now in the 17th year

THE Mansfield
Center for the Performing Arts

ADA Concerns

- Looking to the future – increase use of wheelchairs
- 48% of the seats are in the loge & balcony and accessible by stairs only
- Theater currently has 6 wheelchair positions. 15 are required by the Americans with Disabilities Act



Possible Solution #1: Continental Configuration

- Pros:
 - Wider rows
 - Allows for larger, more comfortable seats
 - Easier to navigate
 - Improved central viewing
- Cons:
 - Loss of seating
 - Adjusting to change – of reserved seat, aisle availability



Possible Solution #2: Same Layout, but Spread It Out

- Pros:
 - Wider rows and seats
 - Preserve availability of aisle seating
 - Wouldn't lose as many seats as Solution 1
- Cons:
 - Rows not as wide as Solution 1
 - Still lose seating over current layout



Loge and Balcony Seating Issue

- Construction is of concrete tiers
- Explore options to improve leg space by creating longer tread
- Will lose seats



Raising \$800,000

- Private options
 - Buy a sponsor seat
 - Naming opportunities for major donor(s)
 - Remain Seated II campaign w/plaque in lobby
 - Private grants
 - People's Park & Rec Foundation Partnership
- Public options
 - Bond issue – all inclusive for Civic Center
 - General tax subsidy
 - Governmental grants



*Looking for direction from
Commission*

Dr. Moe reported The Mansfield Theatre has been a jewel in the community for 70+ years that brings the community together, and the seating issue will need to be addressed in years to come.

Discussion followed on the Theatre and the seating issue.

Commissioner Kelly thanked the Advisory Board members for the time and energy they spend.

Ms. Hughes reported the timeframe being considered is three years.

Ms. Hughes stated there is currently a \$.50 facilities and equipment surcharge on each ticket sold.

Commissioner Bronson noted that a potential bond issue should include needed work on the exterior of the Civic Center.

The Great Falls Symphony Executive Director Carolyn Valacich discussed the 1996 fundraising effort to restore the seating and is confident that it can be done again.

Ms. Hughes reported that an application has been submitted to the People's Park and Recreation Foundation board and she will meet with them next week. The culture and 501(c)3 tax exempt status of the Foundation would be a great partnership.

ADJOURN

There being no further discussion, Mayor Winters adjourned the informal work session of April 2, 2013, at 6:14 p.m.