

## **Edmond Town Hall Board of Managers**

Special Meeting

Monday, November 25, 2019 - 6:30 P.M.

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

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT REGULAR MEETING.

**Present:** Lisa Schwartz, Herb Rosenthal, Margot Hall, Jen Guman, Jen Chaudhary, and Marie Smith

**Also Present:** Operations Manager - Sheila Torres, Christine O'Neill (substitute clerk)

**Call to Order:** Ms. Hall called the meeting to order at 6:34 p.m.

**Public Participation:** No public was present.

### **Procuring a permanent liquor license for ETH functions**

Ms. Hall explained that over the last few days, Ms. Torres has been trying to manage all the event requests coming down the pipe for the next few months. Obtaining a permanent liquor license would preclude the need for constant reapplication for temporary permits. Ms. Chaudhary confirmed with Ms. Torres that 12 new temporary permits would become available on January 1, 2020.

Mr. Rosenthal expressed that the question seemed to be, "Why *wouldn't* we apply for a permanent liquor license?" The Board echoed this sentiment.

Ms. Hall made a motion to discuss procuring a permanent liquor license for ETH function. Ms. Schwartz seconded. Ms. Hall invited discussion.

Ms. Chaudhary asked where the Mary Hawley Society liquor permit is in the process. Ms. Guman explained that she is speaking with the Town Attorney and working to figure out insurance, but the temporary permit should be obtained soon. She said that she was directed to speak with Arnold Finaldi about insurance. There was discussion among the Board as to whether the Town's insurance (CIRMA) would cover the Mary Hawley Society, given that it is a 501(c)3 not technically affiliated with the Town.

Ms. Guman synopsisized that there are two questions: 1) would the Mary Hawley Society be covered under the Town's insurance, and 2) if not, how would the Mary Hawley Society get their own insurance?

Ms. Schwartz inquired why the ETH Board of Managers never obtained a permanent liquor license in the past. Ms. Guman explained that although it was consistently on the Board of Manager's agenda, it never got addressed. She offered to take it over and do some research. Her finding was that they could not apply for a tavern license (the requirements are very specific) or a nonprofit theater license (they are a for-profit organization), and if they wanted a liquor license they would need to form a 501(c)3.

Ms. Torres said that in Ridgefield, the theater is a Town building and the nonprofit The Ridgefield Players use space there and in turn let them use their 501(c)3 liquor license.

Ms. Guman suggested that Ms. Torres work directly with Mike Guman, the chairman of the Mary Hawley Society, to see exactly how to move forward with an agreement regarding a permanent liquor license. Ms. Hall stated that it is very important to have an explicit, written-out agreement about using space in the building in return for liquor license usage.

Mr. Torres said there are two options: 1) the ETH Board of Managers creates their own 501(c)3 to obtain a liquor license, or 2) the ETH Board of Managers creates a contractual relationship with the Mary Hawley Society to use their 501(c)3 status for the liquor license.

Mr. Rosenthal pointed out that it seems circuitous for the Mary Hawley Society to have the 501(c)3 status and therefore the liquor license, when it would really be the ETH Board of Managers who would be using the license and making all the decisions. He pointed out that he wasn't sure if the Mary Hawley Society would want to take on all that liability.

Ms. Schwartz noted that creating a 501(c)3 is a huge undertaking that requires a lot of time, and she was wondering if it would alter the structure of the Board of Managers. Mr. Rosenthal said that a 501(c)3 would be a separate entity from the Board of Managers, and doesn't need to "do" anything beyond exist. Ms. Hall and Ms. Torres stated that this 501(c)3 could accept donations.

Ms. Schwartz and Ms. Torres summarized that the crux of the issue was insurance. Ms. Guman proposed to the Board that these questions floating around need to be answered before they can move forward in the discussion.

Ms. Hall asked to see the incorporation papers from the Mary Hawley Society. There was some discussion of the fact that the Mary Hawley Society was in the process of revising their mission statement, but it did not have to do with their 501(c)3 status.

Ms. Guman suggested that both Mike Guman and Sheila Torres call Mr. Finaldi together and get their questions answered about insurance.

Ms. Hall stated that the item will remain open. She said it would be very useful to get documentation for the Board to review.

Ms. Chaudhary made a motion to table the procurement of a permanent liquor license. Ms. Schwartz seconded. All were in favor and item was tabled.

### **March 28, 2020 concert by 'A Brother's Revival'**

Ms. Torres stated that there is no decision-making that needs to take place tonight, just discussion. She has been looking into A Brother's Revival as a potential band for the Hometown Series. They are available in March and she has been in communication with them about pricing.

### **Moving forward with two additional bands for the next Music Series**

There are two new bands Ms. Torres is looking into for the next Music Series: The Weight (a tribute band for The Band) and The Sir Pauls (tribute band for Paul McCartney). She felt that their caliber was appropriate for the Music Series. She distributed documents with the bands' information including pricing and their accommodation requests.

Ms. Torres shared that A Brother's Revival is willing to have a Q&A program with the school in addition to the concert.

Ms. Chaudhary asked what Ms. Torres wanted from the Board. Ms. Torres asked if the Board felt they would be ready to kick off the series in March with The Weight (at a reduced price), or if they would be willing to pay more and have A Brother's Revival come back to Newtown later in the year when the Music Series was underway. The Board spent some time deliberating over money and what they would need to charge for the tickets. Ms. Guman pointed out that in order to make this decision, it would be important to know what sponsorships would offset the cost, in addition to understanding which line item in the budget this would come out of.

Mr. Rosenthal asked how many tickets are usually sold. Ms. Torres said it is difficult to judge because they have not yet had such high quality acts. Ms. Chaudhary looked up The Weight's ticket prices in Tampa where they were currently performing, and they ranged from \$25-40.

The Board discussed that the sooner they commit to this act, the more time they have to solicit sponsorships. Ms. Torres and Ms. Guman said that soliciting sponsorship would be more successful if those sponsors know who will be playing. Ms. Chaudhary felt better acts would secure better sponsors. Ms. Torres said that tomorrow she will speak with Lauren DeMartino, the Finance Manager, about funds for this.

Ms. Torres also mentioned Soul Cruisers as a potential band with an act called "Destination Motown." Soul Cruisers, Best of the Eagles, and A Brother's Revival all work under the same manager, Ultra Artists, who is eager to work with ETH and has a dedicated publicist. The Sir Pauls's and The Weight's agent is Mike Green, who does not have as much publicity.

Ms. Torres shared clips of music by The Weight, The Sir Pauls, Best of the Eagles, A Brother's Revival, and Soul Cruisers.

**Executive Session: Discussion regarding terms for two proposed theater events:**

Mr. Rosenthal made a motion to enter executive session, with Ms. Torres, to discuss terms for two proposed theater events. Ms. Guman seconded. All were in favor and the Board entered executive session at 7:36 p.m. The Board ended executive session at 7:56 p.m.

**Adjournment:**

Ms. Guman made a motion to adjourn. Mr. Rosenthal seconded. All were in favor and the meeting was adjourned at 7:56 p.m.

*Respectfully Submitted,  
Christine O'Neill, substitute clerk*