

Minutes

Union Colony Civic Center Advisory Board

May 13, 2021 3:48 pm Via Zoom

1. The meeting was called to order.
 - a. Board present: Mark Pugatch, Craig Montgomery, Ken Andrews, Deanna Terry, Alison Hamling, and Perry Bell, Doran Azari
 - b. Board absent: Cher Heimbegner, Michelle Saunder
 - c. Staff present: Jason Evenson, Mari Hein Beegle, Andy McRoberts
 - d. Guests present: None
2. Jason reminded everyone that the minutes would be taken from the recording of the meeting.
3. Mark noted that the posted agenda listed approval of the March minutes, which was incorrect there were no March Minutes to approve due to a lack of a quorum. He changed approval to the April Minutes.
4. Mark asked for a correction to add Alison Hamling as present at the April meeting. Deanna asked that the incomplete sentence in 6.c. be completed with “addressed this.” Moved for approval by Perry, seconded by Alison, no further discussion, the motion passed unanimously.
5. New Business
 - a. Jason briefly covered where to sign up for the meeting notices on the Advisory Board website, and took note of those members who said they’d signed up and not received anything yet. Jason will verify with the Clerks office to attempt to verify that all the members are accurately on the list. Craig asked a question about why the change, Jason confirmed that it’s an effort to use standard processes. Doran clarified that staffing would continue to be charged by the hour, as needed to meet the needs of each performance.
 - b. Jason presented information about the 2022 proposed Fee Schedule Changes and future implementation of the Cost Recovery model. Deanna asked a question about the possibility of cost recovery for the fluids for fog/haze instead of charging for the equipment, Jason will investigate with staff. Doran asked what the rates are based on, Jason explained that in the initial charts for 2022-2023 they were generated by adding the averages from rolling the concessions and equipment reimbursement elimination figures. Mark asked why they’re not an even increments of \$5 or \$10 as a discussion of ease of conversation, the counter point of leaving the exact calculated figure communicates that we’ve done the due diligence of totaling the costs was made by Craig and Perry agreed the logic of not rounding connected with him. Andy mentioned that there could be better consistency by rounding to the nearest \$5 to match across the entire department. Deanna clarified what the changes in the other areas of the UCCC would look like, like the lobbies or two rivers lounge for receptions or weddings. Jason didn’t calculate those for this presentation because of the small percentage of use of those other areas is such a small percentage of the revenue, that work will be done and can be provided in the future but it’s expected to be a minimal impact to the overall budget. Deanna asked about clarity between the presented reimbursement target and the historical/traditional 50% cost recovery for the UCCC as a whole that is perceived by the public that voted for the facility in the 80’s. Craig asked questions around the logic of being at the bottom end of the Labor Reimbursement comparison of regional competitors.
 - c. Jason proposed a discussion around the consideration of eliminating packages 2022 and beyond, providing data around the decline of those sales and the resources needed to continue those efforts. Packaging ties the hands of the Programming Coordinator to consider only performances that keep the package holders happy, rather than programming diverse acts that broaden our offerings and grow our

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audience base. Deanna reminded us that many long time package holders want the same seats, and how could we retain that benefit for them without the drawbacks we're seeing in packaging. Perry thought the Backstage Stars could offer "early buying" as a benefit of membership in their organization, staff will work on the operational details of that recommendation. General consensus of the board to move forward with the proposed planning for Spring 2022.

6. Old/Ongoing Business

a. COVID 19 Updates

- i. CDC Cleaning guidance changed – Only cleaning between performances as typical this point forward. We will continue to clean items like microphones that get breathed on.
- ii. Mask requirements indoors in public buildings with more than 10 non-vaccinated individuals extended by Gov. into June.

b. Fall 2021 Programming updates

- iii. Dropped – The lead singer from Poco passed away and they've cancelled their tour. Replacing that with Flobots, a band based in Fort Collins that has pretty strong young following statewide. Our offer was outstanding at the time of the meeting. US Air Force is not touring their holiday performance in 2021. Piano Battle is in our area on a Wednesday in 2022 for a possible performance with the GPO, Mari is interested in knowing if the board thinks it's worth waiting until 2023 for a weekend date. Gloria Gainer is a possibility for 2022, do we think there's enough name recognition to draw a reasonable audience? Deanna thinks a Gospel concert would be a bigger draw than a disco lineup? Perry asked for an update on the "Happy Together Tour", Mari will check on that. Alison would like to move the programming towards "A" list talent in a younger interest level. Mark asked us to consider Leslie Jones. Alison suggested that we may be able to push pricing, look at Shen Yun with \$88 at the bottom of their price scale.
- c. In-Stall Art – subcommittee Report (5 Minutes Alison or Craig) – The quality of the installation surpassed the expectations of the subcommittee members. When you're back in the building be sure to get to the 2nd floor. Work continues to adjust the designs for the 1st floor women's restroom design. Craig reminded staff that there should be a plaque that identifies the artist, the plan is to locate those on the exterior of the restroom.

7. Other

- a. UCCC Backstage Stars Report – (Perry) – Perry continuing to do research on the tree and lining up booth attendants to staff a booth at the Arts Picnic.
- b. Next meeting will be June 9, 2021 at 3:45 PM.

Approved by: _____

DocuSigned by:

Mark Pugatch

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Chair

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