Bellows Falls Opera House Policy Committee

March 28, 2018

Location: Rockingham Town Hall, 3rd Floor Meeting Room

Present: Jan Sheehy, Martha Rowley, Sandy Martin, Thomasena Coates, Shell Saurer, Charlie Hunter. Sue Hammond attended as non-voting Selectboard representative.

Call to Order: Meeting was called to order at 6:33 pm by Hunter.

Minutes from previous meeting were approved, with note that date listed (3/15/18) should be changed to read “March 14, 2018.” Moved by Saurer, seconded by Rowley, voted unanimously.

Additions to the Agenda for Routine Administrative Matters and/or Pressing Matters that will require ratification at a future meeting: None

Public Comment on Items Not on the Agenda (3 minutes per person): None

Agenda:
1. Create mechanism for a survey of BFOH moviegoers to determine where audience lives.

*Martin reported that he has spoken to Theater Manager Angers, who is enthusiastically on board with the concept discussed at previous meeting: a survey, lasting about one month, with raffle tickets on which participants write their zip code. Prior to start of movie, winning number to be read with prize being one large popcorn (it being felt that popcorn would be a prize that won’t cost the town much). Each day, stubs will be placed in a dated envelope. Martin will pick up envelopes every week or two. Survey will start immediately, and last 4-6 weeks or until tickets run out. Rowley has donated 2000 raffle tickets, Wright has donated a box of golf pencils, Hunter is donating 40 envelopes.*

*Hammond noted that zip codes are not literally exact (for instance, some of Rural Rockingham uses a Chester zip), but it was felt that the simplicity of only asking patrons to write down a zip code was the best approach; the committee taking the “false positives” into account when tallying the totals.*

*Motion made by Martin, seconded by Coates. Voted unanimously.*

2. Identify stakeholders (entities interested in utilizing BFOH) and formulate plan of committee outreach.

*A list of stakeholders was discussed. It was decided to ask the Theater Manager for the settlement sheets from all entities who have rented the BFOH over the last two years (more if easily available). This would provide contact information, as well as attendance figures.*

*Stakeholders discussed included Main Street Arts, RAMP/Susan McNeil, Vermont Festivals LLC, Karin Mallory Presents, NECCA/Troy Wunderle and WOOL-FM. Other relevant parties mentioned included Theater Manager Angers and Ed Howard, Rockingham Selectboard,*
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Bellows Falls Village Trustees, Downtown businesses (Food/beverage, Retail, Professional/service), BFDDA and GFRCC. Hunter will provide Sheehy and Martin with list and contact information that he has. Sheehy and Martin will formulate a draft letter and submit it to the Committee for discussion next meeting.

Motion made by Coates, seconded by Rowley. Voted unanimously.

Review Agenda Items for Next Meeting

1. RENTAL POLICIES - Martin reported that in speaking with Town Manager O’Keefe and Theater Manager Angers, it was requested that the Committee review and possibly update the BFOH rental policies. Copies of current forms (Rates & Policies Form, Application/Deposit Form, Final Settlement Form, all last updated in April 2015) were distributed.

2. JOB DESCRIPTIONS - The committee is interested in seeing the job descriptions of Theater Manager, theater support staff and whether a definition exists for “Town Representative” as referred to in Rates & Policies Form.

3. LETTER TO STAKEHOLDERS

4. BFOH MISSION STATEMENT - Does such exist?

Other business:

Sheehy will maintain an informal list of topics and suggestions to be considered in the future. Next meeting April 11, 6:30 pm.

Adjourn: Meeting was adjourned at 7:35. Motion by Coates, seconded by Martin. Voted unanimously.

Attest: ________________________
Charles Hunter, Recording Clerk