

MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On October 12, 2022 3:45 PM

There will be a short Sub Committee meeting at 3:15 PM of the Ticket Donation Committee preceding the full advisory board meeting.

The physical location for the meeting will be the Greeley Recreation Center Room 103.

- You may attend the meeting in person at the physical location.
- You can provide input/public comment for this meeting by emailing your comments to Brian Hughes (brian.hughes@greeleygov.com), or by leaving a voice message for Brian at (970) 350-9449, to provide your comments. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.

Agenda

Union Colony Civic Center Advisory Board
October 12th, 2022 @ 3:45 PM

1. Determination of quorum and call to order.
2. Approval of September 2022 Minutes (2 Minutes)
3. Old/Ongoing Business
 - a. Fall 2022 Programming report (Brian)
 - i. Updated ticket information will be provided at meeting.
 - b. Spring 2023 Programming updates (Brian)
4. New Business
 - a. Recommend ticket donations from Sub Committee, if any.
 - b. Presentation: Overview of Booking process for UCCC programming. (Brian)
 - c. Confirmation of pre-submitted questions for UCCC marketing and advertising partners to be addressed in November meeting. (Mark)
5. Other
 - a. UCCC Backstage Stars Report – (Perry)
 - b. Next meeting will be November 9th, 2022

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

- Review of programming policy and clarification of cost recovery expectations of UCCC programming
- Portable bars (Summer 2022)
- Rebranding the UCCC (Summer 2023 discussion)
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff/Volunteers
 - Superscript or program notes in 2nd language?
- UCCC Plaza Renovation (2026 CIP as of June 2022)
- Commuter bus WiFi advertising when available?
- Seating refurbishment

Minutes

Union Colony Civic Center Advisory Board
September 14th, 2022 @ 3:45 PM

1. The meeting was called to order by Mark Pugatch at 3:47 PM.
 - a. Board Present: Mark Pugatch, Craig Montgomery, Doran Azari, Perry Bell, Samantha Corliss, Deanna Terry, Alison Hamling.
 - b. Board Absent: Juliette Freid, Michelle Sauder
 - c. Staff present: John Dargle, Andrea Haring, Jill Droegemueller, Brian Hughes
2. Approval of August Minutes
 - Motion to approve June minutes as corrected, made by Doran Azari, seconded by Craig Montgomery. Motion passed unanimously.
3. Old/Ongoing Business
 - a. Fall 2022 Programming updates (Brian)
 - i. Brian provided updated ticket information for Fall of 2022.
 1. Weird Al was a sellout and very well received by patrons according to post-show survey data. Lots of first time UCCC audiences.
 2. David Brighton show is lagging far behind projections, though Wailin' Jennys seems to be in ballpark of expectation.
 3. Looking ahead to October shows, Mariachi Herencia and Ozomatli seem to have lagging ticket sales as well.
 - ii. Mark Pugatch pointed out the importance of the UCCC as a community service and enrichment and profit is not and should not be the only goal.
 - iii. Craig Montgomery commented that the UCCC also needs to increase profitability and we should be able to reach people with proper marketing. He went on to express his concern that historical UCCC programming does not reach above the middle of the entertainment landscape.
 - iv. Mark Pugatch advised the board members not to get hung up on the overall costs of programming, but to take the opportunities provided while staying within the guidelines of city budget and mandate. Profit can not be the only benchmark, and there needs to be an ability to take a shot with new acts/artists.
 - v. Doran Azari asked for clarification of the financial responsibility the UCCC has to the city as related to the cost recovery models as presented to the board in the past.
 - vi. Jill Droegemueller clarified that to the best of her knowledge, the tiered cost recovery models that were developed and presented were never adopted by city or department leadership and were not official policy.
 - vii. Several board members expressed confusion and uncertainty as to what the financial expectations and guidelines were. There were many questions as to the specific model and mandate for booking city sponsored shows.
 - viii. Craig Montgomery stated these questions needed to be answered in order to understand the role the board plays in suggesting programming that packs a

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punch. Mark Pugatch and Craig Montgomery agreed that a discussion on programming policy and clarification of cost recovery expectations needs to be added to the agenda of a future meeting.

4. New Business

- a. There were no requests for ticket donations.
- b. There was a spirited discussion about the nature of the relationship between the UCCC, C&E and the third-party marketing and advertising contractor.
- c. It was suggested that C&E be asked to join the board for a face to face for additional discussion.
- d. It was decided that the board members would submit questions by the October meeting and that the Board Chair shall send to UCCC staff for forwarding to the proper recipients to give time for their staff to collect any specific data that may be requested. The intent is for the responses to these pre submitted questions be addressed by representatives of marketing and advertising at the Board meeting in November.
- e. Mark Pugatch asked if John Dargle could reach out and ask C&E to attend the advisory board meeting in November.

5. Other

- a. UCCC Backstage Stars Report – Perry addressed an issue with ordering new Backstage stars promotion cups and said that they would be addressing the issues with UCCC staff and be making an order for new cups soon.
- b. Next meeting of the UCCC Advisory Board will be November 9th, 2022

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

- Review of Booking processes (October 2022 agenda item)
- UCCC Seating issues identified in Survey Responses and recommendations to change some seats (maybe rows) to wider seating to accommodate larger patrons? Integration or change of scope to upholstery CIP project? (July 2022 agenda item)
- Rebranding the UCCC (Summer 2023 discussion)
- Portable bars (Summer 2022)
- Tigre Radio co-promote (January Update)
 - Spanish Website/Brochure/Ticket office staff/Volunteers
 - Superscript or program notes in 2nd language?
- Commuter bus Wi-Fi advertising when available?