

THE Mansfield

Center for the Performing Arts

ADVISORY BOARD

-- REGULAR MEETING --

Friday, May 20, 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, Patty Myers

Advisory Board Members Absent: Carl Donovan, Kelly Manzer

City Staff Present: Jennifer Reichelt, Deputy City Manager; Dona Hughes, Mansfield Supervisor

INTRODUCTIONS

None needed

OLD BUSINESS

Minutes

Board Member Gomoll moved, seconded by Board Member Lanning, that the Mansfield Center for the Performing Arts Advisory Board approve the March 25, 2016, meeting minutes as written. The board unanimously approved the minutes as written.

Motion carried 4-0-0.

NEW BUSINESS

Review possible NEW Mansfield Logos

Staff Member Reichelt shared the purpose of the logo update. It is to refresh, modernize, add a graphic, add movement and reflect the arts.

Three mockups of 3 potential logos were reviewed and discussed by Board. Logo #1 was the prevailing logo of choice. Board liked how the art piece was reflective of a wheat shaft or a take on a musical note. Board would like to move forward with logo #1 with the following fine tuning:

- Remove the ligature between "f" and "i" as it looks like "h"
- Obtain samples of color palette and samples of what the logo looks like with color
- Revise tag line "Mansfield Center for the Performing Arts" (as produced, the font is condensed and will disappear)

It was asked whether the Foundation, that is currently being formed, would have the same logo. Staff Member Reichelt explained that the Foundation would be on its own, but it could have some

elements of this logo. Board Member Bennett mentioned that the Foundation would be eligible to apply for pro-bono services from Wendt for a complete image and branding development.

Deadline for logo completion was set for July.

Mansfield Report and Updates

Staff Member Hughes reported that Paris Gibson Square is interested in the option to extend their **Mansfield concession** contract for another year. The current agreement is effective from September 1, 2015 through 31st day of August, 2016. The extension would provide for Concessions service through August 31, 2017. Board Member Bennett suggested that we also explore adding wine tasting an hour before an event. Staff Member Hughes suggested that we explore adding a pre-show dinner before some events as well. Board Member Bennett and Staff Member Hughes will work together in creating a plan.

Staff Member Reichelt reported that Staff is **not recommending a cost of living increase in the fees** due to what the market will bear. She also reported that the **Mansfield Box Office hours will be increased** from 11 am to 3 pm to 11 am to 4:30 pm Monday – Friday for September – May. Summer regular hours will remain the same, 11 am to 3 pm Monday – Wednesday.

Staff Member Hughes reported on the **facility improvement projects**. There is enough money to: refinish and repair the theater stage; hire architect/engineer firm to complete the construction plans for the projection booth remodel; and inspect and perform maintenance/repair needs for the fly loft.

Staff Member Reichelt reported that the **Convention Center** is still on the **Commission's at-risk list**. Board and Staff need to look at long range plans that address cost effectiveness, uses, and what's the new future. Consideration should be given to events vs. the millions of dollars in facility capital deficit. Chairman Haslem suggests the Board and Staff survey the users of the Convention Center. Potential questions discussed by Board:

- What does the renter see as priority for improvements?
- Why did they choose the Mansfield Convention Center over other spaces?
- Survey groups that no longer use the facility. Why did they leave?
- Ask if any users are thinking about moving elsewhere and why?

Board Member Bennett recommends developing image and branding for The Mansfield.

Next Meeting

It was decided to add a special meeting in June to finalize logo and create working committees for the Convention Center survey and the preshow wine tasting, dinner, etc.

Public Comment

Special meeting will be held Friday, June 24, at noon in the Gibson Room.

Adjournment

There being no further business to come before The Mansfield Center for the Performing Arts Advisory Board, Board Member Lanning moved, seconded by Board Member Myers, to adjourn the regular meeting of May 20, 2016, at 1:05 p.m.

Motion carried 5-0-0.


Keern Haslem, Chairman


Dona Hughes, Secretary

Minutes Approved: June 24, 2016