

Minutes

Union Colony Civic Center Advisory Board

July 14, 2021 3:48 pm Via Zoom

1. The meeting was called to order.
 - a. Board present: Mark Pugatch, Alison Hamling, and Perry Bell, , Doran Azari, Ken Andrews (Zoom), Craig Montgomery (Zoom), Michelle Sauder (Zoom)
 - b. Board absent: Deanna Terry, Cher Heimbegner
 - c. Staff present: Jason Evenson, Jill Droegemueller (zoom), Mari Hein Beegle
 - d. Guests present: None
2. Jason received no requests to be read into the minutes, no public present, and reminded everyone that the minutes would be taken from the recording of the meeting.
3. Alison moved to approve the agenda, seconded by Perry
4. Doran moved to approve the minutes as submitted, seconded by Alison, no further discussion, the motion passed unanimously.
5. New Business
 - a. Jason explained that due to the guidance from City Clerks that the ticket donation committee does as a sub committee with more than two appointed members it should be publicly noticed and have an agenda. In order to streamline the meeting was reviewed as part of the board meeting. The committee recommends donating two pairs of tickets to the Cattle Barron's Ball, one pair to John Tesh, and one pair to Amy Grant for their silent auction. The second request from The Greeley Family House for their Summer Fest fundraiser, the committee recommends one pair of tickets to Lance Burton and Friends, and one pair to the Oak Ridge Boys. Perry moved to accept the recommendations of the sub committee, Seconded by Alison. Motion carried unanimously.
6. Old/Ongoing Business
 - a. COVID 19 Updates
 - i. July 1 UCCC dropped all indoor restrictions per City of Greeley alignment with State of Colorado.
 1. No further discounted rent. Back to full capacity in both theatres.
 2. Website has been scrubbed of COVID language other than the recommendation to wear masks, and the updated entry gate video that was edited to remove the designated entry points.
 - b. Fall 2021 Programming updates
 - i. Mari showed the brochure mock up provided by Lasso Digital.
 - ii. Mark clarified that this will be the last year with the package buying and go with individual ticket sales in Spring 2022 and beyond. Refer to previous meeting minutes for details about the impacts and discussions.
 - c. Spring 2022 Programming
 - i. Working on an opportunity to "Mount" or "Tech" the new tour of "Madagascar the Musical". Alison asked staff to ensure that the missed opportunity in the 10 days for other performances and to run the cost and profit comparisons with standard fees, and if the numbers make sense to go for it. The audiences between "Officer and a Gentleman" and "Madagascar" are beneficial.
 1. Mari covered the other performances reviewed in the June meeting with detail on the children's performance.
 - ii. Good suggestions, working on finding those "big names" before we move on the smaller lower cost acts.

- a. In-Stall Art – subcommittee Report (5 Minutes Alison or Craig) – The installation is complete, tour following the meeting.

7. Other

- a. UCCC Backstage Stars Report – (Perry) – Met Monday and approved the Legacy Tree Volunteer recognition piece. Discussing the pending concessions sales, partnering with GPO to run liquor concessions for the upcoming semester. They're planning to offer Named Drinks for each performance, to limit the selection. The UCCC Backstage Stars are sponsoring AgFeast to have a booth to sign up new members at that event. The board is working on how to address members that lost value of their members, 90 days to compensate. Adding early buying to benefits next year. Consider buying memberships as a less expensive way to get tickets, plus have drinks, posters, and meet and greet.
 - a. Alison pointed out that the current brochure doesn't list "HOW TO BUY" ensure to add that to future brochures.
 - b. Doran asked for clarity on why UCSTARS.COM is the sales method for memberships of the separate 501 entity. Then there was brand confusion between GPO Guild and UCCC Backstage Stars.
 - c. Alison asked about why there's no mention of UCCC Backstage Stars in the brochure. Jason covered that it used to be there, the return on the printing costs didn't justify continuing that effort.
- b. Next meeting will be August 11, 2021 at 3:45 PM. The ticket donation meeting will precede at 3:15 PM to cover any requests between now and then.

Approved by: _____
DocuSigned by:
Mark Pugatch
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Chair

12/16/2021