

Edmond Town Hall Board of Managers
Special Meeting
Thursday, June 29, 2017
Mary Hawley Room, Edmond Town Hall
45 Main Street, Newtown, CT
Chairman Margot Hall called the meeting to order at 6:13pm

Present: Margot Hall, Marie Smith, Jennifer Chaudhary, Anna Wiedemann, Jennifer Guman

Absent: Jim Shpunt

Also Present: Didona of Didona Associates, Neil Chaudhary of Preusser Research Group, Inc, 25 members of the public and one member of the press

Public Participation – None

NEW BUSINESS

Edmond Town Hall Strategic Plan – Jennifer Chaudhary moved to approve the Edmond Town Hall Strategic Plan dated June 2017 (Attachment A). Anna Wiedemann seconded, motion unanimously approved.

Presentation of Edmond Town Hall Strategic Plan – Jane Didona of Didona Associates presented the Edmond Town Hall Strategic Plan and Neil Chaudhary of Preusser Research Group, Inc, provided a high level overview of the survey his company has done and donated to the Edmond Town Hall. Following the presentations, guests were given tours of the building.

Having no further business meeting was adjourned at 8:15pm.

Respectfully submitted,
Arlene Miles, Clerk

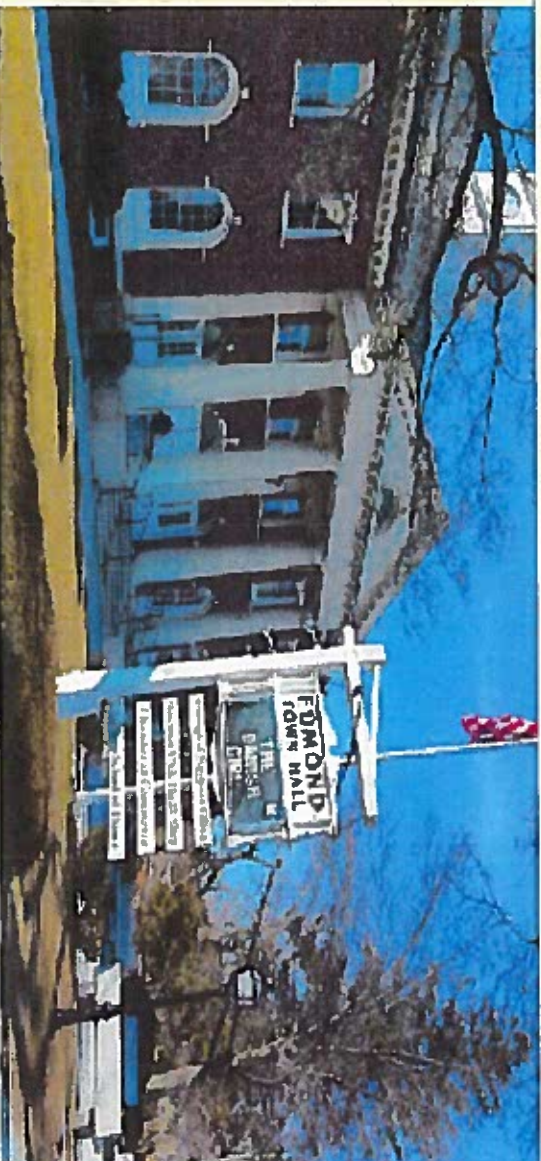
Edmond Town Hall

STRATEGIC PLAN PRESENTATION

June, 2017

The Edmond Town Hall Strategic Plan

Newtown, Connecticut



Prepared for the Edmond Town Hall Board of Managers

Margot S. Hall, Chairman

Anna Wiedemann, Vice Chair

Jennifer Chaudhary

Jennifer N. Guman

James Shpunt, Sr.

Marie D. Smith

Prepared by: Didona Associates-

Landscape Architects, LLC

70 North Street

Danbury, Connecticut 06810

Special Thanks to:

James T. Juliano

Mary Fellows

Edmond Town Hall Vision

Edmond Town Hall is a **multi-generational destination** that continues to be the **heart of Newtown**; a place where **memories are made** and passed down from generation to generation; a place where all members of the community are exposed to and enriched by a **diversity of arts**; a place where families and friends can **meet and have fun**, a place full of **diverse experiences**. Edmond Town Hall will continue to be a **cherished center for the town** and the region for decades to come.

Mission

The 3-5 Year Mission for the Edmond Town Hall
Board of Managers is:

**Improve and Strengthen the
Foundation of the Edmond Town Hall**

Edmond Town Hall Background

- The Edmond Town Hall, named after Judge William Edmond, was given to Newtown on April 12, 1930 by Mary Elizabeth Hawley
- Until 2009, the building served as a traditional town hall for Newtown and included a gymnasium, theater, and multi-purpose space
- The Edmond Town Hall is a building of history of the Town of Newtown
 - A room has been dedicated to honor the memory of Mary Hawley and the Alexandria Room includes historic china
 - A wide variety of town treasures reside within the building
 - Two grand pianos are among its treasured possessions
 - A historic mural painted by David Merrill
 - And much more
- The Board of Managers, consisting of six electors from the Town of Newtown, was created to care for and maintain the Edmond Town Hall in 1931



Edmond Town Hall Background

- Mary Hawley created a trust for the care of the Edmond Town Hall, however, the existing expenses exceed the income from the trust
- The Board of Managers, with the use of QuickBooks and other means of aid, accounts to the Town of Newtown for all budgets and expenses
- Board is responsible for collection of all income and establishing rates and fees
- The employees are paid through revenue generated by the Edmond Town Hall; however, the employees get their medical benefits from the town
- The Town Hall is located in the Borough of Newtown and is required to adhere to their zoning regulations
- As noted, the income of the Mary Hawley Trust is not sufficient to cover modern expenses, thus a strategic and financial plan are needed for the Town Hall to operate and move forward

Strategic Goals

- 1. Create a Culture of Excellence**
- 2. Create Financial Stability**
- 3. Communicate the Value of Edmond Town Hall**
- 4. Develop Key Partnerships**

Goal 1:

Create a Culture of Excellence

Tactic 1: Reenergize and expand skills of the staff

Tactic 2: Make the Edmond Town Hall shine

Tactic 3: Make the Edmond Town Hall a showcase

Tactic 4: Create wayfinding for the Edmond Town Hall

Tactic 5: Develop programs and events that meet the Edmond Town Hall standard

Goal 1:

Create a Culture of Excellence

Tactic 1: Reenergize and Expand Skills of the Staff

1. Create avenues of communication with staff
2. Develop a human resources plan
3. Create a chain of command
4. Create development plans and opportunities for employees

Goal 1:

Create a Culture of Excellence

Tactic 2: Make the Edmond Town Hall Shine

1. Create a consistent cleaning and maintenance schedule and impose consequences if schedule is not adhered to
2. Have annual cleaning event using external vendor

Goal 1: Create a Culture of Excellence

Tactic 3: Make the Edmond Town Hall a Showcase

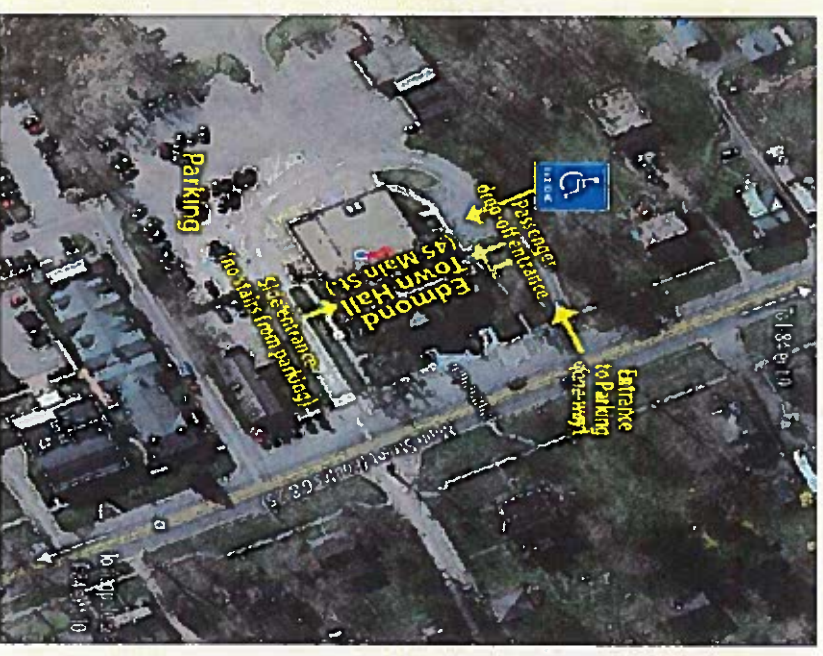
1. Reach out to the local design community in order to provide permanent improvements to the Edmond Town Hall in key areas and a guideline for future improvements
2. Create an Edmond Town Hall upgrade list that reflects a high end look, respects the historic character of the building, while maintaining an affordable budget
3. Repair and upgrade Theater to current standards
4. Modernize Lobby while keeping the historical nature of the building
5. Repair and upgrade Gymnasium
6. Repair and upgrade offices and day rental spaces to modern standards
7. Improve Concession stand to enhance visibility and production



Create a Culture of Excellence

Tactic 4: Create Wayfinding for the Edmond Town Hall

1. Upgrade the main and secondary entrances so they are clearly identified as the desirable points of entry
2. Work with state and town to create a clear and identifiable wayfinding system to the Edmond Town Hall from I-84 and through town
3. Work with borough and town planning and zoning to improve the signs at the Edmond Town Hall to meet the needs of the event/theater with emphasis on the marquee
4. Create a "You are Here" map at each entrance and for key traffic areas
5. Create an interior wayfinding system specifically for visitors to find the bathrooms and elevator
6. Create a room name and labeling system (sponsorship opportunity)



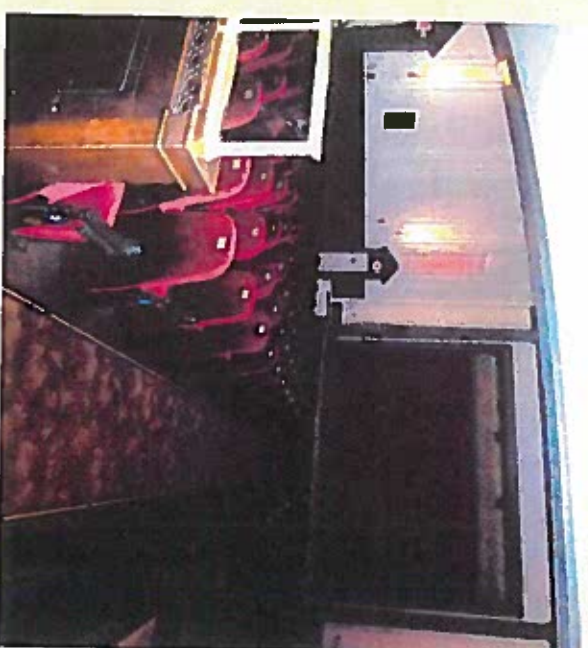
Goal 1:

Create a Culture of Excellence

Tactic 5: Develop Programs and Events that

Meet the Edmond Town Hall Standard

1. Develop a list of types of events, performances, theater and movies that will reflect the high standards of the Edmond Town Hall
2. Work with advisory board to develop a list of requirements
3. Consult with a promoter to create a schedule of live theater performances
4. Develop a request for proposal for the position of events planner
 - Explore creating an events planner position on a commission basis
 - Develop a one-year renewable contract



Goal 2:

Create Financial Stability

Tactic 1: Reenergize the Mary Hawley Society as a 501C3 organization that supports the Edmond Town Hall with fundraising and grants

Tactic 2: Get the Edmond Town Hall back into the black

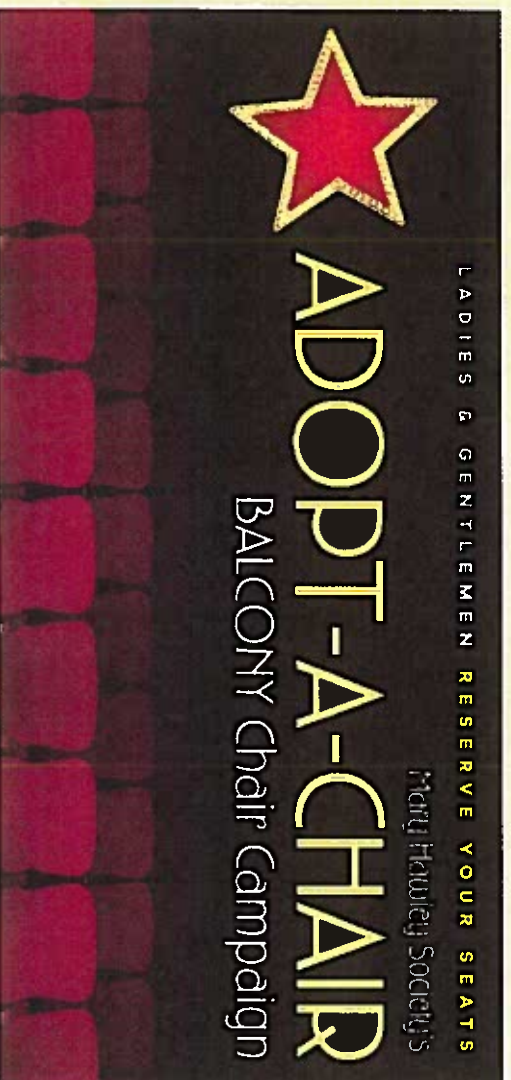
Tactic 3: Establish the value of the Edmond Town Hall

Tactic 4: Establish a level of Financial Independence

Goal 2: Create Financial Stability

Tactic 1: Reenergize the Mary Hawley Society as a 501C3 Organization that Supports the Edmond Town Hall with Fundraising and Grants

1. Assist Mary Hawley Society in developing a list of potential members
2. Assist Mary Hawley Society with fundraising for the Edmond Town Hall
3. Develop a working relationship between Mary Hawley Society and Edmond Town Hall Administration



Goal 2 :

Create Financial Stability

Tactic 2: Get the Edmond Town Hall Back into the Black

1. Create a budget that covers operating expenses and creates undesignated fund, designated fund and a restoration fund (designated)
2. Conduct historic and current budget review and analysis
3. Continue partnership with financial advisor(s)
4. Develop a cash flow plan
5. Maintain accrual accounting system
6. Explore more profitable uses of the space
7. Develop and maintain market-based fee structure

Goal 2:

Create Financial Stability

Tactic 3: Establish the Value of the Edmond Town Hall Space

1. Communicate and collaborate with taxpayers and town leaders to raise awareness about the role of the Board of Managers and the budgetary needs and contributions of the Edmond Town Hall
2. Develop a communication plan
3. Create and publish an annual report

Goal 2:

Create Financial Stability

Tactic 4: Establish a Level of Financial Independence

1. Build upon existing methods to make the Edmond Town Hall more financially independent
2. Research the models of public/private partnerships
3. Look into grants and reach out to the town grant writer and/or engage a grant writing consultant
4. Explore additional fundraising tactics and use the Mary Hawley Society for this purpose
5. Establish a method of future endowments to the Edmond Town Hall

Goal 3:

Communicate the Value of Edmond Town Hall

- Tactic 1. Recognize the continuous contributions and talents of fellow board members**
- Tactic 2. Develop a culture of respect for and among employees**
- Tactic 3. Reinforce the value of the Edmond Town Hall**
- Tactic 4. Communicate the value of the Edmond Town Hall to the public, e.g. provide a public suggestion box, surveys, etc.**



Goal 3:

Communicate the Value of Edmond Town Hall

Tactic 1: Recognize the Continuous Contributions
and Talents of Fellow Board Members

1. Create bylaws and review on a regular basis
2. Develop meeting agenda template based on goals of the strategic plan

Goal 3:

Communicate the Value of Edmond Town Hall

Tactic 2: Develop a Culture of Respect for and Among Employees

1. Develop employee manual
2. Develop method to obtain employee feedback
3. Encourage continuing education
4. Develop employee recognition program
5. Encourage membership in relevant organizations
6. Provide opportunities for staff to comment on the strategic plan

Goal 3:

Communicate the Value of the Edmond Town Hall

Tactic 3: Reinforce the value of the Edmond Town Hall

1. Present the strategic plan to the town and other external stakeholders
2. Create and publish annual reports that are visually appealing and highlight accomplishments and key messages
3. Include accomplishments in monthly agenda and minutes

Goal 3:

Communicate the Value of Edmond Town Hall

Tactic 4: Communicate the value of the Edmond Town Hall to the public

1. Open channels of communication to the public
2. Establish a strong marketing plan using all resources including digital
3. Continue process of public suggestion box, surveys, etc.

Goal 4: Develop Key Partnerships

Tactic 1: Create an Advisory Board in conjunction with the Mary Hawley Society that augments the Board of Managers with targeted skills on an as need basis

Tactic 2: Develop relationships with the arts community with the goal of arriving at mutual benefit for Edmond Town Hall and those organizations

Tactic 3: Strengthen relationships with Government agencies

Tactic 4: Strengthen relationships with service organizations/clubs

Tactic 5: Reach out to the key vendors

The **FUTURE** Edmond Town Hall

- The Edmond Town Hall will host events that are crafted to create memorable experiences. Such as **experience a movie, a concert or a dance or art exhibit**
- Edmond Town Hall will have daily population of high value tenants who desire a central location in the heart of Newtown for their office
- Edmond Town Hall will include **state of the art conference space and meeting venues**
- The Edmond Town Hall Theater will be a cultural mecca for concerts, film festivals, live theater, children's shows and will be the hallmark space of the Edmond Town Hall
- The Edmond Town Hall will be a **place to enjoy** a local date night, an evening out with the family, or a weekend outing
- The Edmond Town Hall's reputation will grow as it becomes a **state of the art performing arts facility** that attracts well known talent
- The Alexandria Room will continue to be a **place to celebrate** the many events of a community's life
- The Gymnasium will continue to be a **place for** daily exercise activities, sporting events, and larger parties and events
- Edmond Town Hall will shine as **the HEART of Newtown**

