

Edmond Town Hall Board of Managers  
Regular Meeting  
Tuesday, July 17, 2018  
Mary Hawley Room, Edmond Town Hall  
45 Main Street, Newtown, CT  
Chairman Margot Hall called the meeting to order at 6:30pm

**Present:** Marie Smith, Margot Hall, Herb Rosenthal, Lisa Schwartz

**Absent:** Jennifer Chaudhary, Jennifer Guman

**Also Present:** Theater Manager Tom Mahoney, Sheila Torres and 2 members of the public

**Public Participation** – None

**Report from Theater Coordinator** – M. Mahoney reported that June wasn't the best month, there were a lot of recitals. Hayden Bates has a concert coming up Thursday night. Jaws on June 24<sup>th</sup> was the last Cultural Arts movie until the fall. Coming up is the Avengers Infinity War and Solo: A Star Wars Story.

**Approval of Minutes** – M. Smith moved to approve the minutes of the 6/12/18 meeting. H. Rosenthal seconded, motion unanimously approved.

H. Rosenthal moved to approve the minutes of the 7/6/18 special meeting. M. Smith seconded, motion unanimously approved.

**Report from Chairman** – M. Hall reported that the Bridge Club sent a thank you to the board for their assistance with their fund raiser. They raised 40% more than last year.

**Report from Operations Managers** – S. Torres reported that they also received a thank you from Hospice for the donation and Monroe Social Services for tickets. She also received Facebook interaction with positive feedback regarding what Tyler does in the preshow and also asking for ice cream.

S. Torres reviewed her report (Attachment A). She reviewed the floor plan of the new community center. There is a room that fits 250 and they have the ability to go outside to the patio. Their kitchen has access from the outside, you don't have to go into room. Because this will be new and fresh they will probably lose some meeting room revenue as well as the Alexandria room. She would like to do more with the theater and the gym because the new community center can't compete with that.

**Approval of monthly bills** – H. Rosenthal moved to approve the monthly bills totaling \$60,892.50. L. Schwartz seconded, motion unanimously approved.

## **NEW BUSINESS**

*Screendollars Advertising* – Thaddeus Bouchard of Screendollars Cinema Advertising presented his business and what they can do for Edmond Town Hall on preshow advertising. They can provide national and/or local

advertising. There is no cost for the service and the revenue generated is based on attendance and it works with existing equipment.

*Rock Elite Academy Theater event* – Grant Ossendryzer asked the board if they would rent out the Theater for 2 hours. The current rate is a 4 hour minimum. He will be cohosting an event with the Chamber of Commerce and they would like to do it once a month. In The Game is an event using interactive technology allowing people to dance and be projected on the screen without using controls. It is unbelievably fun, easy and large in a sense that you are in the game. There can be 6 teams with 2 to 4 members that compete against each other. You visually see the points that they got on the screen

*Advertising for New Arts* – New Arts approached S. Torres inquiring if ETH would buy an ad in their program. The deadline was today. M. Smith left the meeting at 8pm so there was not a quorum for this to be acted on.

Executive Session – None

Comments from Board members - None

Having no further business meeting was adjourned at 8:19pm

Respectfully submitted,  
Arlene Miles, Clerk

# Attachment A

## ETH MANAGER'S REPORT – July 17, 2018 – Sheila Torres

### Highlights/Work Completed

- Have been spending a lot of time on personnel issues and needs.
- The Avielle Foundation Lease is signed and they moved in on 7/11/18.
- New carpet tiles, new LED lights in the former vault, new wall paint and new trim paint. Also, additional outlets and repair of non-functioning outlets.
- Air conditioning project will start soon. Bill Knight has been assigned as the clerk of the works. I am meeting with all parties: Daiken, McKinney, and Bill Knight next Monday to go over the schedule and try to see whether we can minimize business disruption.
- Have completed all temporary license applications for remaining live events this year. Will be submitting them one at a time because the system does not allow for simultaneous submission.
- Met with Matt Marinello, director of the Community Center. Based on my conversa

### In Progress

- **Permanent Liquor License** – Jen Guman is working on this.
- **Leslie Ballard** – I will meet with Leslie Monday, July 23 so we can begin marketing this event. I have completed the liquor license application and will be submitting it soon.
- **Mike Casey** - Have not connected with Mike Casey, the jazz musician. He was initially a little expensive and I need to see whether I can get some answers to questions that were sent by Jen Guman. As soon as I do, I will share responses with the Board by email.
- **UConn Marketing Project** – I have reached out to Dr. Santornino both by phone and by email to try to get the final projects the students submitted but have not heard back. I will follow up with the School of Business.

### CIP

- The town has requested a 10-year plan and I'm trying very hard to focus on the safety projects and then the projects that will keep our building relevant, i.e. theater and gymnasium. I believe we will be affected by the Community Center in the area of meeting space rentals.

### Theater Team

- No activity. Too busy with other priorities.

### Repairs

- Large hole and slit in cast iron stack has caused leak of sewage on the ground floor. I am waiting to hear from Roto Rooter for when they can come to fix it and how much it will cost. We may have to curtail water use for some or all parts of the building for a few hours. They are going to try to schedule the work early in the morning or late at night.