

MEETING INSTRUCTIONS FOR
THE UNION COLONY CIVIC CENTER ADVISORY BOARD MEETING
On FEBRUARY 8, 2023, 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 Andrea Haring andrea.haring@greeleygov.com. Comments received up to 1 hour before the meeting will be read into the record at the appropriate time.

Minutes

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

1. The meeting was called to order by Allison Hamling at 3:45 PM.
 - Board Present: Allison Hamling, Samantha Corliss, Craig Montgomery, Doran Azari, Juliet Fried and Perry Bell.
 - Board Absent: Michelle Sauder, Deanna Terry and Mark Pugatch,
 - Staff present: Jill Droegemueller, Andrea Haring, John Dargle, Kelly Johnson and Jaqueline Villegas
2. Approval of October 2022 Minutes
 - Motion to approve October 2022 minutes made by Juliet Fried and seconded by Craig Montgomery. Motion passed unanimously.
3. New Business:
 - Presentation: C & E / Lasso Marketing Presentation: Presentation: C & E / Lasso Marketing Presentation – Kelly Johnson, Chief of Staff and Jacqueline Negus, Image & Branding Manager.

Background

C & E had originally worked with Jason when the switch was made to this contract with Lasso. In the conversation with Jason at the time, one of the things that became very clear was that the City was short on support staff that could be dedicated to do the level of work required for this type of venue. Based on that reality, the City started looking at some agencies that specialize in the type of work needed relevant to arts and entertainment venue, marketing and promotion.

The City's typical competitive process was utilized: including identifying the need and which type of entity would best satisfy that need- a consultant or a contract agency. There was a need for an organization that could strategically do media buying, that's outdoor billboards; help promote digitally as well as having expertise in traditional mechanisms which promote entertainment of the type that the UCCC offers. There was a solicitation put out for somebody who had local Colorado knowledge that would be able to do these tasks and be supported by the communication team and the UCCC staff. It was decided that the City would partner with Lasso Marketing, which had experience in working multiple other venues in the state. This is kind of their niche, lots of agencies do branding, image work, things like that but their niche is in the arts culture entertainment venue so that's why they were selected.

The first full season

Media Mix

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December 14, 2022 @ 3:45 PM

There has been one full contract season with Lasso, and there were some kinks, but these have been worked out. Currently Lasso performs graphic designs of the contemplated media assets which include the playbills, posters, and brochures. They also do a media mix per show once UCCC ok's the lineup.

Budget

There is a set budget for media and UCCC allocates how much money per show to spend on the media. So based off that allocation, the City meets with Lasso, talk about who the audience is, where we can reach the audience and the parties mutually arrive at the media mix per show.

Meetings

Meetings are held on a weekly basis, or every other week with Lasso to talk about what's working, and what's not. They take place in person at the beginning of each semester and end. At the beginning, when preparing for the next semester lineup and marking and talking about plans, meetings are in person and then at the end of each semester, when preparing for the next lineup and marking, the meeting is virtual. At the end of the semester, the city gets a report from them. Then a follow up discussion takes place indicating what worked well and what didn't and then C&E meets with UCCC's team to talk about what needs to be done differently if anything.

Outcomes/Concerns

One of the frustrations dealing with the Denver agencies is them not really understanding the Greeley market. One of the big conversations with Lasso was to correct their language because the UCCC is not Denver, so they've had to do a lot of language correction on their end. Originally, it was surprising that that the audience is mostly drawn from the north not the south meaning our audiences do not come from the Denver Metro area, but instead from the Cheyenne area and changes were made to address that.

What was the action item agreed to at the end of this discussion? What can we as an Advisory Board do to assist going forward? What further dialog do we need to have to achieve maximum results? Is the contract re-bid annually or at set times of the budget year?

b. Staffing Updates (Andrea)

- Cultural Affairs Manager Position: CRPD has done the first-round interviews and concluded second round interviews. There was a total of 33 candidates. Based on these interviews, the search was narrowed to the top five for the first round and then to the two top candidates. The two top candidates then did a series of encounters with the senior leadership team and HR, conducted interviews and staff meet and greets and tours., At present, we are currently waiting to hear back from staff and get their input on the top candidates and

Minutes

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

then proceed with HR conducting background checks. We had local candidates but neither one of them were qualified for the position.

- Program Manager position: At present, CRPD is looking at possibly reclassifying that position and making it a Manager level. All the other divisions in CPRD have a manager that oversees them and who directly supervise the coordinators. The only exception currently is the UCCC, which has coordinator levels with no formal managers performing reporting supervision. The rationale for such a move would be that a manager would have functional responsibility for the revenue that's brought in and integral to that responsibility would be to management the front and the back of the house and that'll bring it back into alignment with other functions while providing the best managerial oversight for the department.

- c. Talent Buyer Contract for Fall 2023: Consistent with the managerial change, there has been thought given to contracting out the services for talent acquisition. In that pursuit, CRPD management is looking at a company called Midwood. During the initial research Sam, was instrumental in describing the process and how we might begin our research. The City's purchasing department doesn't allow for down payments which some of the promoters require so to maximize our talent search, it was proposed to seek other approaches and Midwood came highly recommended. The intent as initially described would be for them or an outside company to oversee the Center's advertising and promotion thereby eliminating the need for a firm like Lasso. In principle, the agency would guide our entertainment offerings each season by searching for and acquiring talent and then participate in the booking and contracting and work with the Center staff to schedule and serve as liaisons for us with the acts.

4. Old/Ongoing business

- a. Fall 2022 programming report (Jill)
 - i. The Fall 2022 updated ticket information was given to Board members.
- b. Spring 2023 Programming updates (Jill)
 - i. The Center was unable to procure 10 shows for the spring. There are some contracts being worked on at present. Midwood was awarded a 6-month contract with the option to renew and has been tasked with the fall 2023 season entertainment schedule.

5. Other

- a. UCCC Backstage Stars Report (Perry)
 - i. The Legacy Tree is now up and in the lobby. A post was placed on Facebook to announce it to the public. It has the names of all the volunteers that have participated for 15 plus years and the tree has room to grow on blank leaves as well. The intention is to update the tree annually. Pre pandemic there used to be an annual event to recognize volunteers, and the intent may be to reinstitute that event again.

Minutes

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

The organization needs to look at new ways to promote season tickets. Maybe put up a sign in the lobby or put it on the ticket envelopes. It was asked if the group can get a notice in the pre-show announcements on the digital board?

Talked to Hannah at the Greeley Living Magazine and filled out a 3-page questionnaire and found out that the group will be featured in the March edition.

b. Next meeting January 11, 2023

Agenda

Union Colony Civic Center Advisory Board
February 8, 2023 @ 3:45 PM

1. Determination of quorum and call to order.
2. Approval of December 2022 Minutes
3. Old/Ongoing Business
 - Spring 2023 Programming updates (Jill)
 - i. Updated ticket reports will be provided at the meeting
 - Fall 2023 Programming updates (Jill)
4. New Business
 - Recommend ticket donations from Sub Committee, if any
 - Staffing updates (Andrea)
5. Other
 - UCCC Backstage Stars Report – (Perry)
 - Next meeting will be March 8, 2023