

**Edmond Town Hall Board of Managers**  
**Special Meeting**  
**Tuesday, December 12, 2017**  
**Mary Hawley Room, Edmond Town Hall**  
**45 Main Street, Newtown, CT**  
**Chairman Margot Hall called the meeting to order at 6:35pm**

**Present:** Marie Smith, Anna Wiedemann, Margot Hall, Jennifer Chaudhary, Herb Rosenhal, Jennifer Guman  
**Also Present:** Operations Manager Sheila Torres, Theater Manager Tom Mahoney, Neil Chaudhary, Pat Llodra, Bob Llodra, Bob Hall and one member of the press

**Introduction of new Board members** – Margot Hall welcomed the newest members Herb Rosenhal and Jennifer Guman.

**Election of Officers** – Jennifer Chaudhary moved to nominated Margot Hall for Chairman, Herb Rosenthal seconded, motion unanimously approved.

Marie Smith moved to nominated Anna Wiedemann for Vice Chair. Jennifer Guman seconded, motion unanimously approved.

**Recognition of the Hon. E. Patricia Llodra** – Margot Hall welcomed former First Selectman Pat Llodra and expressed the Board of Managers thank you for all she has done for them. The Edmond Town Hall BOM designates a seat in the balcony for both Pat and Bob Llodra.

**Report from Theater Coordinator** – Tom Mahoney reviewed his report (Attachment A). For Christmas week they have Disney's Thor Ragnarok. Coming in January is another Mom's night but the movie is still to be determined. There will be a sales person here from Canteen Services on Thursday to discuss coffee service at ETH.

Jennifer Chaudhary asked if it made sense to procure a movie by e-mail rather than phone and have Sheila Torres and Andy Clure copied so they know what is in the works. Sheila Torres explained that the only way they can make it work like that is to have 2 movies in the hopper. Jennifer Chaudhary articulated that this is something that needs to be tried

**Public Participation** – None

**Approval of Minutes** – Anna Weidemann moved to approve the minutes of the 11/14/17 meeting. Jennifer Chaudhary seconded, motion passes with one abstain (Rosenthal).

**Correspondence** – NONE

**Report on ETH Survey** – Neil Chaudhary presented and reviewed the Draft Summary report from The Edmond Town Hall Survey (Attachment B). The survey ran from May until November.

**Report from Chairman** – Margot Hall reported that she and Sheila Torres went to the Women’s Club meeting where they presented the ETH vision. Avance Day Spa and Rosemary Rau had an art show. Parts of the proceeds were given to the Town Hall. \$250 was delivered to the Mary Hawley Fund.

**Report from Operations Manager** – Sheila Torres reviewed her report (Attachment C).

**Approval of monthly bills** – Anna Wiedemann moved to approve the building expenses of \$33,833.69 and the theater \$4,736.31 for a total of \$38,570.00. Jennifer Chaudhary seconded, motion unanimously approved.

## **UNFINISHED BUSINESS**

*VNA request to display a banner celebrating 100 years of service* – Anna Wiedemann moved to move the VNA request to next months agenda. Herb Rosenthal seconded, motion unanimously approved.

*Engagement of Theater Design Consultant* – Sheila Torres explained that they had a proposal from enchanted visions to act as a consultant to put together a plan for renovating the theater. Anna Wiedemann moved to table the discussion and put on next month agenda the proposal from Enchanted Vision for theater design consultant, Herb Rosenthal seconded, motion unanimously approved.

*Equipping Theater with devices for hearing impaired patrons, wiring of theater for this project* – Herb Rosenthal moved to un-table equipping theater with devices for hearing impaired patrons and wiring the theater. Anna Wiedemann seconded, motion unanimously approved. Sheila Torres has compiled a comparison and a proposal for wiring (Attachment D). Jennifer Guman explained that technology changes and asked if renting equipment is a possibility. Purchasing equipment that may be obsolete in 2 or 3 years because the technology is evolving. Currently there is technology on a smart phone available but is more expensive. The systems are not exclusive, you can also have more than one system at the same time. Based on the different options Sheila Torres is recommended the Hi/Vi-NCC system. There would be 6 each of the closed caption and the increased volume devices. Anna Weidemann moved to approve the HI/VI System for purchasing 6 closed caption devices, materials \$5,330 and installation \$4,638 for a total of \$9,968 with a generous anonymous donation of \$5000 to offset the costs. Jennifer Chaudhary seconded, motion unanimously approved.

## **NEW BUSINESS**

*Rescind contract with West State Mechanical Inc* – West State Mechanical installed the boilers. When it was time to state them up again they gave a contract for maintenance of the boilers. When they came to start the unit up, they suggested having someone local to get the system serviced. McKinney Mechanical gave a quote and it was lower. Anna Wiedemann moved to rescind the contract with West State Mechanical for the boiler maintenance. Herb Rosenthal seconded, motion unanimously approved.

*Approve contract with McKinney Mechanical for annual boiler maintenance* – Jennifer Chaudhary moved to approve the contract from McKinney Mechanical for the annual boiler contract effective 11/1/17 through 10/31/18. Herb Rosenthal seconded, motion unanimously approved.

Approval of ETH participation in UConn sponsored marketing planning fbo ETH – There is another group that UConn will be working with as well so it is unknown if they will be able to focus on both types of marketing. Jennifer Guman suggested do the social media strategy but anything they can do for ETH will be beneficial. Jennfier Chaudhary moved to approve the Edmond Town Hall in the UConn sponsored marketing planning fbo (Attachment E). Jennifer Guman seconded, motion unanimously approved.

Fund raiser: “Laser Show” – Sheila Torres explained that she has spoken with the Fire Marshal and he is not comfortable with the Laser show. The fire alarm would need to be turned off so there would have to be at least 5 firemen on sight. Anna Wiedemann moved, in light of fire restriction and fire codes they not proceed for the laser show fund raiser, Jennifer Chaudhary seconded, motion unanimously approved.

Approval of 2018 Someday Cinema Series schedule – Jennifer Chaudhary moved to approve the 2018 someday cinema schedule (Attachment F), Anna seconded, motion unanimously approved.

Update ETH Board banking process with Newtown Savings Bank – Anna Wiedemann moved to approve an update of its banking procedures with Newtown Savings Bank reflecting the Board membership as of December 1, 2017; and that as of December 1, 2017 the following are members of the Edmond Town Hall Board of Managers: Margot S. Hall, Anna Wiedemann, Marie D. Smith, Jennifer Chaudhary, Jennifer N. Guman, Herbert C. Rosenthal. Herb Rosenthal seconded, motion unanimously approved.

Approval of 2018 meeting schedule – Anna Wiedemann moved to approve the 2018 meeting schedule (Attachment G) and file it with the Town Clerk. Jennifer Chaudhary seconded, motion unanimously approved.

Herb Rosenthal moved to add discussion and action on the capital improvement plan to the agenda. Jennifer Chaudhary seconded, motion unanimously approved. Herb Rosenthal explained that the First Selectman asked him to find out what are the critical needs for the ETH. Is the Air Conditioning project more critical than other items in the CIP? Sheila Torres explained that the Bridge Club will not come if they do not have AC. The \$500,000 in the CIP is also for the gymnasium. During the summer people stop using the gym. If there needed to be an adjustment, she would give up the gym to do the stage.

Anna Wiedemann moved to add to the agenda, discussion and action with regards to employees in recognition of team work and going above and beyond. Jennifer Chaudhary seconded, motion unanimously approved. Margot Hall explained that they have been short staffed for months. The folks that were left here took the bull by the horn and did what they needed to, to get things done. They would like to recognize them and show the rest of the staff, if you are able and help out, you will be recognized. Anna Wiedemann moved to recognize exemplary employees who have gone above and beyond during the past year. 4 employees will be recognized and the maximum funds allocated are \$500. Jennifer Guman seconded, motion unanimously approved.

**Comments from Board Members –** Margot Hall recognized Jim Shpunt who joined ETH Board of Managers in February 2017. He participated in the various projects that were underway and they thanked him for his work while on the board.

**Executive Session –** Anna Wiedemann moved to go into executive session at 9:06pm to discuss legal matter regarding a day renter. Jennifer Chaudhary seconded, motion unanimously approved.

Executive session ended 9:19pm.

Having no further business meeting was adjourned at 9:20pm

Respectfully submitted,  
Arlene Miles, Clerk

Attachment A

Edmond Town Hall  
Monthly Theatre Report  
November 30, 2017

Dates	Movie	Film Title	FILM		CONCESSIONS							PERSONNEL		
			# \$2 Tks Sold	# \$3 Tks Sold	(A) Total Ticket Sales	(B) Film/Event Cost	(C) Ticket Profit	(D) Concession Sales	(E) Concession Cost	(F) Concession Profit	(G) Personnel Cost	(H) (A+D) Total Sales	(I) (B+E+G) Costs	(J) (F+I) Preliminary Profit
11/04-11/09	Nut Job (PG)		8	280	\$856.00	\$289.60	\$566.40	\$478.75	\$207.05	\$271.70		\$1,334.75	\$508.65	\$828.10
11/10-11/16	Home Again (PG-13)		0	316	\$948.00	\$331.80	\$616.20	\$46.00	204.27	\$741.73	746.64	1,894.00	1,282.71	611.29
11/17-11/23	Battle of the Sexes (PG-13)		29	417	\$1,309.00	\$458.15	\$850.85	\$50.75	270.43	\$580.32	650.76	2,159.75	1,378.34	780.41
11/24-11/30	American Made (PG-13)		22	449	\$1,391.00	\$488.85	\$902.15	\$94.25	264.65	\$639.60	714.00	2,295.25	1,465.50	829.75
	Lego Ninjago (PG)		7	473	\$1,433.00	\$501.55	\$931.45	1,374.00	438.88	\$935.04	930.24	2,807.00	1,870.75	936.25
			66	1,935	\$5,837.00	\$2,077.95	\$3,859.05	\$4,553.75	\$1,385.38	\$3,168.39	\$3,041.64	\$10,490.75	\$6,504.95	\$3,985.80
Special Events														
11/12/17	Phones, Tablets, and Smartphones PR		0	65	255.00									
			0	65	\$255.00									
						250.00	5.00	177.00	55.15	121.85	157.08	50.00	\$0.00	\$0.00
						\$250.00	\$5.00	\$177.00	\$55.15	\$121.85	\$157.08	\$432.00	\$482.23	(\$30.23)
Total				2,020	\$0,182.00	\$2,327.95	\$3,864.05	\$4,730.75	\$1,440.51	\$3,290.24	\$3,198.72	\$10,922.75	\$6,987.18	\$3,935.57

**Draft Summary Report /  
The Edmond Town Hall Survey (2017)**

**December 12, 2017**

**Prepared for**

**The Edmond Town Hall Board of Managers  
45 Main Street  
Newtown, CT 06470**

**Jennifer Chaudhary  
Jennifer N. Guman  
Margot S. Hall  
Herb Rosenthal  
Marie D. Smith  
Anna Wiedemann**

**By:**



**Neil K. Chaudhary, PhD  
CEO**



## INTRODUCTION

Preusser Research Group, Inc. (PRG) conducted a web based survey for the Edmond Town Hall Board of Managers with goals being to inform the Board about their customers' attitudes regarding Edmond Town Hall (ETH), uses of ETH, and preferences regarding ETH. An additional goal was to use the survey to inform or educate the public regarding the workings of ETH including rental opportunities and funding mechanisms for ETH. The work was conducted as a courtesy to the Board and served a preliminary survey that could be used to guide programing and/or develop future surveys to elaborate on any future surveys.



## Method

PRG developed a web-based survey containing about 50 questions including skip patterns such that not all respondents answered all the questions. That is, depending on answers to earlier question on the survey respondents would be directed to different follow-up questions. A copy of the survey can be found in Appendix A of this document.

The survey was administered from May 19, 2017 with the final response occurring on November 25<sup>th</sup>, 2017. Potential participants were directed to a dedicated website (ETHSurvey.com) via messaging on the movie screen and by information cards distributed at events and displayed in ETH. The ETH website also provided a link to the survey and there may have been newspaper discussion and social media guiding individuals to the survey website. This method of data collection should not be considered random recruitment but rather a “convenience” sample.

## Results

### Demographics

There were a total of 666 respondents. The questions related to demographics were close to the end of the survey and not all respondents continued that far into the survey. Most of the respondents were female (77%). Fifty-eight percent of the respondents were between the ages of 36 and 55. Another 20 percent were between 56 and 65 years of age. Nine percent were between 21 and 35 years-old and 8 percent were 66 or older. The remaining 6 percent were 20 or younger. For those respondents who shared their Zip Code, 70 percent were from either Newtown or Sandy Hook. Only a small number were not Connecticut residents.

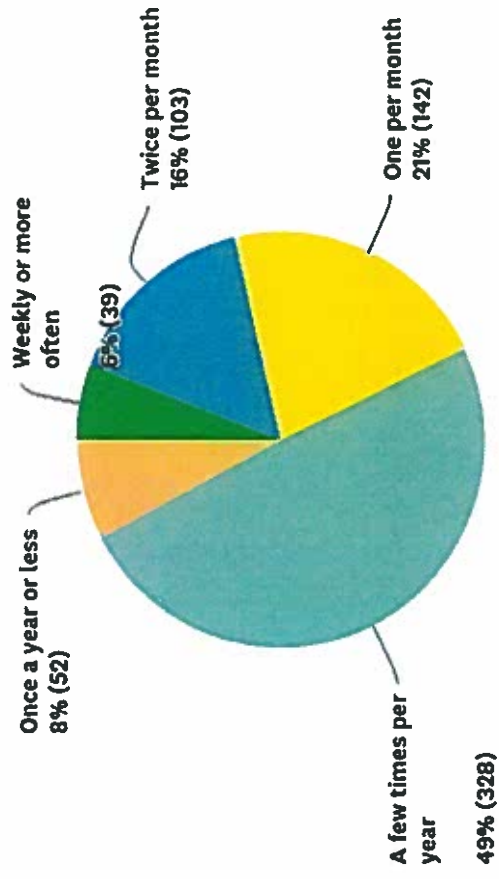
More than 93 percent of the responses came from unique IP addresses. Most of the multiple use addresses had 2 responses originating from them with a single IP address containing 7 responses.

### General Responses

Below are individual questions with their response summaries. For open ended responses a graphic is included where the size of a word or phrase represents its relative frequency.

## Q1: How often do you typically visit Edmond Town Hall (ETH)?

Answered: 664 Skipped: 2



**Q2: Please think about your most recent visit to Edmond Town Hall. What was the purpose of that visit?**

Answered: 665 Skipped: 1

ANSWER CHOICES	RESPONSES	
Movies	66%	437
Concerts	8%	56
Other (please specify)	7%	45
Meetings	6%	43
Other theater event	5%	36
Event in the Alexandria room or other room	3%	22
Activity in the gym	2%	14
Classes	1%	8
Expos/trade show/shopping event	1%	4
TOTAL		665

## **“Other” responses**

Q2 Please think about your most recent visit to Edmond Town Hall. What was the purpose of that visit?

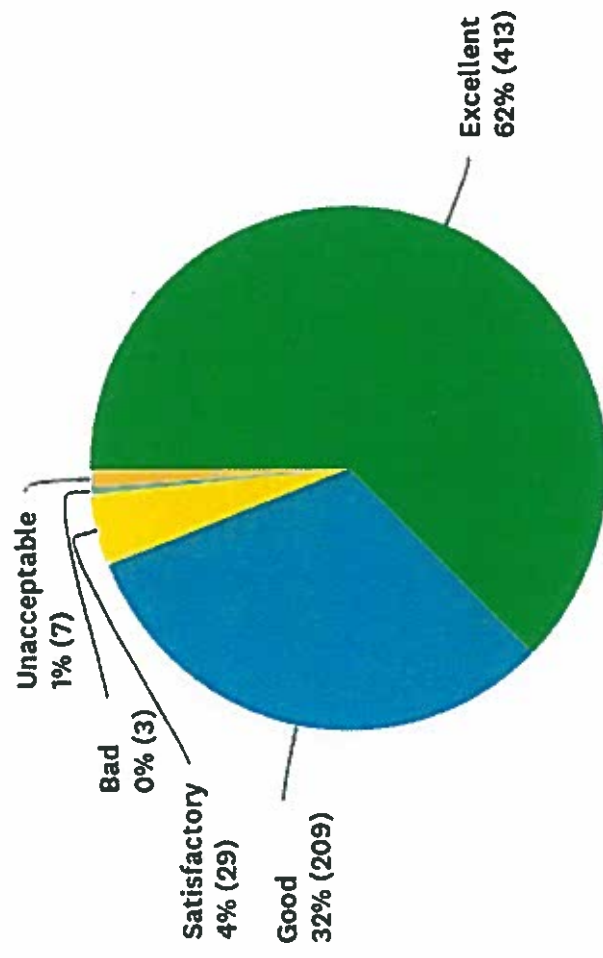
School concert Movie Gym Dance Recital Girl

Comedy Show Christmas

National Honor Society Lathrop Fundraiser  
Newtown Center

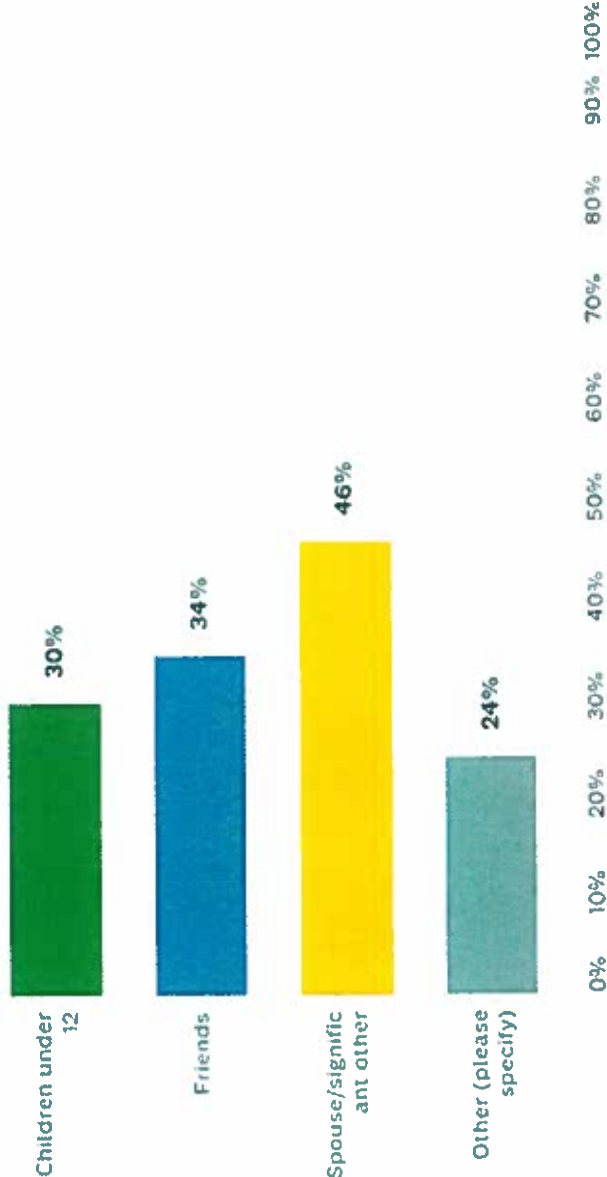
### Q3: How would you rate your experience?

Answered: 661 Skipped: 5



**Q5: Who did you come with (check all that apply) (Movie)?**

Answered: 349 Skipped: 317

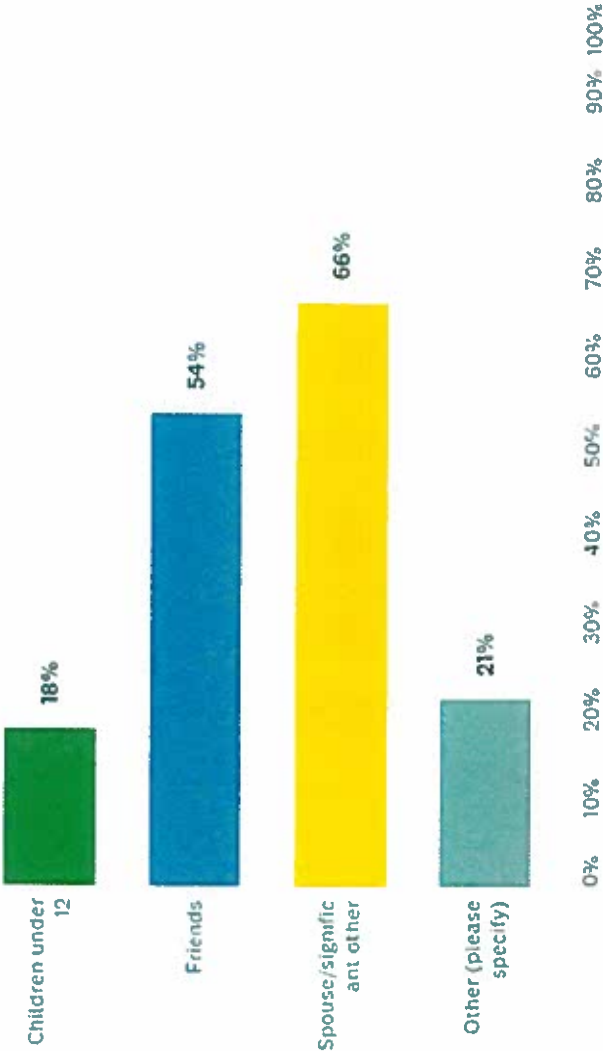


Q4 What movie did you see?

Kong Mummy Trolls Founder Land Guardians of the Galaxy 2  
Screenagers Boss Baby Wonder Woman  
Monster Trucks Beauty and the Beast  
Captain Underpants Hidden Figures  
Butch Cassidy Remember Cousin Vinny  
Movie Bad Moms Moana Despicable Me 3  
Lego Batman Fences Sing Lion Rogue Valerian  
Pirates of the Caribbean Recall

Q9: Who did you come with (check all that apply) (Concert)?

Answered: 56 Skipped: 610





Q8 What concert did you see?

Flagpole Radio Radio Cafe **80s** Jesse's Girl  
Hiss Golden  
Jessie's Girl  
Messenger

Q16 What meeting did you attend?

Borough Zoning Board Meeting Republican DTC  
Future Baseball Democratic Town Committee

Q21 What event did you attend?

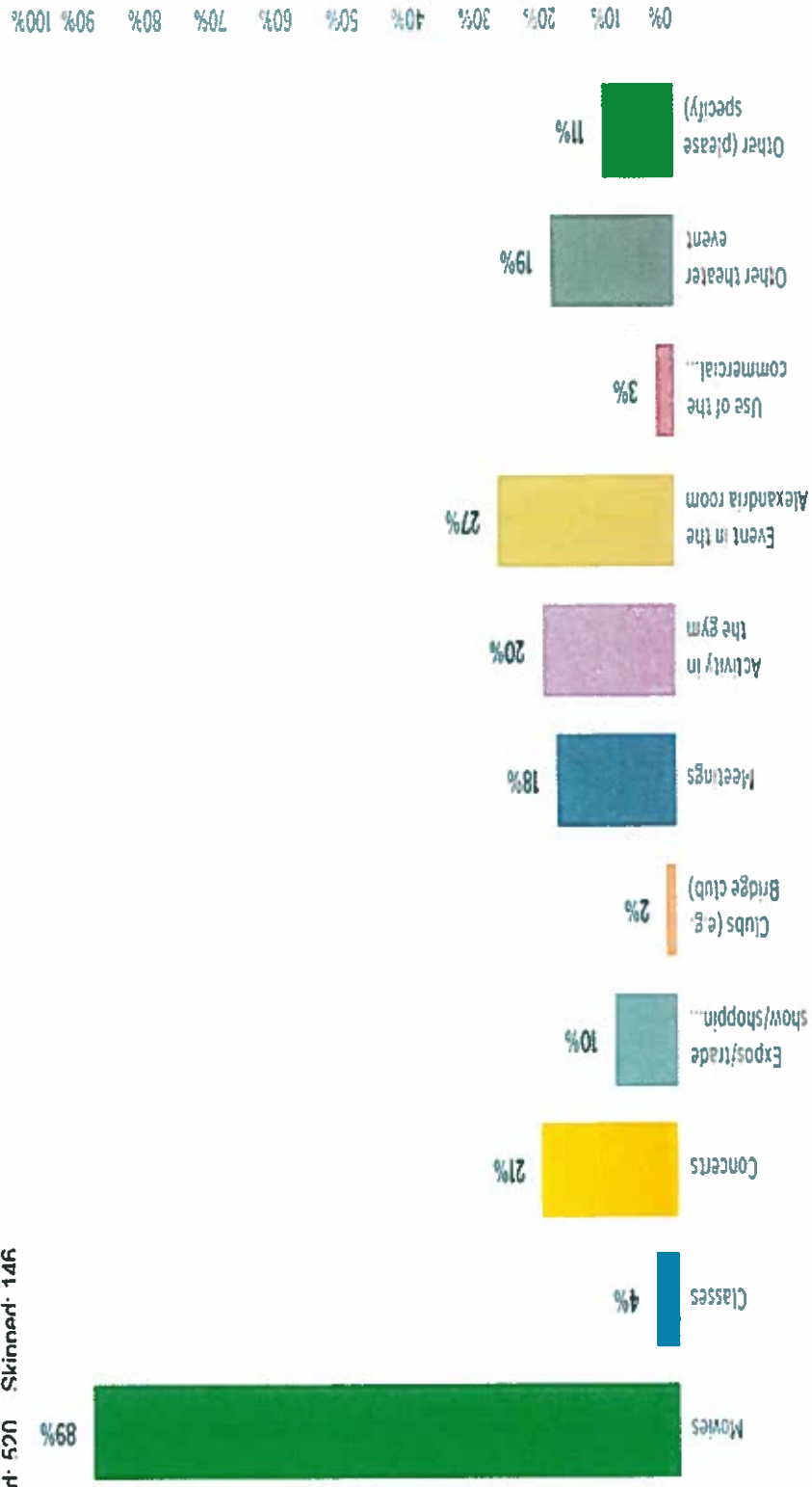
Catherine Violet Hubbard Foundation Wine Tasting  
**Birthday Party**

Q26 What was the theater event you attended?

Sabrina	Dance
Production	Recital
Movie	Performance
Comedy	Ballet Recital

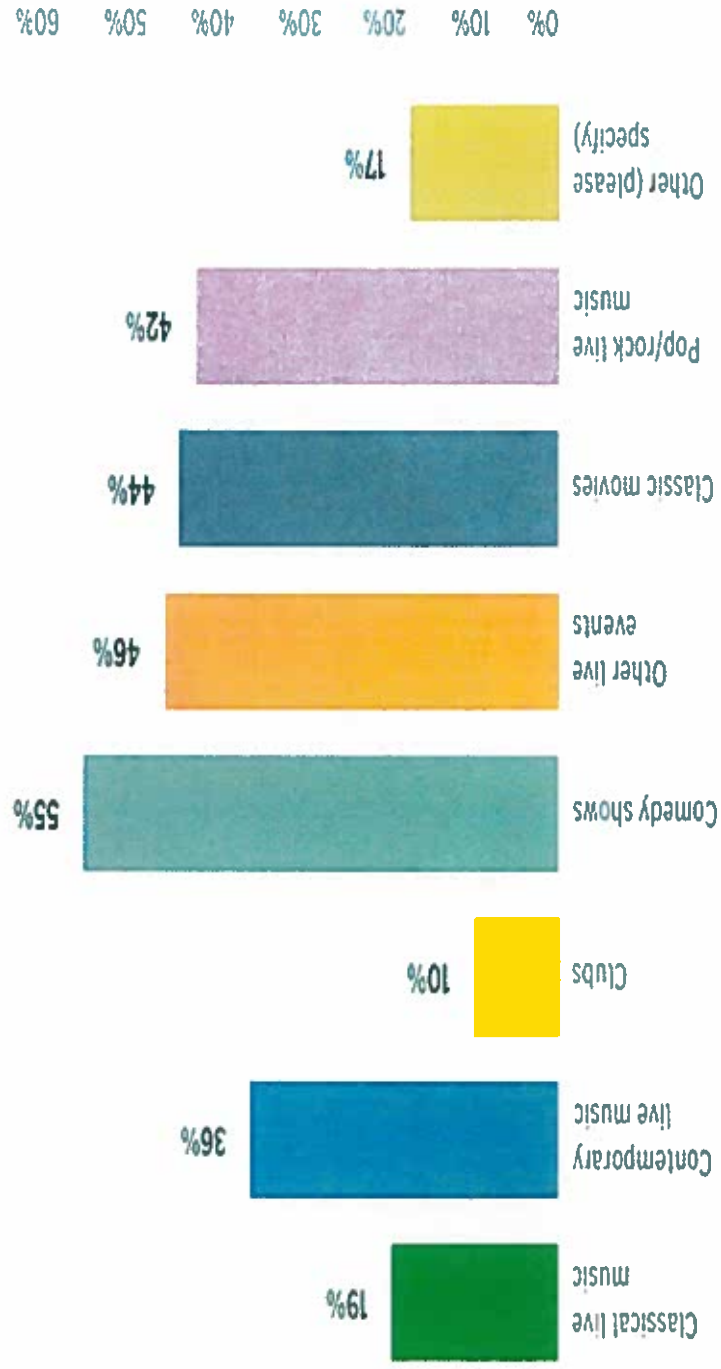
## Q28: Including the visit you described above, for what purposes have you visited ETH in the past year? Check all that apply

Answered: 520 Skipped: 146



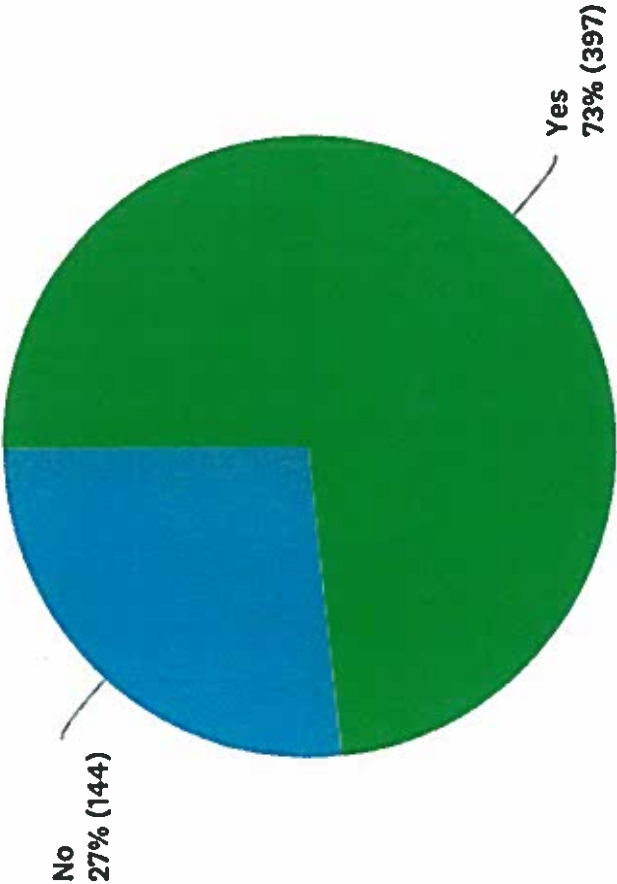
## Q29: What would you like to see more of at ETH (Check all that apply)

Answered: 507 Skipped: 159



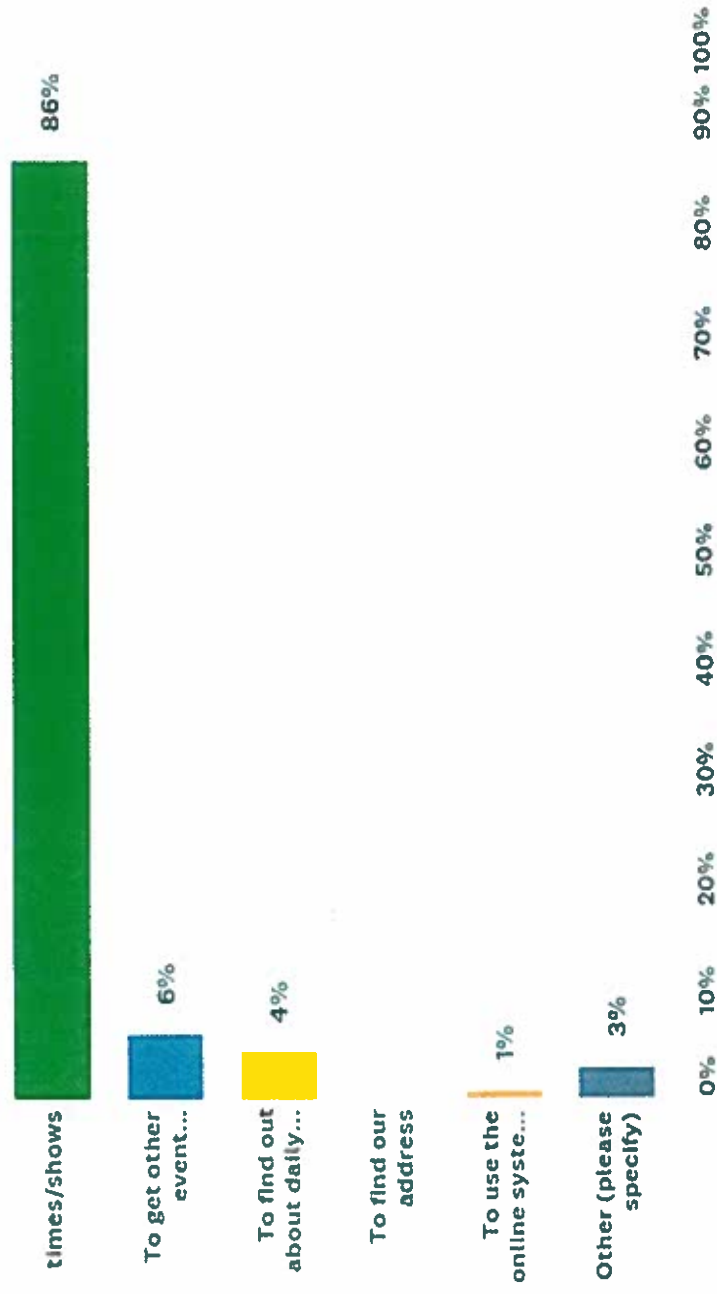
**Q30: Have you ever visited the EdmondTownHall.org website (prior to taking this survey)?**

Answered: 541    Skipped: 125



### Q31: What was the purpose of your most recent visit to the ETH website (prior to taking this survey)?

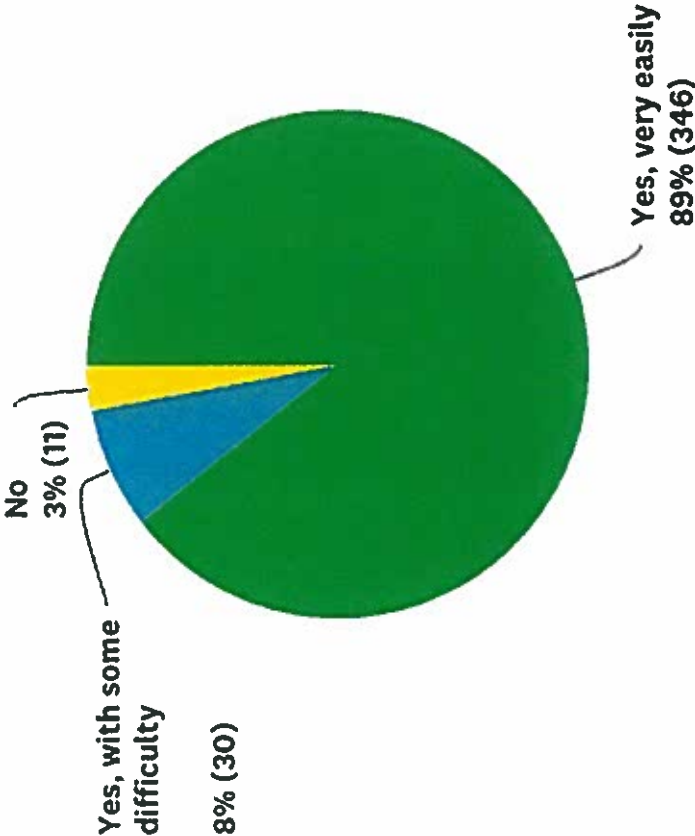
Answered: 384 Skipped: 282





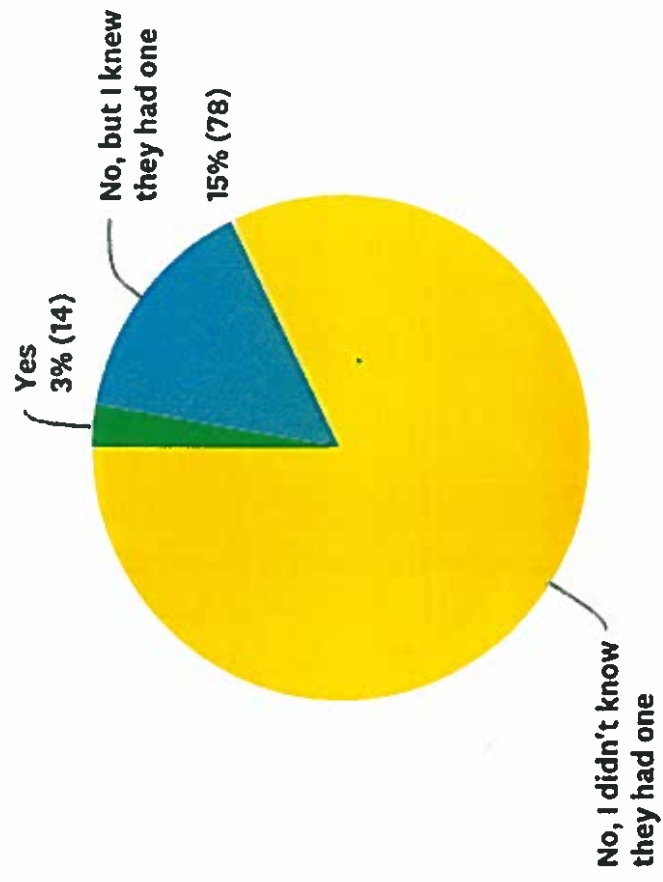
**Q32: Were you able to accomplish your task?**

Answered: 387    Skipped: 279



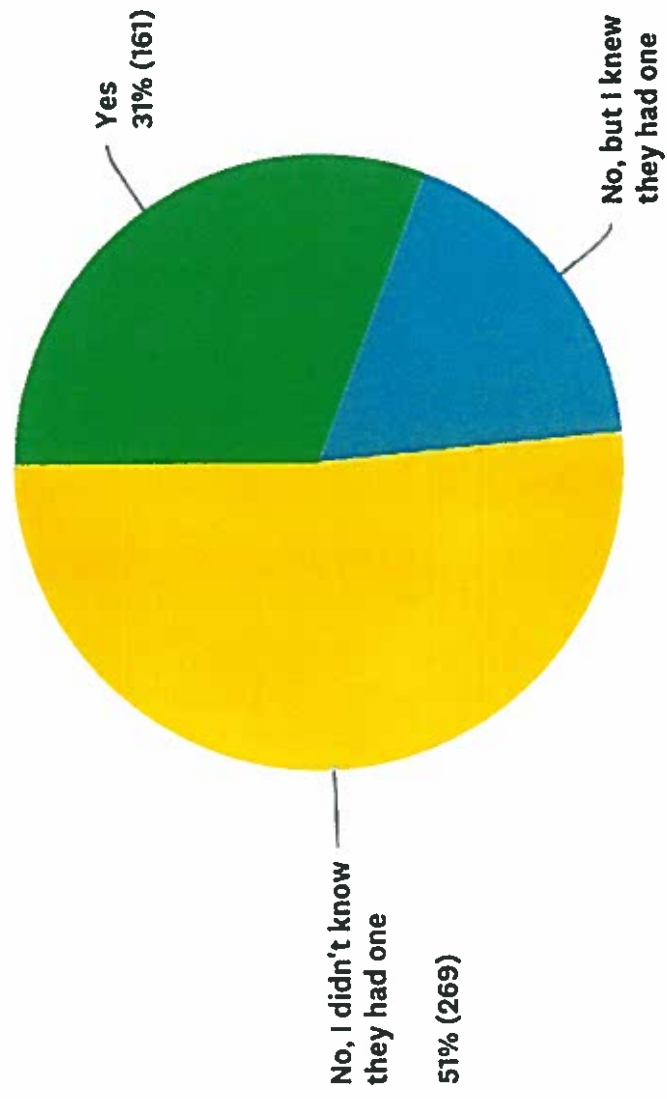
### Q33: Do you follow ETH's Twitter feed?

Answered: 519 Skipped: 147



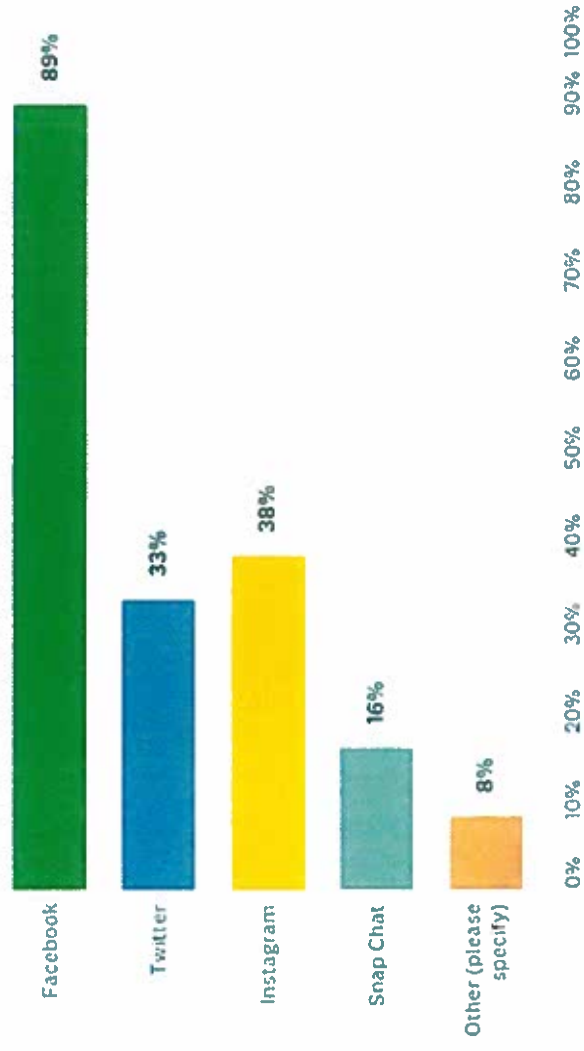
### Q34: Do you follow ETH on Facebook?

Answered: 523 Skipped: 143



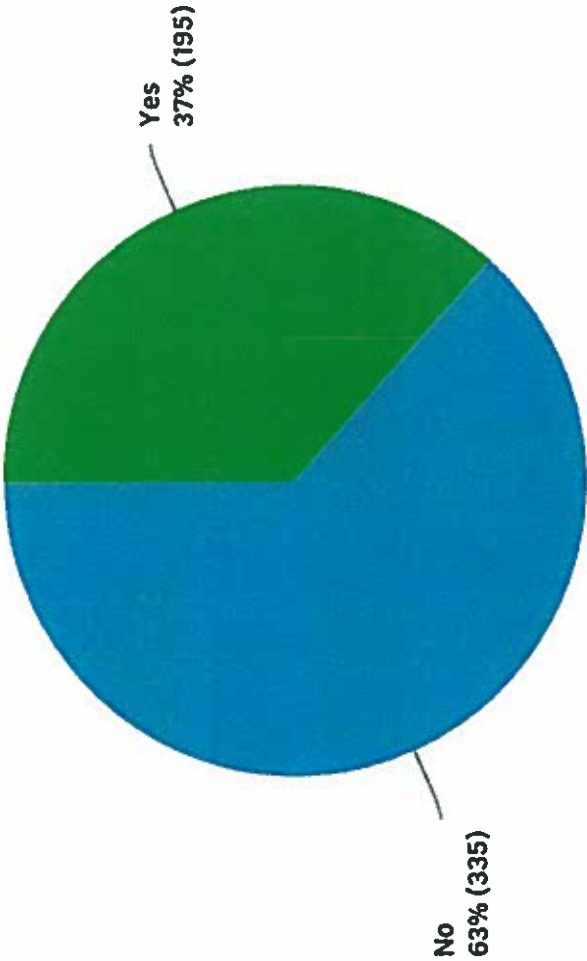
### Q35: What social media platform do you use (check all that apply)?

Answered: 501 Skipped: 165



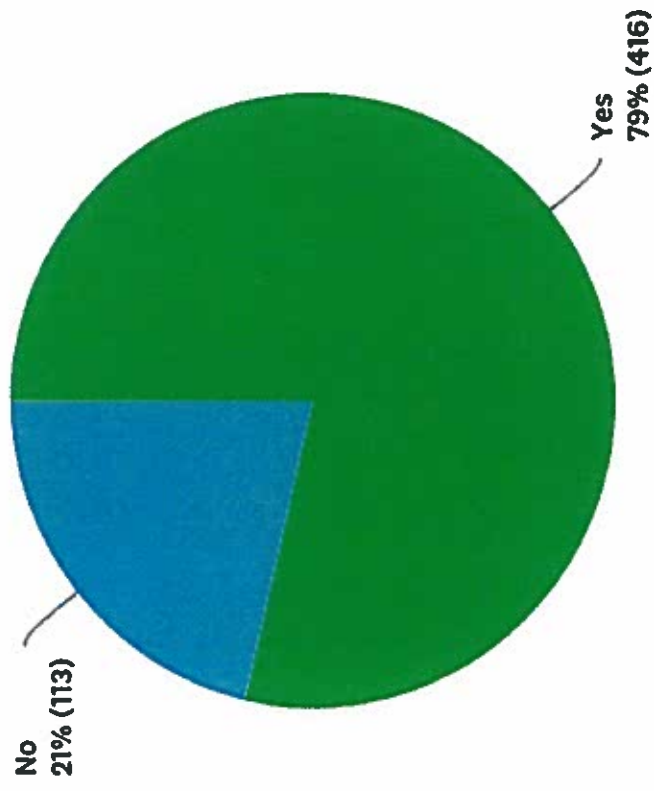
**Q36: Did you know you could book a rental room directly from the ETH website?**

Answered: 530   Skipped: 136



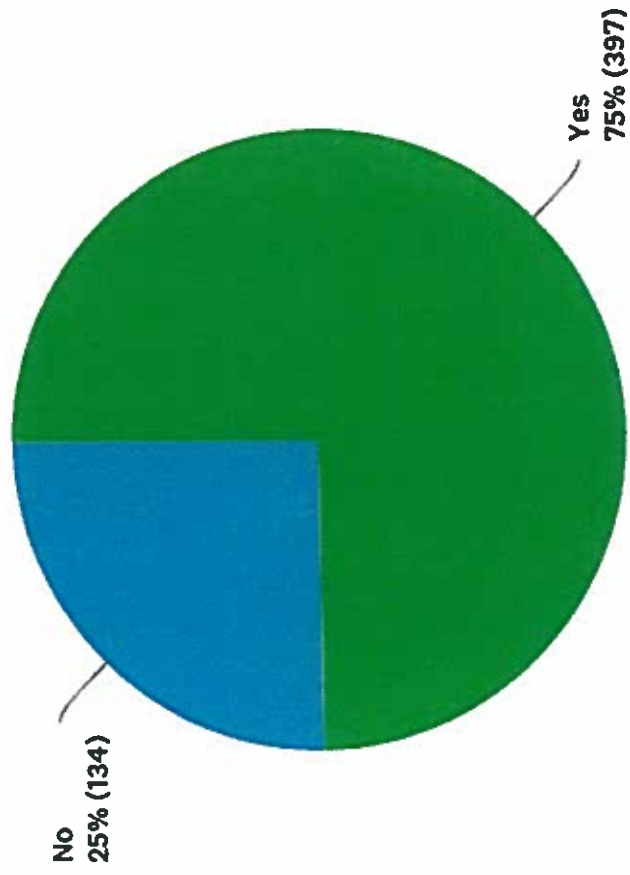
**Q37: Did you know that ETH could host your next party/event in our Alexandria Room or other locations?**

Answered: 529 Skipped: 137



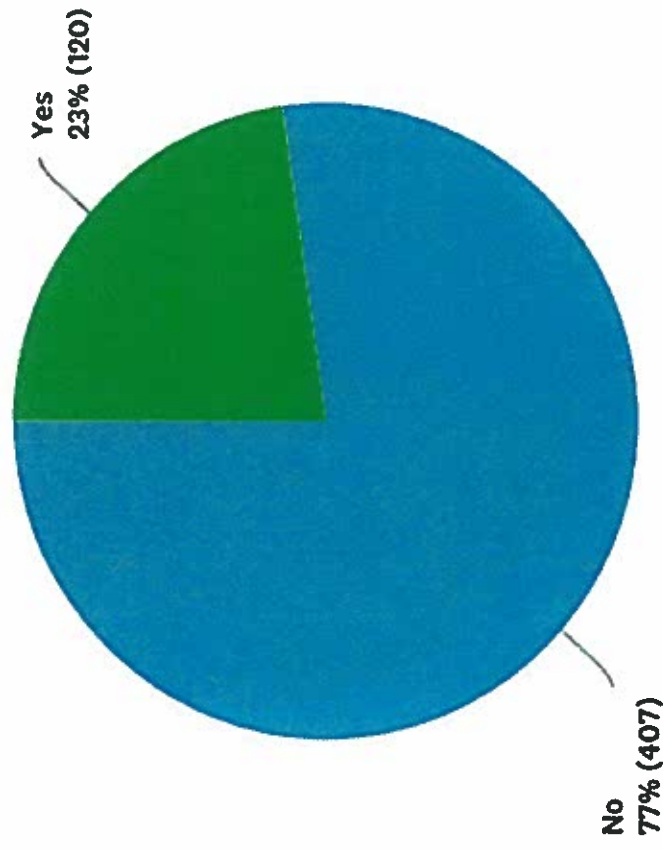
### Q38: Did you know that the gymnasium was available for rent?

Answered: 531 Skipped: 135



**Q39: Did you know that The Town of Newtown funds, through the Town's budget, only 12% of Edmond Town Hall's operating budget?**

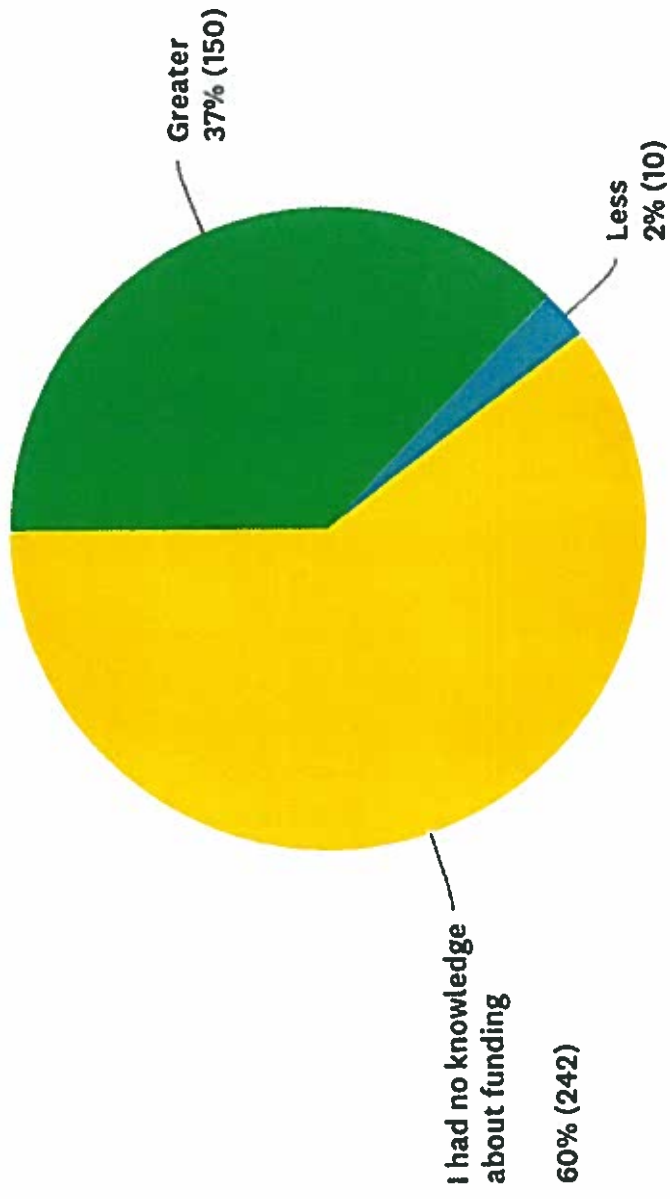
Answered: 527   Skipped: 139





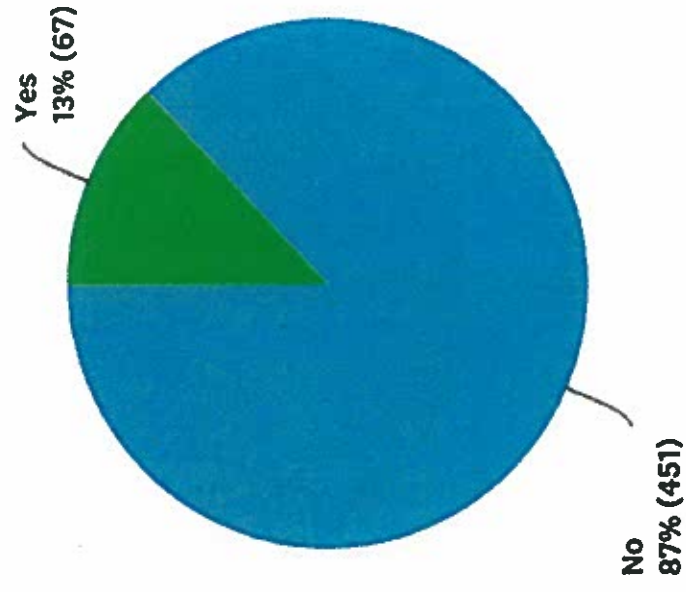
**Q40: Did you think The Town of Newtown's contribution was greater than or less than 12% (if no on previous Q)?**

Answered: 402 Skipped: 264



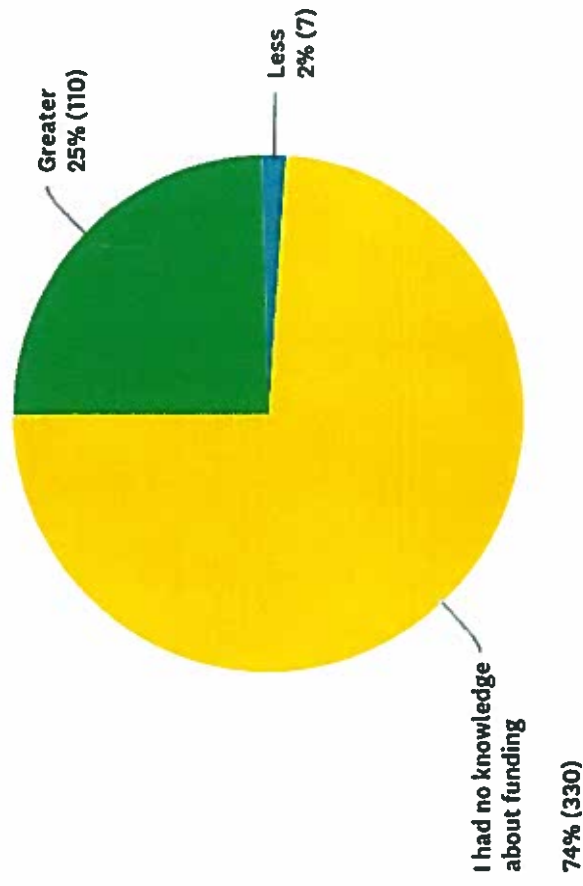
**Q41: Did you know that only about 5% of ETH's annual budget for last year was provided by a Mary Hawley Trust Fund?**

Answered: 518 Skipped: 148



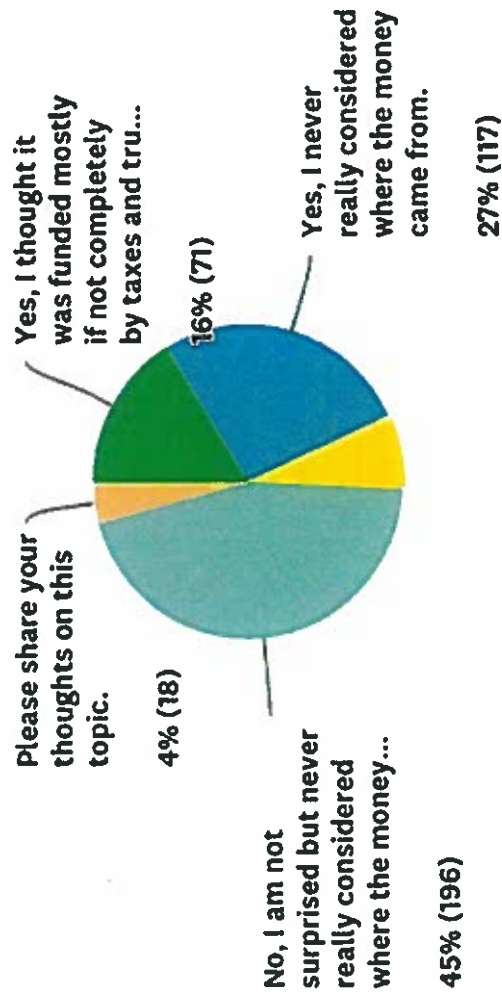
**Q42: Did you think the actual amount funded by the Mary Hawley Trust was greater than or less than 5% (if No to previous Q)?**

Answered: 447 Skipped: 219



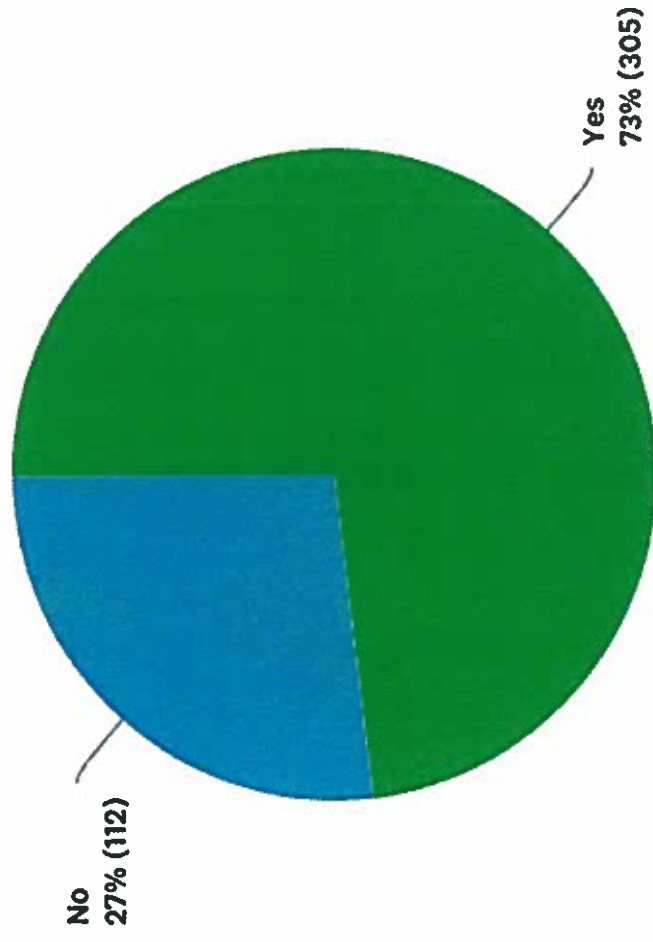
**Q43: Were you surprised that more than 80% of Edmond Town Hall's operating expenses comes from the building generating income ( movie tickets, rentals, donations, etc.)?**

Answered: 435 Skipped: 231



**Q44: Under current Borough Zoning regulations ETH may only rent their office space to not-for-profit organizations. Do you think they should be allowed to rent to professionals as well (e.g., lawyers, accountants)\*?**

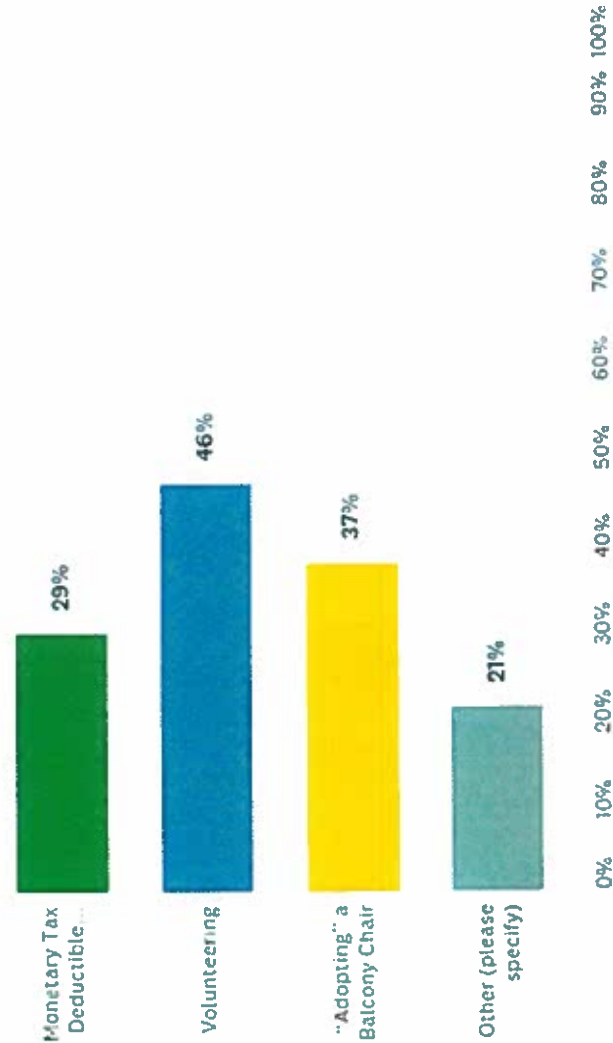
Answered: 417 Skipped: 249



\* Responses were consistent across time and were not affected by the high IP addresses

**Q45: Would you be willing to help ETH through (Check all that apply)?**

Answered: 300 Skipped: 366





**APPENDIX A**  
**SURVEY**





**Thank you for participating in the Edmond Town Hall Survey. Your feedback is important. Click "Next" to start the survey.**

1. How often do you typically visit Edmond Town Hall (ETH)?

- ☐ Weekly or more often
- ☐ Twice per month
- ☐ One per month
- ☐ A few times per year
- ☐ Once a year or less

2. Please think about your most recent visit to Edmond Town Hall. What was the purpose of that visit?

- ☐ Movies
- ☐ Classes
- ☐ Concerts
- ☐ Expos/trade show/shopping event
- ☐ Clubs (e.g. Bridge Club)
- ☐ Meetings
- ☐ Activity in the gym
- ☐ Event in the Alexandria room or other room
- ☐ Other theater event
- ☐ Other (please specify)

3. How would you rate your experience?

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Bad
- ☐ Unacceptable

Please share any relevant comments regarding your choice

4. What movie did you see?

5. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

6. What class did you take?

7. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

8. What concert did you see?

9. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

10. What expos/trade show/shopping event did you attend?

11. In which room was the event held?

12. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

13. What club did you attend?

14. In which room did the club meet?

15. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)



16. What meeting did you attend?

17. In which room was the meeting held?

18. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

19. What activity did you do in the gym?

20. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

21. What event did you attend?

22. In which room was the event held?

23. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

24. What was the theater event you attended?

25. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/significant other
- ☐ Other (please specify)

26. What was the theater event you attended?

27. Who did you come with (check all that apply)?

- ☐ Children under 12
- ☐ Friends
- ☐ Spouse/Significant other
- ☐ Other (please specify)

28. Including the visit you described above, for what purposes have you visited ETH in the past year?  
Check all that apply

- ☐ Movies
- ☐ Classes
- ☐ Concerts
- ☐ Expos/trade show/shopping event
- ☐ Clubs (e.g. Bridge club)
- ☐ Meetings
- ☐ Activity in the gym
- ☐ Event in the Alexandria room
- ☐ Use of the commercial kitchen
- ☐ Other theater event
- ☐ Other (please specify)

29. What would you like to see more of at ETH (Check all that apply)

- ☐ Classical live music
- ☐ Contemporary live music
- ☐ Clubs
- ☐ Comedy shows
- ☐ Other live events
- ☐ Classic movies
- ☐ Pop/rock live music
- ☐ Other (please specify)

30. Have you ever visited the EdmondTownHall.org website (prior to taking this survey)?

- ☐ Yes
- ☐ No

31. What was the purpose of your most recent visit to the ETH website (prior to taking this survey)?

- ☐ To see what's playing/get show times
- ☐ To get other event information
- ☐ To find out about daily rental space (e.g. rates)
- ☐ To find our address
- ☐ To use the online system to book a daily rental space
- ☐ Other (please specify)

32. Were you able to accomplish your task?

- ☐ Yes, very easily
- ☐ Yes, with some difficulty
- ☐ No

Please explain your answer

33. Do you follow ETH's Twitter feed?

- ☐ Yes
- ☐ No, but I knew they had one
- ☐ No, I didn't know they had one

34. Do you follow ETH on Facebook?

- ☐ Yes
- ☐ No, but I knew they had one
- ☐ No, I didn't know they had one

35. What social media platform do you use (check all that apply)?

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Snap Chat
- ☐ Other (please specify)

36. Did you know you could book a rental room directly from the ETH website?

- ☐ Yes
- ☐ No

37. Did you know that ETH could host your next party/event in our Alexandria Room or other locations?

- ☐ Yes
- ☐ No

38. Did you know that the gymnasium was available for rent?

- ☐ Yes
- ☐ No



39. Did you know that *The Town of Newtown* funds, through the Town's budget, only 12% of Edmond Town Hall's operating budget?

☐ Yes

☐ No

40. Did you think *The Town of Newtown's* contribution was greater than or less than 12%?

- ☐ Greater
- ☐ Less
- ☐ I had no knowledge about funding

What % did you think was funded by the town?

41. Did you know that only about 5% of ETH's annual budget for last year was provided by a Mary Hawley Trust Fund?

☐ Yes

☐ No

42. Did you think the actual amount funded by the Mary Hawley Trust was greater than or less than 5%?

- ☐ Greater
- ☐ Less
- ☐ I had no knowledge about funding

What % did you think was funded by the trust fund?

43. Were you surprised that more than 80% of Edmond Town Hall's operating expenses comes from the building generating income ( movie tickets, rentals, donations, etc.)?

- ☐ Yes, I thought it was funded mostly if not completely by taxes and trust funds.
- ☐ Yes, I never really considered where the money came from.
- ☐ No, I am not surprised (I already knew the funding sources)
- ☐ No, I am not surprised but never really considered where the money came from
- ☐ Please share your thoughts on this topic.

44. Under current Borough Zoning regulations ETH may only rent their office space to not-for-profit organizations. Do you think they should be allowed to rent to professionals as well (e.g., lawyers, accountants)?

- ☐ Yes
- ☐ No

Feel free to share your thoughts on this topic

45. Would you be willing to help ETH through (Check all that apply)?

☐ Monetary Tax Deductible Donation

☐ Volunteering

☐ "Adopting" a Balcony Chair

☐ Other (please specify)

46. Zip Code:

47. Sex:

- ☐ Male
- ☐ Female

48. Age:

- ☐ Under 18
- ☐ 18 to 20
- ☐ 21 to 35
- ☐ 36 to 55
- ☐ 56 to 65
- ☐ 66 or older

49. Number of Children under 18 living in your household

50. Email address\*

\* Email addresses will not be shared and may be used to share information about Edmond Town Hall with you (you may opt-out at any time). Email addresses will not be linked to responses on this survey (i.e., your responses are confidential).

51. Please provide us with any thoughts, opinions etc. you have about ETH or this survey?

## ETH MANAGER'S REPORT – December 12, 2017 – Sheila Torres

### Highlights

- Birthday parties continue to be popular. Coordinating it all and trying to bring on and develop more projectionists has been time consuming and challenging.
- Presented at Newtown Women's Club luncheon about our vision/mission, etc. Presentation was well received.
- Holiday Festival and Rotary Breakfast went well. The Giving Tree has been very successful, as much as the one at Stop & Shop, in terms of donations.
- Yale Whiffenpoofs show was completely sold out, all 500 seats. I have already reached out to them for next December.

### Live Performances/Fundraisers/Theater Events Coming Up

- **Fri Jan 26** – Laser Show – Fire Marshall is not comfortable with having the Laser Show due to the number of people in the building (potentially 500 plus 105 in the Alexandria Room).
- **Sat Jan 27** – Potential Mom's Night Out Event. Tom is working with Fisio Physical Therapy
- **Wed Feb. 14** – Treehouse Comedy (I am trying to get a sponsor. I called and spoke with one and they are open, but I have not closed the deal yet.)

### In Progress

- **Liquor License** – Have been trying to make progress but consultant is hard to reach. I am trying to set up a meeting with him.
- **Budget** – Continue to work on this.
- **CIP** – Had a group from Daikin come in to see the spaces so that I can get a ballpark figure on the AC project for the office. Have not received that information yet. Trying to finalize numbers as requested by Board of Finance and refine those not yet being scrutinized (later years).
- **Theater Team** – Spoke with Duane Langenwaller on phone but have not met with him yet, since we do not have a contract. He is on Board with the team approach.
- **On Back Burner:**
  - Cleaning solution system.
  - Electric dryers
  - Table replacement for Alex

### Repairs

- Plan to turn water off on February 15 in order to complete plumbing repairs. That is the only day when we can close until 7 p.m.
- Al Brennan has done some excellent work in repairing some of our external light fixtures. The work continues and we are trying to do as much as possible in-house.





**Edmond Town Hall  
IT Support Proposal v 3.1  
Monthly Unlimited Support (Annual)**

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(Amended pricing to include management of public Wi-Fi & theatre network)

12/1/2017

## **Support Agreement for Edmond Town Hall**

Silvermine Technology LLC will provide the following Monthly Unlimited Support package for Edmond Town Hall, located in Newtown, CT. The support package will include:

- On-Site Support as needed Mon-Fri 9:00AM to 5:00PM, Additional Phone and remote support as needed 7:30AM to 6PM Mon-Fri.
- Support for Microsoft Office Suite Applications & Microsoft Windows Server, & Windows Desktop Operating Systems, Apple Macintosh Operating Systems.
- Support for any existing third party applications (non-Microsoft) to the best of our ability. Silvermine Technology will work with other technical support representatives as needed to resolve third party hardware and software related technical problems.
- Hardware support for all PC's, Servers, and management office networking equipment.
- POS system support as needed.
- Support for Public WiFi network and theatre networking hardware (added)
- Apple iPhone, Android, and Blackberry support.
- Hardware installation and support as needed (Limited to 4 PC or Macintosh computers per-month for new computer setups. Server/Network installations and upgrades will be considered "Special Projects" see "Special Projects", Page 3).
- Hardware and software purchasing assistance.

### **Monthly Unlimited Support Package Cost:**

Total cost of the Monthly Unlimited support package for up to 4 workstations will be **\$550.00** per month, with no tax for non-profits.

Support Package invoices will be submitted to Edmond Town Hall via email on or about the first of each month; terms for payment will be NET 15.

### **Support Package Term:**

The term for this support package will be 12 months, beginning December 1, 2017.

### **Cancellation:**

Edmond Town Hall may request to cancel the support agreement at any time with one month notice provided in writing to Silvermine Technology LLC.

If Edmond Town Hall terminates any service prior to the expiration of the Initial Service Term after the Start of Service Date, Edmond Town Hall shall pay a termination charge equal to 50% of the monthly recurring charges for the balance of the 1 year service period.

Upon receipt of a cancellation request, Silvermine Technology LLC will continue to provide support services until the end of the month in which the cancellation request is received unless such services are declined by Edmond Town Hall.

### **Out of Business Hour Critical Maintenance Costs:**

If any critical hardware or software maintenance requires weekend work to avoid downtime during regular business hours all work will be approved by Edmond Town Hall. and scheduled in advance. The following out of business hours critical maintenance costs will apply:

**Weekends:** \$250/Hour

**Holidays:** \$375/Hour

### **Standard Out of Business Hour Support & 24-Hour Emergency Support (per incident)**

Out of business hour support is **not included** as part of the Monthly Unlimited Support Package.

Silvermine Technology LLC provides Per Incident out of business hours support at an additional charge.

#### **Per Incident Emergency Support Terms:**

The Emergency service fee is \$400 per incident, plus service time billed. The standard Connecticut Support rate of \$125/hour applies to 24-hour support. The 24-Hour per-incident support is billed as follows:

If the emergency requires phone support, remote access support, or an onsite service call, this time is billable. There is a one hour minimum charge for out of business hour service calls. Out of business hour service is charged at time and a half on week days, double time on wee-ends, and triple time on holidays:

**Weekday out of hours service call:** \$400 + \$187.50/hour

**Weekends:** \$400 + \$250/hour

**Holidays:** \$400 + \$375/hour

### **OPTIONAL Out of Business Hour Support & 24-Hour Emergency Support Retainer**

Out of business hour support is **not included** as part of the Monthly Unlimited Support Package.

Silvermine Technology LLC also offers out of business hours support as an optional support retainer.

#### **24 Hour Support Retainer Terms:**

The Base 24 Hour retainer fee is \$200/month for access to 24 Hour service, plus service time billed. The standard Connecticut Support rate of \$125/hour applies to 24-hour support. The 24-Hour Retainer package is as follows:

If the emergency requires phone support, remote access support, or an onsite service call, this time is billable. There is a one hour minimum charge for out of business hour service calls. Out of business hour service is charged at time and a half on week days, double time on weekends, and triple time on holidays:

**Weekday out of hours service call:** \$187.50/hour

**Weekends:** \$250/hour

**Holidays:** \$375/hour

### **Special Project Work:**

Support requests which fall outside the scope of the Monthly Unlimited Support Package include:

- Out of business hour critical maintenance, i.e. any server, or workstation hardware or software maintenance which must be completed on a Weekend (Saturday, Sunday or Major Holiday, see "Out Of Business Hour Critical Maintenance Costs" Page 3).
- New Equipment installations of more than 4 PCs or Macintosh computers in one month.
- New Server installations.
- Additional network installations/upgrades.
- Office Moves.
- Server Operating System Upgrades on existing servers.
- Operating System Upgrades on existing PC's or Macintosh Computers (of more than 4 PCs or Macintosh computers in one month).
- 24 Hour Emergency Support (See "24 Hour Support Terms" Page 3).
- Third party technical support fees.

The items listed above will be billed as "Special Project" work. Quotes for Special Project work will be provided by Silvermine Technology LLC, and must be approved by Edmond Town Hall. before any work is begun. Silvermine Technology's Connecticut service rate of \$125/hour will apply to all "Special Project" work which falls during regular business hours. Weekend and holiday rates apply to all work performed outside of regular business hours.

### **Additional Travel Costs:**

If any support issue requires Silvermine Technology LLC Personnel or its contractors to travel by car beyond a 45min drive time in one direction, this time is billed as 1(one) hour of service time per hour traveled.

If any support issue requires Silvermine Technology LLC Personnel or its contractors to travel by rail or air, all associated travel expenses, airline tickets, train tickets, taxi fares, food and lodging, will be itemized and billed as a separate charge on the monthly invoice to Edmond Town Hall as "Travel Expenses".

### **Contract Renewal:**

The terms of the support contract will be valid for 12 Months beginning December 1, 2017, and ending November 30, 2018. There will be no automatic renewal of the support contract terms. 2 months prior to the end of the support contract term, recommendations for a new support contract will be proposed based on the size of Edmond Town Hall. at that time, and a review of the overall support required during the initial term.

### **Limitation of Liability:**

Silvermine Technology's Liability Limited to Amount of Silvermine Technology's Compensation. To the fullest extent permitted by law, and notwithstanding any other provision of this Agreement, the total liability, in the aggregate, of Silvermine Technology and Silvermine Technology's officers, directors, partners, employees, agents, and Silvermine Technology's Consultants, and any of them, to the Owner and anyone claiming by, through, or under Owner for any and all claims, losses, costs, or damages whatsoever arising out of, resulting from or in any way related to the Project or the Agreement from any cause or causes, including but not limited to the negligence, professional errors or omissions, strict liability or breach of contract, or warranty express or implied of Silvermine Technology or Silvermine Technology's officers, directors, partners, employees, agents, or Silvermine Technology's Consultants, or any of them, shall not exceed the total compensation received by Silvermine Technology under this Agreement.

I understand the terms of this agreement and acknowledge that I am authorized to approve this agreement on behalf of Edmond Town Hall

Approved By: \_\_\_\_\_ Sheila Torres (Edmond Town Hall)

Prepared By:

Craig K. Mason  
Silvermine Technology LLC  
cmason@silverminetech.net  
www.silverminetech.net  
P: 203.345.4077  
F: 203.549.0754

# Attachment D

## Assistive Listening Devices – Comparison

	Dolby	HI/VI-NCC
<b>Technology/Features</b>	<ul style="list-style-type: none"> <li>Dolby well known, owns NEC, which is the brand of our projector</li> <li>Can be used with both movies and live shows</li> </ul>	<ul style="list-style-type: none"> <li>Technology is as good as Dolby</li> <li>Can be used with both movies and live shows</li> </ul>
<b>Captioning Device</b>	<ul style="list-style-type: none"> <li>Has louvers on screen, which can impede visibility</li> <li>Fits in cupholder by squeezing a rubber insert.</li> <li>Had trouble getting the rubber mold to stay in cup holder</li> <li>Cupholder cannot be used for anything else</li> </ul>	<ul style="list-style-type: none"> <li>Does not have louvers on screen</li> <li>User can select different language if the movie provides the option.</li> <li>Fits in cupholder by screwing in an adjustable mold. Once in place it stays put.</li> <li>The device provides an alternate cupholder, so user still has a place to put his drink</li> </ul>
<b>Ear Phones</b>	<ul style="list-style-type: none"> <li>Sound is good</li> <li>Similar to the ones used for a Walkman or phone. Light and have a disposable feel.</li> <li>Slip easily off ears.</li> <li>Don't easily remain on all types of hearing aids</li> <li>Must be purchased in sets of 12</li> </ul>	<ul style="list-style-type: none"> <li>Sound is good</li> <li>Sturdier, heavier headphones. Do not feel disposable</li> <li>Remain on ears more easily</li> <li>Fit better over different types of hearing aids because they enclose ear more</li> <li>Can be purchased one unit at a time</li> </ul>
<b>Ease of Use</b>	User has buttons to press. The staff buttons are a little more involved, although we could not see all the requirements.	Does not require user to do anything once staff presses the one button.
<b>Cost</b>	<b>Materials + Installation: \$10, 588 (Digital Media)</b> <b>Electrical Costs Extra (not certain how much this will be)</b>	<b>Materials: \$5330 (Total Cinema Solutions)</b> <b>Installation: \$4638 DNR, includes electrical costs</b> <b>Total: \$9,968</b>
<b>Installation</b>	Once purchased, installation may take 6 weeks or more due to demand.	Once purchased, installation may take 6 weeks or more due to demand.

# UConn | SCHOOL OF BUSINESS

Thank you for considering partnering with the Marketing Planning and Strategy class at the University of Connecticut the upcoming semester. Below you will find general guidelines regarding the project, and some information about what you can expect from the collaboration.

## OVERVIEW

The senior students of the Marketing Planning and Strategy class at the University of Connecticut would like to work with your organization on a short-term (semester) project. The goal of the project for the class participants is to engage in real-world problem solving and consulting, while applying the knowledge they have accumulated throughout their marketing education. In return, the class will act as your consultants, and provide recommendations backed by data to address your selected strategic marketing challenge.

## SCOPE OF WORK

Your organization will identify a specific challenge, such as attracting more customers, developing a new product or product line extension, developing a social media strategy, etc., for which the firm would like the class to develop a strategy. Please note that, due to the time constraints, the class can only tackle one challenge in the course of the class time, and the challenge must be appropriate to the class topic (marketing strategy).

## DELIVERABLES

In addition to approximately 7 to 10 presentations, the firm can expect to receive the written strategic marketing plans **from the top three teams**, as selected by the company during judging. The written strategic marketing plans will be comprised of the following sections (note that only relevant sections will be included, depending on the nature of the challenge):

- **Executive Summary:** the elevator pitch – Includes brief summary of the five components: introduction, situational overview, goals, action overview and conclusion.
- **Situational Analysis** with three key components:
  - **Company Overview** – describes the company
  - **Market Overview** – describes the market in which the company operates
  - **Target Customers** – segmentation, historical target market, new target customers
- **G-STIC Elements**
  - **Goal:** outlines the desired outcome(s) and benchmarks that characterize the outcome(s)
  - **Strategy:** target market (target customers, competitors, collaborators, the company, and overall context) and value proposition (positioning)
  - **Tactics:** seven key decisions: branding and 4Ps (product, service, brand, price incentives, communication, distribution)
  - **Implementation:** timeline and logistics of executing strategy and tactics
  - **Control:** indicates how performance will be evaluated
- **Exhibits:** last section in the marketing plan; less important or more technical information will be in exhibits. Should include key assumptions, pricing, marketing metrics, and financial

statements and projections, including a pro forma income statement for year 1. Will provide estimates of the marketing expenses the company will incur given the strategy and marketing programs. Will provide rationale for all projections, if arrived at a figure by extrapolating from past financial figures, or providing estimates based on industry norms, or some other company's experience or data.

## **FIRM PARTICIPATION REQUIREMENTS**

The following are necessary components of the class project that the firm would need to commit to in order to collaborate with the class.

- First, the firm agrees to **visit the classroom, present the core challenge, and a Q&A session**, as well as the firm perspective at the start of the project period (mid-semester).
- The firm commits to **providing key information relevant to the identified issue** they wish the class to address, including relevant **operational and financial information**, in order for the class to properly execute the project.
- Additionally, the firm will **provide at least one, but preferably two, representative(s) for two days at the end of the semester** (Monday/Wednesday or Tuesday/Thursday depending on the class schedule), in order to serve as judges for the presentations and select the top three strategic plans.

Finally, below there are several questions that would be useful to answer in order to assist the class in understanding the unique value that your organization offers to the market place and the current vision of the decision makers, as well as get a better sense of your challenge. If you agree to participate in this collaboration, we ask that you provide the following information via email:

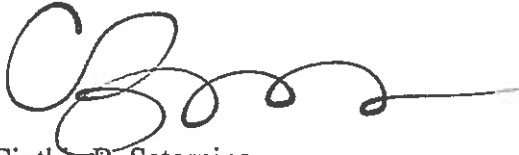
- Please describe your firm. What makes it a solid company? What makes it special?
- If all obstacles were removed and your firm was operating optimally, what does that look like? In other words, please describe the vision and goal for the future. What would success look like to you?
- How would you measure success? What are other important metrics to your organization?
- Who crafted or drives the development of the vision and goals? Who makes the final implementation decisions?
- How ready is your organization for change?
- What are some of the other "pain points" for your organization at the moment?
- What have you already tried to resolve these pain points? What worked? What didn't?
- What opportunities have you uncovered?
- How are you hoping to resolve these issues or capitalize on these opportunities?
- What is the challenge you hope to tackle with this collaboration? Why did you decide to collaborate with the class? What are you hoping to get out of this collaboration?
- Do you have a set budget for this project? If so, what is the budget?
- Is there anything else that would be relevant to this collaboration that you haven't yet articulated?

Once your organization has a chance to review and answer these questions, we can schedule a call discuss the answers and address any questions you might have. Please note that this is not



intended as an exhaustive list of expectations or requirements, but rather, depending on the nature of the task/challenge, additional information may be needed. The class reserves the right to request additional information in order to complete the project. Please let me know if you have any additional questions. You can reach me at [cinthia.satornino@uconn.edu](mailto:cinthia.satornino@uconn.edu). Thank you again for your time and willingness to collaborate. We are excited for the possibilities!

Sincerely,

A handwritten signature in black ink, appearing to be 'Cinthia B. Satornino', with a long horizontal flourish extending to the right.

Cinthia B. Satornino  
Assistant Professor of Marketing  
University of Connecticut, School of Business  
[cinthia.satornino@uconn.edu](mailto:cinthia.satornino@uconn.edu)

### **ABOUT THE PROFESSOR**

Before entering the academic environment, I spent over a decade in corporate and institutional settings, including several years as a consultant. I'm passionate about helping entrepreneurs, small companies, and family owned and local companies succeed. If you are interested in learning more, you can access my professional profile here at LinkedIn:  
<https://www.linkedin.com/in/csatornino/>.

Attachment 1  
**Someday Cinema Series at the Edmond Town Hall**  
Proposed by Jennifer Rogers, Newtown Cultural Arts Commission Auxiliary Member

On behalf of the Newtown Cultural Arts Commission, I would like to continue partnering with the Edmond Town Hall to screen great classic films. The films selected are enduring and beloved films, not less than 25 years old, featuring the industry's biggest stars.

Referring to past input from the Board, most of the dates requested are on Thursdays, and the only Sundays requested are for films with wider appeal or need the time for a double feature, as in October. I have consulted with Tom Mahoney and Sheila Torres prior to assembling this list, and have taken suggestions from audience members throughout the year.

I am requesting the Board's approval to screen films in the theater on the following dates:

Thurs. Jan. 18	Citizen Kane (1941)
Thurs. Feb. 15	Splendor in the Grass (1961)
Thurs. Mar. 1	Seven Brides for Seven Brothers (1954) *sponsored
Thurs. Apr. 5	Notorious (1946)
Thurs. May 31	Maltese Falcon (1941)
Sun. Jun. 24	Jaws (1975) *sponsored
Thurs. Sep. 6	Adam's Rib (1949)
Sun. Sep. 30	The Blue's Brothers (1980) *sponsored
Sun. Oct. 30	Bride of Frankenstein (1935)/ The Beast with Five Fingers (1946) dbl feature
Thu. Nov. 15	The Great Escape (1963)
Thu. Dec. 6	Miracle on 34 <sup>th</sup> Street (1947)

In the event a film goes out of release, I have many other films to choose from (in fact it is extremely hard to narrow down the list every year) in order to make a substitution, or may simply eliminate the screening date entirely.

As in all previous years, I will incur the cost of the films on DVD or Blu-ray, and will publicize the screenings. I will continue to solicit sponsors to cover the licensing fees, and will create on-screen slides to recognize their support, to be shown in advance of the screenings. To maximize the proceeds that the Edmond Town Hall would collect, please allow at least one matinee and one evening screening.

Thank you for your consideration,

*Jennifer Rogers*

(203) 364-9844

[sundaycinemaseries@gmail.com](mailto:sundaycinemaseries@gmail.com) | [fb.me/somedaycinemaseries](https://fb.me/somedaycinemaseries) | [bit.ly/SomedayCinemaSeries](https://bit.ly/SomedayCinemaSeries)

# Attachment G

## EDMOND TOWN HALL BOARD OF MANAGERS

### 2018 Meeting Schedule

The Edmond Town Hall Board of managers will hold a regular meeting at 6:30pm in the Mary Hawley Room at Edmond Town Hall, 45 Main Street, Newtown, CT on the second Tuesday of the month.

Tuesday, January 9

Tuesday, February 13

Tuesday, March 13

Tuesday, April 10

Tuesday, May 8

Tuesday, June 12

Tuesday, July 10

Tuesday, August 14

Tuesday, September 11

Tuesday, October 9

Tuesday, November 13

Tuesday, December 11

Tuesday, January 8, 2019