

**Edmond Town Hall Board of Managers**  
**Regular Meeting**  
**Tuesday, January 10, 2017**  
**Mary Hawley Room, Edmond Town Hall**  
**45 Main Street, Newtown, CT**  
**Chairman Margot Hall called the meeting to order at 6:30pm**

**Present:** Margot Hall, Marie Smith, Jennifer Chaudhary, Mary Fellows

**Absent:** Jim Juliano, Anna Wiedemann

**Also Present:** Sheila Torres, Tom Mahoney, Andy Clure, and 3 members of the public

**Report from Theater Coordinator** – Tom Mahoney reported that Christmas week didn't do very well. They have From Here to Eternity coming this Thursday. On the 26<sup>th</sup>, the Great Dictator and the Martin Luther King weekend is Tolls, Friday, Saturday and Sunday of Trolls will be sponsored by Ingersoll. On the 21<sup>st</sup>, the Education Foundation is doing a comedy show fundraiser.

**Report re 3 months overview of local advertising program** – Andy Clure gave the board an update regarding theater screen advertising (Attachment A).

**Public Participation** – Andrea Spencer and Laura Lerman of the Cultural Arts Commission talked about the possibility of having a 2017 film festival like they had in 2015. They would like this to happen in October and keep the same format as 2015. It is a fundraiser and they would charge a submission fee, there would be a higher fee for out of state vs. a CT submission. Once the lineup is completed, they would have options and different price points for admission. They asked for 1/3<sup>rd</sup> of the profit so they can reinvest it into next year's festival. Margot Hall asked for a written proposal with the understanding that time is of the essence.

Scott Senete presented a letter from Tory Gozzi of the Newtown Centre of Classical Ballet (Attachment B). She would like to do a performance on June 11, 2017 at Edmond Town Hall and would like to know if a discount can be offered. Jennifer Chaudhary replied that they do not offer a discounted price, the published list is the published list.

Jen Rogers provided a 2017 proposal (Attachment C). She is asking for them to consider the proposal.

**Approval of the Minutes** – Jennifer Chaudhary moved to approve the minutes from the December 13, 2016 meeting. Marie Smith seconded, motion unanimously approved.

**Report from Sub-Committees** - None

**Correspondence** – None

**Report from Chairman** – Margot Hall reported that they marketed their CIP for 17/18 which is and Air Conditioning project and it was well received.

**Approval of monthly bills – Mary Fellows moved to approve the Building bills in the amount of \$52,256.26 and Theatre bills in the amount of \$10,303.52 for a total of \$62,559.78. Jennifer Chaudhary seconded, motion unanimously approved.**

## **NEW BUSINESS**

*Three month overview of local advertising campaign* – Mary Fellows asked members if they would be willing to look at Pecan Pie to do the sales. In the past, they guaranteed \$12,000 for the year, currently they have sold \$5,000 in 6 months and it is a lot of work. An updated proposal from Pecan Pie will be requested.

*Slushie Machine Maintenance* – Sheila Torres received a letter from Pepsi recommending that their customers sign on to a maintenance agreement. The machine does have some issues. If it breaks a new one is over \$2000 but with a maintenance agreement it is \$800 and the agreement requires the machine to be cleaned every 2 weeks. Mary Fellows suggested contacting Coke and finding out what they will offer. Marie Smith moved to give Sheila Torres the authority to sign the maintenance agreement for the slushie machine. Jennifer Chaudhary seconded, motion unanimously approved.

Jennifer Chaudhary moved to approve the purchase of a \$300 replacement augmentation part for the slushie machine. Marie Smith seconded, motion unanimously approved.

*Charter vs Frontier pricing* – Sheila Torres received a call from Charter Spectrum offering a special of \$30 per month per line. It would be less than what they are paying Frontier currently. Charter is already the internet provider and there is no contract. It was decided that it is best to have Charter come and do an assessment before they decide.

*Proposal for Gym improvements* – Now that they are approved in the CIP for Air Conditioning improvements in the gym there needs to be improvement done by Edmond Town Hall. The heat needs to be fixed because the valves are broken and it is like a sauna down there. Painting the bathrooms, replacing the ceiling tiles and the floor was discussed.

*Setting calendar for completion and rollout of vision/business plan, ETH Bd by laws, Employee handbook* – The object is to gather the vision/business plan, by laws, employee handbook and critique them, not rewrite them. A meeting was set for January 18 and 20 at 9am to review the documents as a board.

**Comments from Board members – NONE**

Having no further business meeting was adjourned at 8:40pm

Respectfully submitted,  
Arlene Miles, Clerk

# Attachment A

## Edmond Town Hall Theater Screen Advertising Update 1/10/17

Since August 1, 2016 with New England Media Group

- 11 new advertisers procured generating approximately \$5,000 in additional revenue
- All clients fully paid and collected for 2016

### New Initiatives

- Developed special end of year promotion (1 month free with purchase of 3 months) to ignite sales during historically slow period
  - 3 clients in this promotion
- Developing new advertising brochure – target completion date of 2/1/17
  - FAQs for perspective clients gathered over past 5 months
  - New ad spec requirements
- Launched new advertising display software carousel on January 6, 2017
  - Powerful tool provides viewership numbers for advertisers
  - Sample reporting to be provided at February board meeting
- Launched Big Screen Movie preview program in July 2016 to boost publicity for ETH Theatre
  - Solely produced and maintained by NEMG (8 hours of production and editing per clip often with a 48 hour turn around time)
  - Beta tested a “sponsor” of the Big Screen Movie Preview in December which generated incremental revenue
  - Customized previews during Ingersoll promotions to promote Free Movie nights (Ingersoll Motors reached out proactively to say they were impressed/pleased with this)
  - Big Screen Movie previews can be sampled on YouTube
- Worked with NMS PTA to bring Middle School movie night to ETH Theatre.
  - Tickets fully sponsored by Ingersoll Auto
  - Free popcorn to each student sponsored by NMS PTA

# Attachment B



## Newtown Centre of Classical Ballet

87 South Main St., Newtown, CT 06470  
Tory Gozzi, Artistic Director (203) 241-5362

Dear Edmond Town Hall Board of Managers,

Thank you so much for your interest in our studio bringing "Les Sylphides" and "The Four Seasons" to Edmond Town Hall on June 11, 2017. We are thrilled to have use of such a beautiful and historic stage to present our productions, and are so excited about returning to Edmond Town Hall this year for our spring ballet. Our kids work tirelessly each spring to put on a historical ballet for the community instead of a year-end recital, and I know that they are looking forward to preparing and presenting another performance here.

Every year our school works hard to bring performances to the Newtown community free of charge to benefit local non-profits, schools, nursing homes, and Girl Scout troops. Bringing the beauty of ballet to the community not only benefits community members through entertainment and arts education but also teaches our students the value of giving back and the inherent gratification that comes from bringing joy to others through their gifts of talent and time. Over my four years as artistic director of the school, our students have presented the "Nutcracker Suite" each December for the Newtown Youth and Family Services' annual Holiday Festival fundraiser and the Newtown Rotary Club's Pancake Breakfast, along with multiple pointe variations, original works, and one-act ballet performances throughout the year at assisted living homes, elementary schools, arts festivals, scholarship benefits, and other fundraisers including our community showings of "Sleeping Beauty" and "Coppelia" here the last two years.

As we do not charge the community for tickets for our events and as we have been more than happy to have the Town Hall run their concession stand the last two years to benefit your institution partnering with us for these productions, we are grateful that the board is considering our request to rent the theatre for a reduced rate. We are requesting that the board grant us a \$600 performance fee for two matinees with use of the theatre from 8 a.m. until 5:30 p.m. The board honored our request two years ago, but last year the full reduction of rate was denied without notice – we were not informed until the week of the show despite multiple inquiries that were sidestepped in the four months following our formal request in February. This obviously put us at a great financial disadvantage the week of our show, especially as these shows are not for profit. We have acted with good faith and a good relationship with the Town Hall for many years, long before my time as artistic director, so please consider our request with care and let us know within a month's time whether we will put on our production at \$600 for the day with the concession stand running to benefit this institution or \$1200 at the theatre's normal rate which will force us to run our own bake sale instead to benefit our school and company and community mission here in Newtown. Your generosity helps us better invest in costuming, sets, lighting, and sound to bring a more professional presentation to the community and we have appreciated our continued partnership with you.

Thank you so much for your time and consideration. Sincerely,

  
Tory Gozzi

# Attachment C

2017 "Someday" Cinema Series – Proposed

Jennifer Rogers  
203-264-9844

Thu. Jan. 12 **From Here to Eternity** (1953) 118 min.  
Terms: \$250 v. 35%  
Distributor: Sony  
Contact: David Jennings - [david\\_jennings@spe.sony.com](mailto:david_jennings@spe.sony.com)

Thu. Jan 26 **The Great Dictator** (1940) 125 min.  
Terms: \$250 flat  
Distributor: Janus Films - [www.janusfilms.com](http://www.janusfilms.com)  
Contact: Benjamin Crossley-Marra - [ben@janusfilms.com](mailto:ben@janusfilms.com)

Thu. Feb. 16 **Moonstruck** (1988) 102 min.  
Terms: \$250 v 35%  
Distributor: Park Circus - [www.parkcircus.com](http://www.parkcircus.com)  
Contact: Chris Chouinard - [chris@parkcircus.com](mailto:chris@parkcircus.com)

Here is the rest of the season's proposed films with the terms and distributor contacts.

Thu. Mar. 16 **The Quiet Man** (1952) 129 min. \* Sponsored by the Ashurst Academy of Irish Dance  
Terms: \$250 v 35%  
Distributor: Paramount - [www.paramount.com](http://www.paramount.com)  
Contact: Jack Durwood - [jack\\_durwood@paramount.com](mailto:jack_durwood@paramount.com)  
Juliette Spinner [Juliette\\_Spinner@paramount.com](mailto:Juliette_Spinner@paramount.com)

Thu. Apr. 6 **Butch Cassidy and the Sundance Kid** (1969) 110 min. \* Spons. by Chad & Karen Goodhue  
Terms: \$250 v 50%  
Distributor: Criterion  
Contact: Lois McDonald [lois.mcdonald@geemedia.com](mailto:lois.mcdonald@geemedia.com)

Sun.. May 7 **My Cousin Vinny** (1992) 120 min. - 25th Anniversary  
Terms: \$250 v 50%  
Distributor: Criterion  
Contact: Lois McDonald [lois.mcdonald@geemedia.com](mailto:lois.mcdonald@geemedia.com)

Thu. Jun. 1 **The Philadelphia Story** (1940) 112 min  
Terms: TBA  
Distributor: Warner Bros.  
Contact: Kristie, or Nicky Woods -  
[WBClassics@warnerbros.com](mailto:WBClassics@warnerbros.com)

Sun. Jun. 25 **The Princess Bride** (1987) 98 min - 30th Anniversary  
Terms: \$250 v 50%  
Distributor: Criterion  
Contact: Lois McDonald -  
[lois.mcdonald@geemedia.com](mailto:lois.mcdonald@geemedia.com)

Sun. Sep. 24 **Willy Wonka and the Chocolate Factory** (1971)

Terms: TBA  
Distributor: Warner Bros.  
Contact: Kristie, or Nicky Woods -

[WBClassics@warnerbros.com](mailto:WBClassics@warnerbros.com)

Sun. Oct. 29 **Vertigo** (1958) 128 min. (shown at 1PM & 7 PM)

Terms: \$150 flat  
Distributor: Universal  
Contact: Paul Ginsburg

**High Anxiety** (1977) 94 min. (shown at 4 PM) - 40th

Anniversary

Terms: \$250 v. 50%  
Distributor: Criterion  
Contact: Lois McDonald [lois.mcdonald@geemedia.com](mailto:lois.mcdonald@geemedia.com)

Sun. Nov. 12 **Planes, Trains, and Automobiles** (1987) 93 min. - 30th Anniversary

Terms: \$250 v. 35%  
Distributor: Paramount - [www.paramount.com](http://www.paramount.com)  
Contact: Jack Durwood [jack\\_durwood@paramount.com](mailto:jack_durwood@paramount.com)  
Juliette Spinner [Juliette\\_Spinner@paramount.com](mailto:Juliette_Spinner@paramount.com)

Sun. Dec. 17 **It's a Wonderful Life** (1946) 130 min.

Terms: \$300 v. 35%  
Distributor: Paramount - [www.paramount.com](http://www.paramount.com)  
Contact: Jack Durwood - [jack\\_durwood@paramount.com](mailto:jack_durwood@paramount.com)  
Juliette Spinner [Juliette\\_Spinner@paramount.com](mailto:Juliette_Spinner@paramount.com)

Also, I've been talking to John Boccuzzi Sr., who is meeting tonight with the Friends of Newtown Seniors, about the possibility of showing a film that they would like to sponsor. He is going to discuss this with the group, but he is interested in **Cinema Paradiso (1988)**, which is an Italian film, a great selection to show at the ETH Theater. I think we could slide this into the third slot on a Sunday (say the 1:00 matinee) when we already have another film scheduled for the 4:00 & 7:00).

I have checked the Reservations calendar for conflicts and think this schedule will work. Please share with the Board of Managers.

Thanks,  
Jen Rogers  
Sunday Cinema Series coordinator  
[203-364-9844](tel:203-364-9844)