

THE Mansfield

Center for the Performing Arts

ADVISORY BOARD

-- REGULAR MEETING --

Friday, March 25, 2016

Great Falls Civic Center Gibson Room 212

Call to Order: 12:00 p.m.

ROLL CALL

Advisory Board Members Present: Pam Bennett, Larry Gomoll, Keern Haslem, Allen Lanning, Kelly Manzer, Patty Myers

Advisory Board Members Absent: Carl Donovan

City Staff Present: Jennifer Reichelt, Deputy City Manager; Melissa Kinzler, Fiscal Services Director; Dona Hughes, Mansfield Supervisor

INTRODUCTIONS

None needed

OLD BUSINESS

Minutes

Board Member Myers moved, seconded by Board Member Gomoll, that the Mansfield Center for the Performing Arts Advisory Board approve the February 19, 2016, meeting minutes. The board unanimously approved the minutes as written.

Motion carried 5-0-0.

NEW BUSINESS

Election of a Chair and Vice Chair

Board Member Myers moved, seconded by Board Member Bennett, that the Board reelect Chairman Haslem and Vice Chairman Gomoll to their current positions. The Board unanimously approved the motion.

Motion carried 5-0-0

Review Mansfield Budget and Operations

Fiscal Services Director, Melissa Kinzler, reviewed the Mansfield budget and the Civic Center facility operational costs and how they are broken down.

- The Mansfield budget currently pays for 29.7% of the building costs and occupies 57.57% of the Civic Center building. This fiscal year the facility charges to the Mansfield are \$152,144. Facility and other internal charges are partially offset by General Fund subsidy.
- The Convention Center is charged \$111,424 or 22% of the building costs.
 - In comparing costs, it was noted that the Convention Center does not receive janitorial service from plant operations, but the Theater, meeting rooms and other offices do.
 - It was also noted that the Mansfield event rooms are not charged out for 251 operating days as the Civic Center offices as they are not operating 5 days a week 365 days per year.
- Revenues earned do not cover costs
 - Board Member Bennett suggested that the Mansfield pro-actively market the facility.
 - Chairman Haslem suggested that there be focus put on making the Convention Center more appealing.
 - It was asked if staff could provide information as to where our ticket buyers are coming from. Staff will provide a comprehensive report on zip codes from the ticketing system.
 - In regards to Theater, Board Member Myers suggest that we survey the ushers for their feedback. Feedback could be obtained by placing a sheet next to the usher book.

Review Mansfield Capital Improvement Plan

Assistant City Manager, Jenn Reichelt, reviewed the capital improvement plan. Board asked Staff Member Hughes what she would recommend for the top three improvements to accomplish in this and next fiscal year. Taking into consideration that the facility and equipment surcharge is only paid by the Theater users, Hughes recommends:

- Fly system maintenance (maintenance and safety)
- Stage floor refinishing (maintenance and safety)
- Projection booth remodel and purchase of follow spots (Purchase of follow spots reduces costs for renter and increase quality of shows. Booth remodel makes it possible to put 4 follow spots in the projection booth, thus returning up to 40 audience seats to sales inventory.)

Advisory Board Members were asked if the Convention Center should be improved or if the focus and investment should be made in what is working. The consensus is that the Theater is a major force in attracting events. However, the Convention Center also provides space for big events such as The Russell Art Auction, many fundraisers and other public and private events.

Staff Member Hughes asked if there was any chance that the infrastructure items such as the air-handling system in the Convention Center, and the roof and ceiling of the Theater

could be packaged with the need to restore the outside of the Civic Center exterior walls through a bond issue. Assistant City Manager Reichelt explained that while a bond issue could be a solution, now is not the time. The school district needs will require a bond issue.

Staff Reports

Staff Member, Hughes, reported on new events picked up by The Mansfield.

Next Meeting

It was decided that the next meeting will be a tour of the facility and the areas in need of capital improvements.

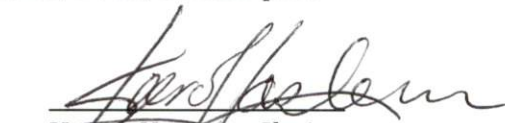
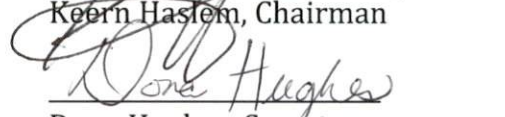
PUBLIC COMMENT

None

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 Lanning, to adjourn the regular meeting of March 25, 2016, at 1:18 p.m.

Motion carried 6-0-0.


Keern Haslem, Chairman

Dona Hughes, Secretary

Minutes Approved: April 15, 2016