MINUTES: BELLOWS FALLS OPERA HOUSE COMMITTEE

Date: May 9, 2018

Present: Jan Sheehy-Vice Chair, Sandy Martin, Thomasena Coates, Susan Hammond, Shell Saurer, Deb Wright, Municipal Manager Shane O’Keefe

Meeting Called to Order at 6:34PM

Changes or Additions to Agenda: Addition - None

Motion to approve minutes of April 25, 2018 made by DW, seconded by SM. Passed unanimously.

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

Agenda

Review Stakeholder Letter & Questionnaire- Thomasena advised that the attachment was to be included with agenda, but did not get done. Individual emails being sent to presenters and promoters. Thus far, only 3 stakeholders have responded. Committee agree this item tabled until next meeting. SOK stated that he often gets feedback from business owners on the effect that the Opera House business has on their business. Committee agreed we can extend the length of time the survey monkey link is gathering responses until May 30. JS thinks she can alter the date on the link.

1. 
2. Follow up survey of BFDDA & Chamber of Commerce members- DW advised that BFDDA and GFRCC do not release their member lists, as they proprietary, however, the Doreen Stoodley at the Chamber released their member newsletter last week, 5/3/18, and it included our link to the survey. Also, added to the Chamber’s FB page. BFDDA does not do as much emailing, but Mary Helen Hawthorne also forwarded the email to Doreen. DW intends to follow up with BFDDA to see how else we might get the survey to all BFDDA members. A suggestion was made to have the survey available at Chamber Mixers, however, too late for this month, it was tonight.

DW added that this was not on the agenda, but CH had asked that we reach out to BFUHS for student volunteers to get survey samplings at the theatre. Rick Angers had done this and DW also spoke with Stacey Shaughnessy. A flyer has been posted to attract seniors and juniors as they are required to do some hours of community service. So far, no student volunteers. TC said that it had been discussed that if no students had come forward by tonight committee members would continue to volunteer.

A great deal of conversation by committee members on what the movie town survey is telling us about where our patrons live and where we may need to focus our energy or advertising dollars to attract more patrons. Flyers and posters could be distributed and more social media of BFOH listings. SOK reminded that BFOH has a FB page. The length of lead time on listings was questioned. Although more movie listings may be scheduled by the theatre manager, advance listings outside of the in-theatre flyers are generally limited to one week. It is true that additional special events get more advertising time due to the promoter/presenter as well as theatre manager scheduled advertising. It was suggested that perhaps at a future meeting, this could be an agenda item where it could be better fleshed out. Also, understanding the current advertising schedule would help the committee to see if there are gaps or recommendations that could be made to improve performance.
3. **Review Theater Manager Questionnaire**- This item was only received today and the committee chose to table until the next meeting

4. **Municipal Manager Invited to Attend**- SOK advised the committee that a $50,000 capital reserve fund was established by the Rockingham voters for the FY19 budget, to allow necessary improvements and will continue year to year to be added to until such time as the monies are utilized.

**Review Agenda Items for Next Meeting**- Job description review or recommendations for theatre manager, review standard operating procedure on PA system, is there one? TC stated that Dark Star did one in the past. Review representative sheet.

**Other Business**: SS brought the committee a compiled list of BFOH Upper/Entire Theatre Settlements dating back to 2012. Her assessment of available materials should some hiccups in procedural data collection. The committee agreed that signed contracts, along with the existing application for use should be in place, as the foundation of all agreements. This is a recommendation that needs further work by the committee, involving the theatre manager, municipal manager and ultimately the town attorney. DW suggested she could prepare a short 3 question survey to be available for the Village Annual Meeting, 5/14/18. *Motion made to produce this short village survey and make available at the 5/14/18 annual meeting by DW, seconded by TC. Passed unanimously.*

**Next Meeting**- **Wednesday, May 23 2018 @ 6:30PM**

**Motion to Adjourn Meeting** made by SH seconded by TC. Meeting Adjourned at 7:45PM

**Minutes Submitted Respectfully by D Wright**

May 10, 2018