

# THE Mansfield

*Center for the Performing Arts*

## ADVISORY BOARD

Friday, July 26, 2013

Gibson Room at the Great Falls Civic Center

Call to Order: 12:01 p.m.

### ROLL CALL

Advisory Board Members Present: Carl Donovan, Joe Fontana, Larry Gomoll, Keern Haslem, Mary Sheehy Moe, Kim Thiel Schaaf

Advisory Board Members Absent: Sue Ferrin,

City Staff Present: Mark Willmarth, Training and Development Coordinator; and Dona Hughes, Events Supervisor

Guest: Carolyn Valacich, Executive Director for the Great Falls Symphony Association

### INTRODUCTIONS

Carolyn Valacich, Executive Director for the Great Falls Symphony Association

### OLD BUSINESS:

#### Minutes

Carl Donovan moved to approve the June 28, 2013 minutes as written. Larry Gomoll seconded the motion. The minutes were approved as written with Mary Moe abstaining due to not being present at the last meeting.

### NEW BUSINESS:

The cost of custodial services for the Theater was discussed at length. Cited:

- Ushers pick up the garbage off the floor post show. This should save many hours of cleaning.
- Stage hands mop the theater stage.
- An estimate of \$37,414 to \$45,579 appears to reflect staff hours that are equivalent to full time or close to full time. Do we require that many hours of cleaning?
- The charges do not include custodial services for hallways, bathrooms, etc. Those charges are separated out and funded by general tax fund under Planning/CD.

Box Office services are included in the rental fee of 8% of gross for the Theater. Inclusion of the basic box office services with the Theater rent has been a selling point for The Mansfield. Other box office services for the Convention Center and events outside the Civic Center are at 5% of gross. Both have a cap.

#### Summarization

- \$100,000 or 1/5<sup>th</sup> of revenues has been cut from The Mansfield budget
- Brainstorm ways to increase revenues in order to replace the \$100,000
- After this fiscal year, there will be a need for some sort of cushion should projected budget fall short
- Most of the rental contracts are cut for this year so most fee increases will not be implemented until next year
- Minimal increases, i.e. \$50 on Gibson Room and \$100 on Missouri, will help to retain business and revenues
- 1 to 1.5% increase on minimum and cap for Theater rent and charge 10% (in lieu of 8%) of gross
- Dona to crunch numbers



It was suggested that care be taken in raising our fees as there is a base of tax payers not happy with the extreme cuts within the Park and Rec Department's budget.

The possibility of producing a summer theater production as a fundraiser for The Mansfield was discussed. It was suggested to produce this event through the Park Foundation.

**Next Steps:**

1. Fee Schedule
2. What assumptions are we making decisions on
3. Other fundraising options
  - How do we guarantee that the money is dedicated to the purpose for which it was raised?
4. Recommendation to the City Commission
  - Is Events able to pay for itself? If not, to what level is the community willing to pay for that service?

**Facility and Equipment Surcharge**

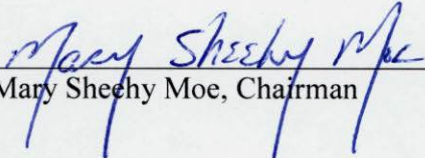
For FY'13 the facility and equipment surcharge was used to pay for operating costs – not equipment purchases. Since the fee was established through a resolution and not an ordinance, it is legal to do so. However, this is a breach of trust and the appearance of taking in money under false pretence. It was noted that the electronic message board and a minor remodel to the projection booth were capital improvements that had to be tabled.

**PETITIONS AND COMMUNICATIONS (Public Comment)**

Carolyn Valacich was asked to contribute her opinion. She asked that the Board to take into consideration that the larger shows have huge stagehand bills such as \$10,000 for Beauty and the Beast. She also asked that they take into consideration the volume of business that the Symphony does with the City. She would support the continuation of the facility and equipment surcharge only if it is used for the intended purpose of purchase of equipment and minor capital improvements to the facility.

**ADJOURNMENT**

There being no further business before the Board Carl Donovan moved and Keern Haslem seconded, Board unanimously approved to adjourn at 1:20 pm.

  
\_\_\_\_\_  
Mary Sheehy Moe, Chairman

**Action Items Pending**

1. Dona finalize a budget and fee proposal for the next Board meeting
2. Long range: Dona to contact City Engineer re: selection of architectural firm
3. Long range: Dona to set up a meeting with Clint Jackson to walk Mansfield Theater and Clint to shoot dimensions for floor plan