

BURNSVILLE PERFORMING ARTS CENTER ADVISORY COMMISSION



Meeting Minutes of

June 1, 2011



Members Present: *Kathy Cleveland, Garrick Dietze, Paul Jacques, Sal Mondelli, Mark Pevan, Steve Preus*

Members Absent: *Lynn Krumeich*

Others Present: *Jon Elbaum, Tom Hansen*

The meeting was called to order by Chairman Jacques at 6:28pm.

1. Adoption of Agenda

Motion by Mondelli, second by Cleveland, to adopt the agenda.

Ayes: Cleveland, Dietze, Jacques, Mondelli, Pevan, Preus. Nays: None. Motion passed (6-0).

2. Adoption of the Minutes from May 4, 2011

Under item 6, edit the last line to read “waiting for approval from the city attorney and the marketing committee. Under item 5, change line 5 to read “However, working through the steps of the grant seeking process and the requirements of a grant-making foundation can be a lengthy process of months and sometimes years.”

Motion by Mondelli, second by Preus, to approve the amended May 4, 2011 minutes.

Ayes: Cleveland, Dietze, Jacques, Mondelli, Pevan, Preus. Nays: None. Motion passed (6-0).

3. Executive Director Report

Elbaum presented a copy of a press release announcing the renewal of another VenuWorks facility. They also signed a new arena in Dayton, Ohio. Elbaum has also created a new piece that will be put around town for volunteer recruitment. The art gallery committee is forming; there currently are 6 members and the first meeting was held on May 20, 2011. Elbaum has spoken with the visual arts society to see if some of their members are interested in joining the committee. The art gallery is now being run by volunteers. April financials showed that it was another good, strong month. Forecasts for the remainder of the year have been started with the Envision revenue removed and the scheduled events in the fall included. Even with the loss of Envision revenue, the budget will be close to what was originally projected due to the strong 1st and 2nd quarter. Chairman Jacques asked if the marketing budget would be bigger for next year, as it looks as though that area will come in under budget. Elbaum stated that Kandice Nelson has two big campaigns planned for the rest of the year, so it should end up close to what was budgeted. However, increasing the marketing budget for next year will be difficult due to the loss of Envision. There are groups who are interested in the space, but it will not be in the same form and it will not be in the off-peak hours of the afternoon. Commissioner Pevan asked about the budget for supplies. Elbaum explained that the number of supplies needed is driven by business; more business means more paper towels, etc.

4. Committee Reports

Hansen spoke with the city attorney and CFO regarding the angel fund proposal that was put together by Elbaum and VenuWorks. The angel fund works, but not in the way it was proposed. It would need to be listed as a non-refundable contribution, not as a back-up plan as there could be collection issues if BPAC is not able to collect the money. This would set the stage for the same type of funds from the city. Commissioner Pevan noted that this means going out and soliciting donations that would be designated to performances that might require additional funding. If this is done, then it needs to be established what people are getting for their contribution and it needs to be tangible. There would need to be a length placed on it; donation would lead to marketing for a year or two, regardless of the funds possibly being depleted in the first couple of months. Commissioner Cleveland, representing the marketing committee, offered to help Elbaum with the angel fund, but they will wait until the new commission members have joined.

The marketing and fundraising committee, along with Elbaum, Hansen, city staff, and Kandice Nelson, has put together a rough first marketing piece to take out to people for naming rights. Along with this piece there also is a DVD and PowerPoint presentation. They plan on visiting a couple of marketing firms in the next few weeks to practice their pitch. Frontier Communications will be the first company they will try to sell naming rights to. Prior to 2007, VenuWorks had two people create packages to sell the building and calculated how much value there is in a name based on the number of views and drive-by's. The original effort was done prior to the building being built and while BPAC was a hot political topic. Now that the building is up and open, the marketing and fundraising committees think that it will be easier to sell. The brochure includes the numbers of visitors BPAC has from the southern communities and other communities. Rates for naming rights for the building would be \$100,000/year for 10 years or \$75,000/year for 20 years; the main hall would be \$50,000/year for 10 years. All rates are negotiable, however, since there is nothing right now. At the next city council work-session meeting, Hansen will mention that the commission is working hard on naming rights, and find out if the council would be favorable to looking into this if there was a potential buyer. Friends of the Burnsville Performing Arts Center (FOBPAC) will begin doing the naming of the seats fundraiser again. Commissioner Mondelli and Commissioner Krumeich will attend the FOBPAC meeting on June 14th and are members of the FOBPAC board.

5. Other Business

Commissioner Rixmann has officially resigned.

Three new members will join the commission at the next meeting on July 6, 2011.

Chairman Jacques reminded everyone that the city is in the middle of a political season and that commissioners should know the facts about BPAC.

Chairman Jacques' presentation to the city council went well, but they wanted to know why the commission chose to keep VenuWorks. He stated that there was a new management team and a new executive director and they should be given a chance. Chairman Jacques also added that the commission started so late last year that they weren't able to really dive into the budget. This year, they'll be able to see the budget early and be able to help impact the overall cost. A budget draft will hopefully be available at the July meeting.

6. Adjournment

Motion by Preus, second by Cleveland to adjourn.

Ayes: Cleveland, Dietze, Jacques, Mondelli, Pevan, Preus. Nays: None. Motion passed (6-0).

Meeting adjourned at 7:02.