

Minutes

Union Colony Civic Center Advisory Board
April 13, 2022 @ 3:45 PM

1. The meeting was called to order by Mark Pugatch at 3:45 PM.
 - a. Board Present: Mark Pugatch, Craig Montgomery, Alison Hamling, Doran Azari, Michelle Sauder, Samantha Corliss, Juliette Freid
 - b. Absent: Cher Heimbegner, Perry Bell, Deanna Terry
 - c. Staff present: Jason Evenson, Jill Droegemueller, Brian Hughes, Leslie Evans
2. Approval of March Minutes
 - Motion to approve minutes, made by Allison, seconded by Craig. Motion passed unanimously.
3. New Business
 - a. A motion to approve ticket donations recommended by the Sub Committee was made by Craig and seconded by Juliette. The motion passed unanimously.
 - i. Two tickets to Weird Al Yankovic to the Weld County Sherriff's Department.
 - ii. The committee had to decline donations to the Longmont United Hospital Foundation due to scheduling issues.
 - b. Election of Officers
 - i. With no clear interest from a new candidate, Mark stated that it would be his privilege to serve as chair for his last term on the board. He nominated Allison Hamling to serve as vice-chair.
 - ii. A motion to install Mark Pugatch and Allison Hamling as chair and vice-chair was made by Michelle Sauder. After a second from Doran Azari, the motion carried unanimously.
 - iii. Mark and Allison abstained from vote.
 - c. Jason shared planned changes to the rate schedule for 2023. Main community concern addressed was the cost to non-profit and local organizations for use. Following discussion, the board agreed reaffirm its continued support of increases.
4. Old/Ongoing Business
 - a. The Board revisited the tabled digital sign discussion; after researching the building code, it was determined that there would not be a viable option for the sign to meet code. The board has requested additional information for an appeal process.
 - b. Spring 2022 Ticket Sales
 - i. Voctave has sold 98 tickets following the Stars pre-sale. A broad promotional email was included with the previous newsletter.
 - ii. Spamilton was not as popular in the pre-sale, but the board was encouraged that the e-mail blast was sent earlier in the day.
 - iii. Air Supply beat the forecast.
 - c. Survey Review
 - i. Reviews for the Aretha Tribute with the GPO were extremely positive except for additional complaints about seating size. After a brainstorming session

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regarding several seating replacement options, the Board agreed to table the discussion until further information was available.

ii. Loud volume issues at Air Supply were caused by issues with their techs

d. Spring & Fall 2022 Programming updates

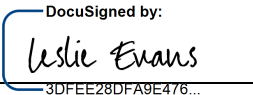
- i. Brian suggested a promotion strategy to partner with C&E to offer discount tickets to the choral community of Greeley to promote ticket sales for Voctave, as well as a push at the UNC Jazz Festival.
- ii. Promotion for Spamilton will be done primarily on social media.
- iii. Ten shows are planned for fall. Three shows have accepted offers, three offers have been made to acts that have accepted dates. Three dates remain open, with the possibility of co-promoting opportunities.
- iv. The continued booking strategy will focus on comedy, musical, and local acts. Broadway shows will not be possible due to staffing issues.

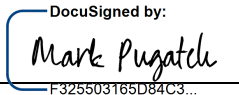
5. Other

- a. UCCC Backstage Stars Report – (Perry) Absent
- b. Next meeting of the UCCC Advisory Board will be May 11, 2022

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

- 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?

Prepared by: 3DFEE28DFA9E476...

Approved by: F325503165D84C3...