

Minutes

Union Colony Civic Center Advisory Board
November 10, 2021 3:45 PM Hybrid In-person & Zoom

1. The meeting was called to order by Mark Pugatch at 3:51 PM.
 - a. Board present: Mark Pugatch, Ken Andrews, Craig Montgomery, Doran Azari, Deanna Terry, Perry Bell, Michelle Sauder, Alison Hamling
 - b. Staff present: Jason Evenson, Jill Droegmueller
2. Approval of September Minutes
 - Motion to approve minutes made by Deanna, seconded by Craig. Motion passed unanimously.
3. New Business
 - a. Recommended ticket donations from Sub Committee.
 - i. The committee donated one item outside of the city.
 - b. Post event survey summary and comments (Amy Grant, Burroughs, Flobots)
 - i. Although not happy about drink prices at the GPO/Burroughs event, lots of positive feedback regarding the new murals in the ladies' room. To tackle the concern regarding volunteer demeanor, Jason asked Perry for ideas to show appreciation. Concerns about streaming services not being user friendly. Jason discussed artists, preferences and how to tackle unsuccessful shows. Brief discussion regarding more thorough instructions for streaming service. UCCC will continue to provide hybrid service. Including streaming service availability due to sold out shows. Discussed sales opportunities for providing streaming.
 - ii. Brief discussion following concerns regarding previous survey contents raised by Doran. Jason clarified the process in gathering data. Doran clarified concerns about language not being positive enough. Too many negatives.
4. Old/Ongoing Business
 - a. Ticket Sales report
 - i. GPO performance almost hit their target, and outsold both Amy Grant and the Oakridge Boys.
 - ii. 133 sold for the Flobots, although there were 36 no shows.
 - iii. Surprised by poor selling Lance Burton tickets.
 - iv. Jason has confirmed that a majority of local venues are experiencing 70% of their previous sales. Discussion had regarding present trends and issues surrounding a go forward for live entertainment.
 - v. Jason shared that the year by year numbers are still exceeding 2019. Alison (?) raised questions regarding marketing issues. Suggestions of how to promote last minute ticket sales, radio advertising, artist interviews, UCCC newsletter, etc. encouraged for upcoming season.
 - b. 2022 Programming updates
 - i. Confirmed for Fall Season:
Children's Sugar Skulls for Dia de los Muertos

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Weird Al Yankovic in September with required vaccine or negative test (will inform community extensively during ticket sales) will not require mask outside of public mandate

The Waylon Jennings

ii. Spring 2022

We Are Messengers

Good Morning Guys

High Kings

*An Officer and a Gentleman

*Madagascar the Musical (vaccine and negative test for staff only)

A Tribute to Aretha Franklin with the GPO

Air Supply

Secrets of Space

**performances will require some COVID protocols

iii. Jason is continuing to pursue additional act possibilities for spring.

c. Staffing updates

i. Offer made and accepted for new Programming Coordinator. Will begin on November 22nd.

ii. Introduced Interim CPRD Director, Kelly Snook.

5. Other

a. UCCC Backstage Stars Report – (Perry)

i. Package sales will cease following this season. Stars will advertise membership as another package option for ticket purchases.

ii. The City has decided to charge non-profit organizations \$100 per show to provide beverage sales. Due to this issue, the Stars will not be providing bar services this spring.

iii. Doran and Alison have joined the board.

iv. Providing Phantom of the Opera tree for Festival of Trees.

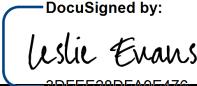
b. Next meeting will be on December 8, 2021, in-person, in room 103 at the Recreation Center.

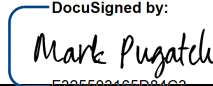
Parking Lot (Items to be discussed at future meetings):

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- Portable bars
- Parking directional signs from Active Adult Center Lot (guild supported)
- Discuss the remodeling of the outside/front of the UCCC
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff
 - Superscript or program notes in 2nd language?
- Commuter bus WiFi advertising when available?

Prepared by: 
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Approved by: 
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Chair