



Edmond Town Hall Board of Managers

Regular Meeting Minutes

Tuesday, October 10, 2023 – 6:30 P. M.

Edmond Town Hall, Mary Hawley Room 45 Main Street, Newtown, CT

The minutes are subject to approval at the next meeting.

Ms Guman called the meeting to order at 6:30pm

Present: Jennifer Guman, Margot Hall (phone), Betsy paynter, Armel Kouassi

Also Present: Lauren DiMartino and Anthony Sartori

Absent: Marie Smith and Herb Rosenthal

Chairman Comments:

Huge thank you for all the prep work and extra effort to the staff for the Hawley Society Event.

Minutes: Mr Kouassi moved to accept the minutes of the September 12, 2023 meeting with Ms Hall 2nd. Approved

Operation Manager Report – attached

Discussion on the water issue and damages due to the excessive rain. Anthony is working with Fred Hurley.

Business Manager Report – attached

Discussion on social media marketing for shows and which platforms reach which audience.

Unfinished Business

Lease renewal still waiting to hear.

New Business

Girl Scouts – The girl scouts are interested in having a lock in at the Edmond Town Hall. Discussion on pricing, when, where, what is included. The board is willing to give it a try if an agreement can be reached.

Additional Electrical Projects – The new office space requires electrical and data capability. A mid way booster is needed to ensure proper strength to all office for data.

Ms Guman moved to approve spending up to \$7018.47 for the additional wiring for the new office and the mid way boost. Ms Hall 2nd approved

Non Profit Exploration – discussion on splitting programming and events from building maintenance. The Board is interested in a strategy session to learn the pros and cons of splitting into two organizations.

Mr Kouassi moved to cover half the cost of legal fees for the non profit consultation. Ms Paynter 2nd approved

Budget Review –

Discussion on the changing values in revenue accounts due to the use of the building being changed. Discussion of effects of streaming and the movie ticket sales.

Discussion on the minimum wage increase this January which was not known when the budget was prepared.

Discussion on possibility of weekend manager due to the number of events being held in the building. The Alexandria Room is rented most weekend sometimes for multiple events.

First review of the budget. Discussion and revised to be distributed for November meeting.

Ms Paynter moved to adjourn the meeting with Mr Kouassi 2nd.

Ms Guman adjourned the meeting at 9:17pm.

Respectfully submitted,

LeReine Frampton, clerk

Edmond Town Hall Board of Managers

Jennifer Guman, Chair

Margot Hall * Betsy Paynter * Herb Rosenthal * Marie Smith * Arnel Kouassi

Operations Report for September 2023

Submitted By: Anthony Sartori

Operations:

Continuing to maximize building space and functionality.

Developing a daily and monthly preventive maintenance program. This will allow us to gage in-house repair (cost reducing) or outsourcing.

Lighting upgrades- Gymnasium completed and look amazing, fourth floor all lights changed over to LED and occupancy sensors. Developing phase two for spring of 2024 this will include everything on main floor and ground level. Phase three slated for fall 2024- to include main offices and rental spaces.

The lights on the sign have been replaced; most were broken and unusable. Lights replaced with all LED bulbs which enhances and illuminates our sidewalks and building entrance.

A bullet light was installed under the flagpole to illuminate the American flag.

Working through our continuous water damage- have some short-term fixes, will have to investigate permanent fix on a larger scale.

Had our landscaping company come in and remove some invasive tic-born shrubs, dead juniper bushes and a general clean up of the front beds. Had them relocate the two small trees in the front planters to rear the building to hide the new electrical installation. Had them fill the planters with fall (seasonal) plantings.

Working on stripping and waxing all the floors, work in progress and training for staff but the result will be amazing.

New office space completed excited to see us expand.

Project Status:

T-Mobile Project-

Kitchenette nearing completion, rough inspection completed, and we passed. Work will now begin on the bathrooms by changing out to new toilets and sinks. There is still funding from this grant, and I would like to pursue an avenue to have the gym floors refinished, have a current proposal on hand.

CEN Project: (internet)

Wiring bids and camera bids have been awarded. Wiring has been started and moving at a rather quick pace. Working with our IT department most all equipment has been purchased. We are excited to see this project completed with upgrades to internet and phone service.

Door Project:

Had to source another vender, will be meeting with them at the beginning of next week. Once a vendor has been selected, we will move on with this project relatively quickly. In hopes to have it completed before winter.

Respectfully,

Anthony Sartori

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Business Manager Report- October 10, 2023

Financial

The financial information for the month ended 8/31/23 is attached. There isn't too much to report as August is still showing as a light reporting month, due to timing issues with the entry of data. I believe September will begin to catch some of the entry delays. From a budget perspective, total revenues for 2023/2024 are budgeted to be approx. 36% greater than last year and expenses are budgeted to be 18% greater than last year. Net income is projected to be (\$39,957) without any grant monies projected.

After several attempts at communication, we are still waiting on one tenant to renew their lease.

Programming & Rentals

There are several new programs we are looking into. Utilizing the commercial kitchen for baking workshops, and cooking classes during the holidays is a pressing task and running indoor pajama parties with the inflatable movie screen in the gym is another program we are researching and hoping to kick off during the winter.

As the weather turns colder (hopefully not rainier) we will see gym rentals and theater rentals pick up. Our weekly gym rental schedule is nearly booked fully with sports teams.

100th Anniversary- The Society of the Hawley Family

We had a wonderful weekend celebrating the Hawley family, and honoring Mary Hawley and all the contributions she made to Newtown. The event kicked off by welcoming the family to ETH and providing them with a tour of the building. Most people had never been to ETH before. Following the tour was a lunch provided by My Place and a presentation by the First Selectman declaring The Newtown Savings Bank announced an annual Mary Hawley volunteer award that will be acknowledged every August beginning in 2024.

CH Booth Library Partnership

Edmond Town Hall is an official partner in the NASA Exoplanets traveling exhibit that we are getting March 2024 through May 2024, and a recipient of a couple of pieces of the exhibit. As part of the exhibit and collaboration, we will be planning a Sci-Fi film series during this time. More information to follow.

Live Events

September was a very busy month. The fall music series kicked off on Friday September 15th, with Jeffrey Gaines and Lucinda Rowe to an ETH benefit, a jazz production to the return of the Flagpole Radio Café on September 23rd. In addition to these events, we had several renters in the theater. We received very positive feedback from our artists about the ETH hospitality and we look forward to the busy season ahead.

October brings us Stella Blue's Band, comedy in the Alexandria room and the Rocky Horror Picture show.

Theater Buzz

The Barbie event was a huge success! We had over 2,800 attendees, and 5 of 6 sold out shows. People had a great time by taking photos in the lobby, having pink lemonade, and dressing up. The theater events are great fun and I plan to have at least one per quarter.

October films include Oppenheimer, Corpse Bride and Coraline.

Annual theater maintenance is taking place the week of October 9th. During this time the theater will be dark. It will be back in business on Friday evening.

Budget Discussion

The 2024/2025 budget is one that accounts for steady revenue growth and manages expenses while being aware that increasing rentals and programming will need to be supported by additional staffing and a well-maintained building. Over the last several years we have seen significant growth in rental income from the Alexandria room, gym and theater. The business development approach, not only for the 2024/2025 budget year, but for today is to increase advertising and marketing to make the community and surrounding areas aware that the Edmond Town Hall has a wonderful, high-quality product at reasonable rates. Our rentals are booked almost every weekend, and the number of events booked has increased approximately 10-15 days from 2021/2022 to 2022/2023. We look forward to benefiting from the T-Mobile grant that is provided for the gym warming kitchen. Once the kitchen is complete, we will start advertising this rental option. I expect it to be extremely popular not only with larger gatherings but all events that need a refrigerator and/or a warming station.

Additionally, the Alexandria room is an area that can generate additional rental income through a la carte fees such as the rental of cocktail tables, tablecloths, and projector to name a few. With our partnership with PJ's Laundromat, it now makes sense to rent the tablecloths when a renter has that request. Furthermore, programming around the commercial kitchen is a key strategic goal. The plan is to hold multiple culinary camps throughout the summer (2023 summer camp was sold out), and children/adult cooking classes throughout the year.

The theater rentals and movie showings go hand in hand for growth expectations. As ETH continues to bring concerts, and people rent our theater for musical productions, and varying events our theater will fill up and less weekends will be available for movie showings. This is not a negative but an acknowledgement that our theater is a growing asset that is desired by many production companies that see Newtown as a key spot on their tour. That being said, movies and concession revenue are key components in the budget. In 2021 25 movies were played, 2022 46 movies were played and so far in 2023 37 movies were played. The movies bring in approximately 25,000 attendees on an annual basis.

With the constant maintenance and beautification of our building, we have a solid group of tenants that renew leases and office space is valuable not only to the current tenants but others who inquire about availability. Storage space has been consolidated to allow for additional rental space.

Although grant funding is never in the budget as anticipated revenue, I expect that we will see less grant monies available in 2024/2025. Grant funding was made more available after covid and I am being told by the public organizations that the state funding will slow down.

The 2024/2025 budget projects a revenue increase of 18% and an expense increase of 9.6%. Building salaries account for some growth by having a summer intern and part-time office help of 6 hours a week

as well as a part-time custodian. Maintenance of the building and contractual support are two expense areas that have increased because of an aging building and growing theater events. The contractual support includes all contractual vendor services that include website maintenance and technical director fees for non-ETH produced events. As theater event rentals increase so will the contractual services.

Some of the building operational projects planned for 2024/2025 include painting the interior of the building, theater upgrades, website and lighting improvements and landscaping upgrades.

The budget set forth for 2024/2025 is being presented in two formats: 1) traditional format separating the building and theater revenues & expenses and 2) new format combining the building and theater revenues/expenses. I'd like to propose we adopt the new format as it simplifies the daily and annual accounting of ETH, and it provides flexibility with the budget numbers rather than keeping all the categories separated by business unit.

The town contribution request of \$140k, down from \$150k in 2022/2023 generates a net loss of \$17,709. This is an improvement from the current budget that projects a net loss of \$39,957.

The First Selectman/Finance Director budget review with departments will occur between December 18-January 5, 2024.