

Minutes

Union Colony Civic Center Advisory Board
August 10, 2022 @ 3:45 PM

1. The meeting was called to order by Mark Pugatch at 3:48 PM.
 - a. Board Present: Mark Pugatch, Craig Montgomery, Doran Azari, Deanna Terry, Perry Bell, Samantha Corliss, Michelle Sauder, Alison Hamling
 - b. Board Absent: Juliette Freid
 - c. Staff present: John Dargle, Andrea Haring, Jill Droegemueller, Brian Hughes
2. Approval of June Minutes
 - Motion to approve June minutes as submitted, made by Craig Montgomery, seconded by Perry Bell. Motion passed unanimously.
3. Introductions: Committee went around the room and introduced themselves to John and Andrea.
4. Old/Ongoing Business
 - a. Fall 2022 Programming updates (Brian)
 - i. Brian provided updated ticket information for Spring and Fall of 2022 by request of Mark Pugatch.
 - ii. Mark Pugatch stressed the importance of reaching out to Spanish language and other non-traditional audiences to uphold the goal of programming diversity. There was questions as to the specific marketing to Spanish speaking audiences and in-building efforts to make Spanish speaking audiences feel more comfortable at the UCCC.
 - iii. There was discussion about the short timeframe between brochure launch to first show. The board had several questions as to the background of the marketing and scheduling of the semester rollout and the overall marketing strategies of the UCCC and C&E. It was suggested to invite C&E to a board meeting or to present to sub-committee.
 - iv. There was discussion about leveraging tickets to reach out to more diverse audiences- specifically for Mariachi de Mexico show in October. It was uncertainty as to the limitations of the board in the direction of additional ticket resources.
 - v. Craig Montgomery suggested that these conversations be added to a future agenda for discussion in order to provide sufficient time and specific direction to staff to collect relevant data.
 - b. Spring 2023 Programming updates (Brian Hughes)
 - i. Brian provided a list of confirmed and pending offers for Spring 2023. He reported that the main of his efforts was focused on securing more marketable and recognizable names by suggestion of the board in previous meetings.
 - ii. Brian took a list of board member requests submitted for possible performances consideration and pledged to provide updates at future meetings.
5. New Business

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- a. The ticket Donation Sub Committee met at 3:15 and recommended providing the SE Weld Chamber with four requested tickets with conditions. Craig Montgomery moved to accept the recommendation; Doran Azari seconded. Motion passes without dissent.
6. Other
 - a. UCCC Backstage Stars Report – Perry reported that the Legacy tree could be up on the wall by the first show of the semester. The Legacy tree will go back 15 years to honor those who have 15 or more years of service to the UCCC. He talked about potential donations and investment in the UCCC including the possibility of a portable bar for the HP theatre. Perry will be on the radio for a thirty-minute interview to promote the UCCC.
 - b. Next meeting of the UCCC Advisory Board will be September 14th, 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?