

UCCC Advisory Board Meeting

Agenda

May 14th, 2025

At 3:45 at the Greeley Recreation Center Room 201

This meeting is in person at the physical location.

The public is invited to provide input/public comment for this meeting by emailing your comments to Stephen Marquez at Stephen.Marquez@Greeleygov.com

Comments received up to an hour before the meeting will be read into the record at the appropriate time.

Agenda:

Roll Call: Mark Pugatch (Chair), Alison Hamling (Vice Chair), Perry Bell, Robert Wasson, Samantha Corliss, Doran Azari, Austin Southern, Daniel Knopf, Michelle Sauder.

1. Determination of quorum and call meeting to order.
2. Approval of the April 2025 minutes
3. UCCC venue sales and promotion coordinator introduction.
4. Old business:
 - 2024-2025 survey Results
5. New Business:
 - 2025-2026 season updates
6. UCCC backstage stars report
7. Report on City Council work session presentation
8. Rebranding Project
 - Baseline draft survey questions
 - Board input and question ideas
 - Timeline of action items
 - Draft engagement plan
9. Adjournment

The next meeting will be held June 11, 2025, at the Greeley Recreation Center Room 201.

Minutes

Union Colony Civic Center Advisory Board

April 9, 2025, at 3:45 p.m.

1. The meeting was called to order by Mark Pugatch at 3:47 p.m.

Board Present: Mark Pugatch, Perry Bell, Robert Wasson, Samantha Corliss, Daniel Knopf, Doran Azari.

Board Absent: Michelle Sauder, Alison Hamling (Vice Chair), Austin Southern.

Staff Present: Stephen Marquez, Megan Weiler, Brecklyn Everhart.

2. Approval of March 2025, minutes.

Motion to approve the March 2025 minutes made by Perry Bell and seconded by Daniel Knopf.

Motion passed unanimously.

3. New Business:

- There was no new business.

4. Old/Ongoing Business:

- Spring Semester Updates:
 - The UCCC hired a new position, the Venue Sales and Promotions Coordinator. They will handle rentals, contracts, C&E, and Scream.
 - The board looked over the cost recovery reports.
- Fall Semester Updates:
 - Stephen is working with Midwood, the talent buying agency, to confirm and create the fall semester line up. There are 6 offers out for the fall.
- Update on arm rest cups:
 - The total cost for the arm rest cups were given to the board as follows:
 - Amazon: \$13,600
 - Urwine : \$50,000
 - House install would be around \$1200

There was discussion on whether backstage stars could sponsor for the arm rest cups.

5. Other:

- UCCC Backstage Stars Report: No Update
- Branding Awareness Task Force Report: Diana and Mark are going to present at the council work session April 22nd.

Meeting adjourned 4:07 p.m.

The meeting was reopened at 4:10 p.m. by Mark Pugatch.

6. UCCC renaming presentation: (Diana Frick-Remote attendance)

- Diana ran through the presentation that is going to the council work session.
 - The board gave their impressions of the presentation and showed excitement for the work session.

Meeting adjourned 4:27 p.m.

Next meeting will be held May 14, 2025, at the Greeley Recreation Center, Room 201.

Spring 2025

Show Date	Performance Name	Est Expenses	Estimated Tickets Sold	Average Ticket Price	Actual Tickets Sold	Ticket Value	Additional Revenue	Actual Expenses	Estimated Cost Recovery
Thursday, January 23, 2025	Dear Evan Hansen	\$71,365	1100	\$64.85	599	\$36,279.00	\$5,335.64	\$85,121.52	48.89%
Thursday, January 30, 2025	Brian Regan	\$34,350	634	\$54.22	1285	\$66,089.00	\$11,666	\$49,048	158.53%
Saturday, February 1, 2025	Syncopated Ladies	\$31,840	812	\$39.22	272	\$7,421.00	\$2,189	\$28,353	33.89%
Saturday, February 8, 2025	Cirque Kalabante	\$31,339	800	\$39.17	387	\$14,677.00	\$2,917	\$28,309	62.15%
Wednesday, February 12, 2025	Lyle Lovett	\$63,500	1058	\$60.06	1158	\$67,958.00	\$10,479	\$64,571	121.47%
Thursday, February 13, 2025	Mean Girls	\$89,539	1381	\$64.84	440	\$25,061.00	\$3,980	\$103,696	28.01%
Wednesday, March 5, 2025	Dirty Dancing Live in Concert	\$36,730	823	\$44.62	198	\$15,708.00	\$2,800	\$34,443	53.74%
Friday, March 14, 2025	R.E.S.P.E.C.T.	\$62,490	1139	\$54.85	278	\$12,269.00	\$1,941	\$64,527	22.02%
Tuesday, April 8, 2025	Champions of Magic cancelled	\$39,300	786	\$50.04	180	\$0.00	\$0	\$27,000	0.00%
Sunday, April 13, 2025	Alton Brown Live: Last Bite	\$78,470	1022	\$76.75	864	\$62,587.00	\$9,807	\$84,768	85.40%
		\$538,923.40	9555		5661	\$308,049.00	\$51,115	\$563,539	63.73%