BELLOWS FALLS OPERA HOUSE POLICY COMMITTEE
Wednesday, August 1, 2018
6:30 p.m.

LOCATION: Rockingham Town Hall – Lower Theater

MINUTES

Call to Order

Meeting called to order at 6:30p, with Hunter, Rowley, Saurer, Sheehy, and Coates present. Guest LeRoy Watson of Walpole (committee application submitted to Select Board).

Additions to the Agenda for Routine Administrative Matters and/or Pressing Matters that will require ratification at a future meeting

None

Approve Minutes of July 11, 2018

At 6:32p Coates made motion to approve minutes as submitted, Sheehy seconded, moved unanimously

Public Comment on Items Not on the Agenda (3 minutes per person)

None

Recommendations/questions for BFOH staff, post facility tour

Committee noted at least one maintenance recommendation made to Theatre Manager appeared not to have been acted upon yet but also noted the Manager’s scheduled time off between the last and current committee meeting.

2. Discussion of BFOH Financials, FY 2017 (to 2013).

Chair presented the new version of the BFOH P&L statement of FY ’17, ’16, ’15 and ’14 (see attached). Committee members thanked the chair for his time in building and presenting this summary.

It was noted that P.R.O. expense is not theater-specific as currently allocated in budget, but covers any incidental recorded music played in the facility when open to the public.

2018 figures should be available soon for review and analysis seeing as how the fiscal year concluded on June 30, 2018.

Per the new spreadsheet the BFOH can be seen to be operating in the black in FY17 if allocated expenses are removed. It was noted that the allocated expenses will exist to a degree regardless
of theatre utilization. The committee agreed this is good news and did not have further questions on the spreadsheet as presented.

The spreadsheet allowed the committee to review various efficiency options through use of editable variables in the spreadsheet. The variables included cinema ticket prices, CFW ticket prices, concession prices, underwriting income. The chair and committee also analyzed possible income and expenses of adding cinema events and increasing live theatre events in the lower theatre.

The following circumstances were reviewed through committee dialogue:
- Underwriting income is at 50% of budgeted amount.
- The operations P&L are ~$3,000 in the black before allocated expenses.
- Profit per ticket sold for concession items was approx. $1.69 in FY 2017.
- The committee was curious about what means of print and other media advertising is utilized with the budgeted funds.
- The committee was reminded it has been called together to purpose pathways to increase efficiency and role of BFOH as community asset, not micro-manage daily operations and operational decision-making.
- Future strategies should take into consideration how they may help contribute to putting larger systems in place for tracking information (annually and more frequently) and allowing it to be available digitally for analysis and to support transparency.
- Main Street Arts and/or their acting theatrical director (David Stern) should be consulted about opportunities for partnerships and increased utilization of the unique, 500-seat main theatre space as a commodity to the regional (and national) arts community.
- The appeal of each space (main and lower theatre) was discussed in consideration of new utilization of the spaces for cinema and live programming.
- Distribution of attendance to cinema events during the committee’s survey period was as follows: 45% NH residents, 37% Rockingham residents, 16% other Vermont, 2% other states.
- Public comment from L. Watson included a suggestion that the committee, and/or the Select Board, and/or the Theatre Manager consult with a family run, multi-site cinema operation in the area in order to perhaps share lessons learned between the two parties. It was also noted by Watson that this party had been very helpful to the BFOH Theatre Manager in past with equipment emergencies given their skill and resources.

3. Draft theater use contract vs. current forms.
Citing Theatre Manager’s aforementioned scheduled time off, the committee has no update on the status of the rental application/proposed contract rewrite so committee will again not review it in full today.

4. Timetable for synthesizing information gathered, possible scenarios for moving forward.
Chair noted committee has a significant amount of information now and suggested the committee synthesize a draft report of recommendations for the Select Board during the next meeting. Committee members found that to be an agreeable plan. Committee will prepare to present in mid-fall, keeping in mind that Hammond noted at the last meeting that we must put in our request a specific interval in advance.
Review Agenda Items for Next Meeting

- Follow up on recommendations post-facility tour: a) Clean dimmer rack b) Clean kitchen
- Review any updated job descriptions provided by Town Manager and Theatre Manager
- Synthesize draft report of recommendations to present to the Select Board
- Next meeting scheduled for Wed. 15 August, 6:30 pm.

Other Business

None

Adjourn

Motion to adjourn made by Coates at 7:50p, seconded by Sauer, and moved unanimously.
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<td><strong>BFOH INCOME</strong></td>
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<td><strong>GENERAL FILM BOX OFFICE</strong></td>
<td>$154,751.00</td>
<td>$157,211.00</td>
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<td>$95,642.00</td>
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<td>$282,938.00</td>
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<td>$74,028.00</td>
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<td><strong>GENERAL FILM RENTAL</strong></td>
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<td>$8,878.00</td>
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<td><strong>BFOH RENTAL MAINT</strong></td>
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**Other Expenses**

- **WEB DEVELOPMENT**: $350.00
- **P.R.O. LICENSES**: $672.00
- **RUBBISH/CUSTODIAL**: $10,950.00
- **CONCESSIONS**: $42,094.00

**TOTAL ALLOCATIONS**

- **$50,709.00**
- **$61,347.00**
- **$61,184.00**
- **$77,098.00**
- **$77,456.00**

**Profit/Loss Before Allocations**

- **$3,165.00**
- **$6,914.00**
- **$22,295.00**
- **$10,344.00**
- **$25,232.00**

**Profit/Loss Incl. Allocations**

- **-$47,944.00**
- **-$64,433.00**
- **-$83,479.00**
- **-$87,442.00**
- **-$112,726.00**

**Depreciation**

- **$65,424.00**
- **$65,424.00**
- **$65,214.00**
- **$65,702.00**
- **$66,191.00**

**Profit/Loss Incl. Alloc. & Depr.**

- **-$112,968.00**
- **-$119,857.00**
- **-$148,893.00**
- **-$153,144.00**
- **-$178,917.00**

**Note:** 20% of Mgr.'s. salary is allocated as 'Theater Events' in Town Budget.

SH 7/11/18: 63% OF ANNUAL COST IS ALLOCATED TO BFOH

SH 7/11/18: 37% OF ANNUAL COST IS ALLOCATED TO BFOH

This item will be removed from budget FY 2019.