Date: April 25, 2018

Present: Charlie Hunter - Chair, Jan Sheehy, Martha Rowley, Sandy Martin, Thomasena Coates, Susan Hammond, Shell Saurer

Meeting Called to Order at 6:35PM

Changes or Additions to Agenda: None.

Approve Minutes of April 11, 2018. Motion made by SM, seconded by MR. Passed unanimously.

Public Comment on Items Not on the Agenda (3 minutes per person) – no public in attendance.

April 25th Agenda:

1. Review Letter & Questionnaire for Stakeholders
   No new documents available. Redirect to Other Business. Added to Agenda for next meeting

2. Follow up on Movie Attendance Survey
   JS reported on her experience and data from conducting the survey on Friday, April 13. Premier of A Wrinkle in Time. She arrived at 6:40p for 6:45p doors, but doors opened at 6:30p. 54 people of 74 patrons were polled. Rather straightforward process. Best time to ask is after ticket purchase, and if applicable, while patrons wait on concession order. Once there’s a backup in the line, you can ask while waiting to buy tickets. “I’m taking an informal survey to discover where patrons are coming from”. If that didn’t automatically elicit an answer, it was asked “what town do you live in?” or “can I note the town you reside in?”

   Of 54 patrons: 4 from Townshend, 27 from Rockingham, 5 from Wardsboro, 3 from Putney, 2 from Brattleboro, 2 from N. Walpole, 3 from Walpole, 4 from Alstead/Acworth, 2 from Swanzey, 1 from Surry, 1 from San Francisco. Jan was asked if it would be easier to have two people in the lobby, and the answer was no and then there’s the potential for double-counting. There’s a rush 20 minutes before movie starts – that’s when it’s easiest to conduct the survey efficiently while patrons are in line for tickets.

   On Saturday the 14th, the committee volunteer was ill, but Rick offered to conduct the survey. The data from all three shows that day (one afternoon, two evening shows) was as follows: 51 from Bellows Falls, 8 from Springfield, 3 from Grafton/Athens, 8 from other VT towns (e.g. Vernon, Weathersfield), 5 from N. Walpole, 10 from Walpole, 17 from Alstead/Acworth, 6 from Charlestown, 6 from Claremont, 4 from Keene, 22 from other NH towns, 3 from out of state (Worcester, Bolder, Telluride).

   Over 230 responses from two dates/four screenings. SS will compile a spreadsheet. CH will add Westminster and Townshend to the survey. JS noted positive feedback from a Selectboard member attending the movies that the committee is already actively obtaining data.

   There was discussion about whether the committee should collect more data (yes), what those dates should be, and if this is a community service opportunity for a BFUHS student. Committee Chair (CW)
will ask DW (absent) to confirm if one or more students are available the weekend of the 27th of April, and May 4th. If not, CW will indicate the dates via email that the committee should poll patrons, in lieu of student(s).

A representative snapshot of all data collected through May 8th will be presented at May 9th committee meeting.

3. Local Business Survey through BFDDA & Chamber of Commerce
Nothing to report. Redirect to Other Business. Added to Agenda for next meeting

4. Discuss Job Description Information from Theater Manager
Theater manager is on vacation now and no new documents were available from Theater Manager. JS and MR provided a copy to all committee members of the questions they drafted. SM confirmed that on 4/17/18, Theater Manager agreed to answer questions about the position in sight of the lack of a formal job description. The questions were submitted by SM to Theatre Manager via email on 4/18/18. SM will reach out to theater manager on 5/1/18 re: responses to the questions drafted by the committee.

On 4/25/18 SM spent time at the Town Hall and made copies of all the records of who leased the space, when, for what, and how much was paid by leasee to the Town. This activity took 2.5 hours. SM also collected the closing sheet for one other event directly from the Theatre Manager. SM submitted all copied materials to JS. JS will compile a spreadsheet from the contents of the records. SM noted limited attendance counts and some missing settlement sheets. Other discussion included clarification of the primary funding source of the theater, and what amount of the revenue from movie tickets remains with the Town after distributor fees.

Other Business - Letter & Questionnaire for Stakeholders, cont.

Examples of stakeholders would be WOOL, Karin Mallory, Popolo Group, Main Street Arts, Barnaby’s, RAMP, VT Festivals, etc. The draft inquiry to stakeholders written by CW was read out loud. (See attached). Committee expect a few presenters will not respond to the online survey via SurveyMonkey but expect the persons/parties who are invested and committed and who self-identify as stakeholders will respond. Committee discussed and opted not to offer to conduct the survey via a phone call. CH will confirm the free SurveyMonkey will allow the number of questions in the draft. If it does not, committee will just send an email with the questions, in lieu of the SurveyMonkey invite. Presenter emails are on the applications – JS will extract the data from the applications into a column of the spreadsheet

Motion made by CW for JS to provide survey to the stakeholders whose email addresses can be compiled from the applications and that CW will draft and sign the cover letter. SM seconded. Passed unanimously.

Other Business - Local Business Survey through BFDDA & Chamber of Commerce, Cont.

The draft inquiry to business holders was written by CW was read out loud. (See attached). The goal of the beginning of the survey is to answer the question “what inherent motivations do respondents have".
Still need to obtain member email lists from Mary Helen Hawthorne of BFDDA and Doreen Stoodley of the Chamber of Commerce. Discussed overlap between the two lists. Determined following plan:

- CW will enter draft inquiry to businesses into Survey Monkey
- CW will draft and sign cover letter to businesses
- CW will ask Mary Helen Hawthorne to share it with BFDDA members via email
- SH will ask Doreen Stoodley to share it with Chamber members via email

Motion made by TC to authorize CW to draft and sign cover letter to businesses on behalf of the committee and provide link to SurveyMonkey that reflects survey draft provided to committee. SS seconded. Passed unanimously

**Other Business - Invitation & goals of committee**

It was restated that the committee has been asked by the Selectboard to simply offer recommendations regarding the BFOH. The committee is still collecting information and has not come to any conclusions to date. The committee (SM) will invite Town Manager, Shane O’Keefe, to attend the next committee meeting (5/9/18) and SH will provide a status update to the Selectboard at the next board meeting. The committee noted the helpful and friendly cooperation of the theater manager as it gathers information about the BFOH.

**Reviewed Agenda Items for Next Meeting**

JS and SM to compose next agenda for May 9th meeting, 6:30PM

**Next Meeting- Wednesday, May 9 2018 @ 6:30PM.**

Assistant Chair, Jan Sheehy, will chair the meeting

**Motion to Adjourn made by SM, seconded by TC. Meeting Adjourned at 7:34PM**

**Minutes Submitted Respectfully by T Coates April 27, 2018**