



## **Edmond Town Hall Board of Managers**

### **Regular Meeting**

Tuesday, November 9, 2021 - 6:30 P.M.  
Edmond Town Hall, Meeting Room 2  
45 Main Street, Newtown, Connecticut

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT REGULAR MEETING.

**Present:** Jen Guman, Betsy Paynter, Margot Hall, Herb Rosenthal

**Absent:** Armel Romeo Kouassi, Marie Smith

**Also Present:** Operations Manager - Sheila Torres, Bookkeeper/Finance - Lauren DiMartino, Kim Chiappetta (clerk)

**Members of the Public:** None.

**Call to Order:** Ms. Guman called the meeting to order at 6:32 p.m.

### **Public Participation:**

None.

### **Chairman Report and Comment Chairman:**

Ms. Guman reported that the Saturday night concert was very successful and was run professionally. She thanked the staff for their work, and noted that these events can't happen without everyone doing their part.

### **Approval of Minutes:**

Mr. Rosenthal motioned to approve the minutes from the regular meeting on October 12<sup>th</sup> 2021. Seconded by Ms. Hall. All in favor.

### **Operations Manager/Theater Report (Refer to Attachment A):**

Ms. Torres began by informing members that next year's Arts Festival is scheduled for Friday, September 16<sup>th</sup> through Sunday September 18<sup>th</sup>. The Board must consider the Arts Festival concert when planning the ETH concert series.

Ms. Torres continued to tell the Board that she is dealing with small electrical and plumbing issues which should be easy to resolve. The roofing project has been approved. The Purchasing agent, Rick Spreyer, identified something that was not required as part of the project so it is now back on budget. Ms. Torres further explained that she is working with the vendor to ensure the roof work does not impact events.

Ms. Paynter asked for an update on grant applications. Ms. Torres explained that both she and Ms. DiMartino are working on applications which are due next week. The group discussed the Town's process for accepting grant funds and how they would be received if the ETH is awarded.



Ms. Paynter asked for clarification on the personnel costs associated with theater rentals. Ms. Torres explained that this was the cost for the theater technician. Renters are charged a flat fee for tech, but the amount actually invoiced may vary based upon the complexity of the requirements.

**Unfinished Business:**

**COVID – Governor Guidelines Update:**

Ms. Guman noted that nothing has changed in regards to how the ETH operates.

**Recap of ABR:**

Ms. Torres told the group that with every concert there are lessons learned, so she is consolidating them in a document to share with the Board at a later meeting. Mr. Rosenthal asked how well the concert did financially. Ms. DiMartino told everyone that there was an estimated \$7,000 profit, but she still need to pull together the costs for the bar. The group discussed the Rocky Horror Picture Show movie showing and how the event required much less work to manage and also made a good profit. Ms. DiMartino said that she received a recommendation to have bar sponsors at event. These sponsors would either pay a set amount or pay for the cost of the alcohol and in exchange receive advertising of their business. The group continued to discuss the benefits of a bar sponsorship.

**CIP – Roof Project/Budget:**

Ms. Torres recapped that the roofing project schedule is being put together and that they will ensure the work does not interfere with events.

**ADA Bathroom Project/Budget:**

Ms. Guman informed members that the Town did not meet their financial commitment for the ADA bathroom project, so the ETH did not have to pay the full remaining \$5,000 as originally thought.

**SVG Funds:**

MS. Guman told the Board that there may be another conversation with the First Selectman and Director of Finance to ask how funds can be used. Members discussed how grant funds are reflected in the budget.

**Budget Review and Approval:**

Ms. Torres explained that the budget had to be reviewed and approved by the Board this evening. Ms. DiMartino explained that some changes were related to comments and requests for information. She noted the goal in version 2 of the budget was to reduce some of the expenses, and to use a little bit of the cash balance as suggested by the First Selectman and Director of Finance. Special event fees were increased based upon the planned increase in the number of shows from 5 to 10. Advertising sales were also increased based upon the last meeting where it was determined to be a reasonable amount of advertising income that could be potentially generated. Ms. DiMartino continued to explain changes in overtime, staff and the resulting changes in salaries. Building salaries stayed about the same. Special events and bar also increased because of the increase in the number of shows. She further clarified that this line includes costs for the artist, production and bar for the music series. Advertising and



marketing also increased because of the increase in shows. The capital outlay was brought up to allow for flexibility to purchase capital items that may be needed for the series, to advertise, more equipment, etc. Ms. Torres gave the example of a snow blower to clear the walkways. She added that she would like to get better point of sale equipment. The Board discussed the approved two payments from the endowment of \$55,000 each for building maintenance. During discussions it was identified that a revision had to be made to the endowment distribution for the budget year 2022 – 2023. It was concluded that there was no real impact to the budget. Ms. DiMartino then noted that the theater expense salaries decreased slightly due to the decrease in the number of movies being shown.

Mr. Rosenthal motioned to approve the Edmond Town Hall 2022 – 2023 budget draft version 2 showing an anticipated loss of \$30,290. Betsy seconded. All in favor.

**New Business:**

**Existing Budget (2021-2022) (Refer to Attachment B):**

Ms. Guman explained to the Board that she wanted to talk about amending the current year's budget. Salaries are running over due to staff having to work extra hours. At the end of the year, if it continues as it is, the budget will be over by \$15,000. She further explained that Ms. DiMartino has had to work additional hours in her role as Bookkeeper/Finance so there is a proposal to increase her hours to 32 hours per week which would also require that she be offered benefits.

Mr. Rosenthal motioned to increase the salary line item by \$15,000 in the 21-22 budget and increase Ms. DiMartino's (Bookkeeper/Finance role) hours to 32. Ms. Hall seconded.

Ms. Guman then reminded members of the meeting with the First Selectman and Director of Finance and asked how the Board would feel about putting \$20,000 from the ETH checking/savings toward a project. Ms. Paynter recommended getting estimates for the top 3 project and consider how the improvement would potentially increase revenue. Ms. Torres expressed that replacement of the existing sound curtain is a very important project. She would also like the bar to be improved so it is more professional. Ms. Guman asked Ms. Torres to obtain current quotes if necessary on top 5 items.

**Comments from Board Members (Refer to Attachment B):**

Ms. Paynter explained to members that the marketing committee discussed marketing opportunities and identified their available media options. She shared with the group a document which proposes a dinner and a show partnership with local restaurants. Members discussed the many times patrons of events ask where to go eat. For a fee, restaurants will receive on screen, website, signage and social media advertising. Mr. Kouassi recommended a goal of 10 restaurants. The opportunity can also be extended to restaurants outside of Newtown. Ms. Paynter told the group that Mr. Kouassi is also planning to review the ETH branding to ensure it is consistent. Ms. Guman tabled the conversation to the next meeting.

**Executive Session:**

Mr. Rosenthal motioned to move into executive session to discuss a tenant lease and invited Ms. Torres to join.



The Commission entered into Executive Session at 8:03 p.m.  
The Commission returned from Executive Session at 8:08 p.m.

Mr. Rosenthal motioned to release the tenant as discussed in the Executive Session prior to the end of their lease agreement as long as there is a suitable replacement tenant. Ms. Hall seconded the motion. All in favor.

**Adjournment:**

Ms. Hall motioned to adjourn at 8:10 p.m. Ms. Guman seconded. All in favor.

*Respectfully submitted, Kim Chiappetta, Clerk*

## **ETH MANAGER'S REPORT – 9 Nov 2021 – Sheila Torres**

**Newtown Arts Festival** – The dates for 2022 are: I have marked our calendar so we can avoid having a band on the same weekend.

**Live Shows** – Drafting press releases for last two shows. Lauren put the message on the sideboard and we definitely got sales from that. Will also be putting up a sandwich board in the future.

**CIP** – The roof restoration project has been cleared to go. The town was able to remove a part of the project to allow us to come in on budget. I am going to be meeting with the contractor to determine best dates to start the work that do not interfere with events taking place here.

**NewArts** – New Arts came in with fire marshal and building inspector to discuss stage extension. I have a message to John Poetl to get a drawing or some sort of paper record so that I know what we can expect.

**LSOD Renovations** – Tamra has not yet begun.

**Wi-Fi** – Jeniam Foundation would like to pursue doing wi-fi in a way that does not mar the outside of the building with excessive wiring. Spectrum does not want to provide that service. I'm trying to find a way around this.

### **Overview**

- **Grants** – Lauren and I are both working on grants that will go out the week of Nov 15. We are waiting until early in the week to read each other's write-ups before we submit.
- **ADA Bathroom** – The outstanding balance of about \$5,000 was due. The town asked us to pay from our budget. Lauren realized that the town had not paid quite 50K, they were under that amount so she was able to reduce the excess by about \$600. But we have paid the remainder so that has been taken care of.
- **Transition to eFinance** – Lauren has developed a more concise two-page report using eFinance that contains the necessary information for the Board. I hope you will find it useful and let her know if you want to add to it. I find it useful.
- **Custodian** – After budget and concert are done I will focus on interviewing, hiring and training of the part-time custodian that we need.

## Attachment B

## EDMOND TOWN HALL PROPOSED BUDGET

2022-2023

DRAFT VERSION 2

	2019-2020	2020-2021	2021-2022		2022-2023	NOTES : INCREASE/DECREASE
ACCOUNT TITLE	Actual	Actual	Actual 7/1-9/30	Approved Budget	Proposed Budget	From Approved Budget
<b>BUILDING REVENUE</b>						
1 RENT FEE - ALEX	40,445	11,568	9,877	41,624	35,000	
2 RENT FEE - GYM	31,929	20,202	2,330	25,543	23,657	
3 RENT FEE - THEATRE	39,115	38,940	12,922	31,292	45,000	Recitals Inc
4 RENT FEE - ROOM	5,780	8,106	3,768	6,204	9,054	LMR, OCR, ROCK
5 RENT FEE - MISC	275	635	70	220	735	
6 LEASE - 100				-		
7 LEASE - 101	11,926	13,600	3,493	13,488	13,645	
8 LEASE - 102	3,000	4,000	4,000	3,000	4,000	
9 LEASE - 103	5,434	658	1,200	-	4,800	
10 LEASE - 200	14,025	15,300	4,087	14,025	15,338	
11 LEASE - 201	4,521	4,532	1,164	5,000	5,000	
12 LEASE 103A			2,580	-	5,400	
13 DONATIONS	2,448	250	-	1,957	500	
14 ADVERT FEES				-		
15 SPEC EVENT FEES (Music Series)	41,702	3,000	10,129	31,985	140,000	TKTS, BAR, SPONSORS ** 10 shows
16 OTHER (CIP Alloc)	3,539	859		-		
17 BANK INTEREST	112	145	12	78	150	
18 HAWLEY TRUST INTEREST	47,253	45,937	9,734	47,000	45,937	
19 CC PROCESSING FEE	-	443	205	-	847	
20 <b>Total Building Revenue</b>	<b>251,505</b>	<b>168,175</b>	<b>65,571</b>	<b>221,416</b>	<b>349,063</b>	
<b>THEATER REVENUE</b>						
21 TICKET SALES	85,378	32,118	9,971	33,870	40,000	Increase movie ticket to \$4.00
23 CONCESSIONS	74,413	15,965	8,444	37,000	36,000	Increase CNC avg 15%
24 GIFT CERT	324	-	-	259		
25 ADVERT SALES	8,910	1,100	-	7,128	7,500	MOVIE ADS/SPONSORS ** up \$5k
26 SPEC EVENT SALES	2,955	-	-	-		
27 OTHER			-	-		
28 <b>Theater Revenue</b>	<b>171,980</b>	<b>49,183</b>	<b>18,415</b>	<b>78,257</b>	<b>83,500</b>	
29						
30 <b>TOTAL EARNED REVENUE BUILDING &amp; THEATER</b>	<b>423,484</b>	<b>217,358</b>	<b>83,986</b>	<b>299,673</b>	<b>432,563</b>	
31						
<b>BUILDING EXPENSES</b>						
32 SALARIES - REGULAR	209,580	185,702	50,145	211,675	253,792	2.5% inc, Hire PT cust, LD 32hrs, Kat Mgr/Office, Event Staff
33 GROUP INSURANCE				-		
34 SOCIAL SEC CONTRI	15,576	14,301	3,788	16,000	20,303	
35 RETIREMENT CONTRI				-		
36 UNEMPLOYMENT				-		
37 OTHER EMPL BENEFITS				-		
38 PROF SVC: SPECIAL EVENTS & BAR	37,058	(2,875)	4,075	28,000	110,000	Music Sr-artists, prod, (staff in salaries) ** 10 shows
39 PROF SVS - LEGAL	240	288	240	1,000	500	
40 WATER/SEWERAGE	2,611	2,113	331	2,350	2,079	
41 REPAIR & MAINTENANCE SERV	26,456	36,591	9,500	25,800	28,000	SEE CATEGORIES (20/21: \$25k studio related)
42 CONTRACTUAL SERVICES	28,994	26,351	13,151	27,672	28,051	SEE CATEGORIES
43 POSTAGE	284	55		198	110	
44 ADVERTISING/MARKETING	3,113	3,905		3,600	18,700	Music Series, ETH ** up \$10k
45 DUES, TRAVEL & EDUCATION	3,798	1,572	50	1,850	1,900	
46 MEETING CLERKS	1,500	1,500	250	1,500	1,500	
47 OFFICE SUPPLIES	12,338	3,882	1,276	2,765	8,595	(19/20 Computers Purchased) ** up \$5k
48 GENERAL MAINTENANCE SUPPL	26,175	10,833	350	14,503	12,573	BLD SUPPLIES (19/20 Covid Clean. Sup & Faucets)
49 GROUNDS MAINTENANCE SUPPL	2,827	2,775	-	-	2,500	
50 TELEPHONE/INTERNET/CABLE	3,719	5,848	480	4,600	5,444	
51 ENERGY - NATURAL GAS	19,852	22,026	2,022	17,867	21,571	
52 ENERGY - ELECTRICITY	38,918	40,556	13,830	35,026	36,012	Summer elect higher than other periods
53 CAPITAL OUTLAY	3,503	9,827		3,000	15,000	BUILDING/Equip. IMPROVEMENTS ** up \$10k
54 OTHER EXPENDITURES	1,366		80	6,194	1,000	
55 CC EXPENSE	4,429	1,002	707	-	1,255	
56 <b>Total Building Expenses</b>	<b>442,336</b>	<b>366,251</b>	<b>100,275</b>	<b>403,600</b>	<b>568,887</b>	
57						
58						

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ACCOUNT TITLE	Actual	Actual	Actual 7/1-9/30	Approved Budget	Proposed Budget	From Approved Budget
59 THEATER EXPENSES						
60 SALARIES - REGULAR	98,055	49,199	11,015	29,742	36,450	MOVIE STAFF: WKND 1 & 7PM (40 movie wkends)
61 GROUP INSURANCE				-		
62 SOCIAL SEC CONTRI	7,732	4,004	843	2,020	2,916	
63 RETIREMENT CONTRI				-		
64 OTHER EMPL BENEFITS				-		
65 FEES & PROF SERVICES				-		
66 FILM RENTAL	36,041	14,459	4,763	8,971	16,000	
67 CONTRACTUAL SERVICES	5,565	18,664	550	5,000	6,000	(20/21 Drive In Supplies/Labor)
68 ADVERTISING/MARKETING	16,423	8,636	208	10,300	13,000	MOVIE/EVENT ADVERTISING ** up \$5k
69 GENERAL SUPPLIES	8,106	739	10	-	1,000	
70 CONCESSIONS	25,935	7,745	2,005	15,622	12,600	
71 OTHER EXPENDITURES	5,570	1,068			1,000	2019-2021 "Other" = Sales & Use Tax (bal sheet)
72 Total Theater Expenses	203,426	104,514	19,393	71,655	88,966	
73						
74 TOTAL EXPENSES	645,762	470,765	119,668	475,255	657,853	
75						
76 NET OPERATING INCOME	(222,278)	(253,408)	(35,682)	(175,582)	(225,290)	Before Maintenance Dist & Town Contrib
77 HAWLEY TRUST MAINTENANCE DIST.		55,000			55,000	
78 NOI + SPECIAL MAINT DISTRIBUTION		(198,408)			(170,290)	
79 TOWN CONTRIBUTION	125,000	125,000	139,325	139,329	140,000	
80 FEDERAL GRANT			204,191			
81 NET INCOME (LOSS)	(97,278)	(73,408)	307,834	(36,253)	(30,290)	

10/19/2021	ASSETS	LIABILITIES
NEWTOWN SAVINGS BANK		
Checking Account	316,295	
Savings Account	184,866	
Designated Account	46,681	
TOTAL NSB ASSETS	547,842	
Current Due To: Town of Newtown (Covid salaries [\$139k pd Sept 2021], credit cards, vendor payables)		261,000
SUB TOTAL: ASSETS/LIABILITIES	547,842	261,000
Estimated Revenue collected FY21-22	261,000	
Estimated Expenses remainder FY21-22		345,000
Payoff Liabilities	808,842 (606,000)	606,000
Estimated Cash Balance 6/30/22	202,842	
Estimated Loss Budget 2022/2023	(30,290)	
EST. TOTAL NSB ASSETS 6/30/23	172,552	



## **Be Part of the Action – “2022 Dinner & A Show Partners”**

### **Edmond Town Hall Background:**

- The Edmond Town Hall (ETH) is an economic destination located in the heart of Newtown, along Main Street. For generations, residents of Newtown and surrounding communities, have flocked to ETH for movies, recitals, birthday parties and more.
- Today, the ETH is continuing to offer a range of activities, including live concerts, comedy shows, family events, movies, holiday performances, recitals and more with a robust social media following and an informational website as an information resource.
- The ETH staff receive phone calls weekly, asking for recommendations for dining options in Newtown. With this interest, ETH is launching a media marketing package, inviting Newtown Restaurants to join us in being part of the **“2022 Dinner & A Show Partners”**

### **What’s In It for the Restaurant – “2022 Dinner & A Show Partners”**

- **On screen promotion:**
  - A continuous film loop of food images/logo of local restaurant playing on the screen before shows
- **ETH website** that announces “2022 Dinner & A Show Partners” giving restaurants a promotional block, includes logo, link to restaurant’s website and maybe an offer, *“Show your movie ticket and save”*, etc
- **Permanent lobby signage**, ETH will create a professionally designed poster, promoting “2022 Dinner & A Show Partners” on display in frame in lobby all year with QR code that links to your restaurant’s website.
- **Tags on social media** weekly, announcing “2022 Dinner & A Show Partners”
- **Monthly Email Newsletter** to mention “2022 Dinner & A Show Partners” with link to website landing page for in each newsletter, driving traffic to website to learn more.

### **Monthly Marketing Value:**

Monthly Newsletter	5,000 contacts/month
On Screen Movie	600 impressions/month 42 weeks/6 viewings per week
Dinner & A Show Partners landing page on website	2,700 impressions/month
Social Media monthly tags	5,000 followers
Permanent Lobby Signage	10,000 impressions monthly

### **Marketing Media Package Investment:**

- \$1200/year – Commit this month and get a **BAKER’S DOZEN (13 months) for \$1,200**
- \$700/ 6 months

**Contact:** For more information, contact Edmond Town Hall Board of Managers:

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