

ETH Board of Managers – regular meeting

November 13, 2018 6:30 pm

45 Main St Mary Hawley Room

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT REGULAR MEETING

Present: Margot Hall, Herb Rosenthal, Lisa Schwartz, Jen Chaudhary, Jen Guman

Absent: Marie Smith

Also Present: Tom Mahoney, Sheila Torres, Neil Chaudhary

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

Mr Chaudhary gave an update on survey ideas. ETH survey done last year was on the screen and given out at the 80's event. A lot was learned from the survey, but it would be a good idea to get a wider scope of opinions. Mr Chaudhary offered to do another professional survey at no cost to update the information and gather more types of data.

Need to determine:

Do we want to do it again

What do we need to learn

Did you know this was happening type of questions

Where should the survey be available (screen, Instagram, facebook, Bee, Voices, town blast etc) and where did they find the survey

How to get participation by those other than regular customers (boy scout troops, Knights, Lions, Womens Club, town website)

Desire for specific events (last year more music and comedy was requested)

Outreach of survey to other towns

Mr Chaudhary offered to receive questions from board members and create the survey for board approval. A short survey is more successful. Maybe offer free gift raffle for participants. He requested that the board let him know if they would like him to help.

Mr Mahoney reports Christopher Robin was the high seller this month. Laser projector is the best quality. There were problems with both projectors this month. Free show brought in \$412. 10/11 was the silent film. Thursday will be 7 Brides for 7 Brothers. Closed Thanksgiving.

Move to approve the minutes of October 9 by Mr Rosenthal second by Ms Schwartz. Ms Hall wanted to include thanks to Marie Smith and the Chaudhary family participation at Newtown Day making an enjoyable time for all. Thank you to Evan and Maya for their help with cornhole. Authors afternoon was a success with Mr Rosenthal the only male attending. Minutes were approved with additions.

Ms Torres report is attached. Budget was discussed. Board had questions and suggestions. Ms Torres will adjust budget proposal and email to board members by the end of the week. Any further questions or suggestions will be sent to Ms Torres to be brought to the December meeting for final review and approval of budget. Lobby updates on hold due to finances. Security cameras should stay in budget.

Ms Chaudhary moved to approve \$46,180.61 for monthly expenditures second by Ms Guman.

Approved

2019 movie series – no update still doing research

Dinner and Movie promotion – proposal by Mr Clure. Restaurants sign up for 4 months pay 3 month advertising on screen. Their customers come in with receipt within 7 days and receive 2 tickets admittance to the movie. Mr Clure would receive same commission as for other ads. See attached

Ms Guman moved to accept four month trial of Dinner and Movie promotion 2<sup>nd</sup> by Mr Rosenthal approved

Mr Rosenthal moved to accept Mr Chaudhary's offer Ms Guman 2<sup>nd</sup>. Questions for Mr Chaudhary to be sent to Ms Torres and forwarded to Mr Chaudhary. Approved

Mr Rosenthal moved to approve next year's meeting schedule Ms Chaudhary 2<sup>nd</sup> approved (see attached)

Discussion on path and stairs being installed by NSB to lower lot. First Selectman Rosenthal has Atty Groggins working on hold harmless agreement and licensing agreement. Drawings are not available. Will have more information next month.

Performance review will be done December meeting.

Mr Rosenthal moved to enter executive session at 9:14 pm to discuss legal matter, Ms Schwartz 2<sup>nd</sup>. Approved.

Board came out of Executive Session and meeting adjourned without any further business at 9:26 pm.

Respectfully submitted,

LeReine Frampton

# ETH MANAGER'S REPORT – 13 Nov 2018 – Sheila Torres

## Highlights

- **Park and Rec** will use our Gym starting Monday mornings in January to offer a Senior Pickleball Class on a trial basis. We will see how it does. They will help tape the gym accordingly and will provide the equipment. We need to figure out where to store it.
- Met with Tom McShane three times to go over potential lighting savings through Eversource Program. He did the Municipal Center and the Senior Center. He is preparing a proposal for Edmond Town Hall. Jen Guman has requested a second bid from another vendor, I will need to reach out to Kathy Quinn.
- New staffer has begun and is adjusting to the new role. I worked with him the first two Saturdays, but last Saturday he was on his own with me on call in case of questions.
- Two high school students (17 and 18) have started working here. They are helping with custodial services.
- A volunteer – Ari Schwartz - is assisting with tickets on Saturday nights.
- Contacted Eversource to request the addition of lighting in our parking lot and the repair of the burned out lightbulbs. They retired the posts that were in the lower lot because the fire house used to pay for them. I have asked them to bring the out of retirement because we need the lighting. They have assigned us a project number but I need to keep calling to make sure they do the work.

## In Progress

- **Alexandria Room AC Project** – This project has kicked off. The parts are being ordered and I am working on getting the elevator people in.
- **ADA Bathroom Project** – I received a floor plan this past Monday from Claris. Sent it to Balfour Construction and they will be providing me a proposal, but they wish to come out once more now that they actually have floor plans in place.
- **Rigging Project** – Have not received floor plan from Curtis, but did find three additional vendors as recommended by the vendor who did the high school. I spoke with Bob Tait and we will be asking those vendors to submit bids. I did get a bid for the removal of the asbestos curtain from a vendor that was recommended by Crystal Preszler and the proposal was much more reasonable than previous proposal.
- **Temporary Masonry Repairs** – I am going to include this expense in next year's budget under special projects and will seek to s
- **Permanent Liquor License** – The state has made this process easier by putting it on line. I have provided the link to Jen Guman.
- **David Wax Museum** – Concert took place as planned
- **Budget** – Have a more updated budget but final will be done after approvals from this meeting, since they will impact the budget.
- **Chair Tags** – Al has not begun this project, but I plan to put him on this starting in December, now that we are at full custodial staff and he can spend his time working on this Wednesdays and Thursdays while Bob takes care of the other projects/duties.
- **Lighting Project** – Expect a report from Tom McShane in the next few weeks. Jen Guman has requested a second

## Theater Team

- We have not met since October. Nothing to report.

## Repairs/Work Completed

- **Gym Doors** – Repaired handle on gym doors but unable to replace the doors due to budgetary constraints.

## **EDMOND TOWN HALL BOARD OF MANAGERS**

### **2019 Meeting Schedule**

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

Tuesday, January 8

Tuesday, February 12

Tuesday, March 12

Tuesday, April 9

Tuesday, May 14

Tuesday, June 11

Tuesday, July 9

Tuesday, August 13

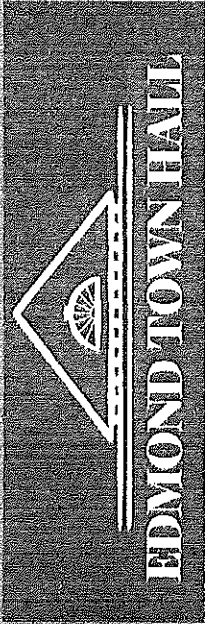
Tuesday, September 10

Tuesday, October 8

Tuesday, November 12

Tuesday, December 10

Tuesday, January 14, 2020



# DINNER AND A MOVIE

## How It Works

1. Customers go to a local restaurant and enjoy a meal.
2. Customer receives receipt after purchase with name of establishment and date of transaction.
3. Within seven days of date on receipt a customer can exchange receipt at ETH ticket booth for entry into current movie for TWO patrons.

## strategy

1. Program will start with five local restaurants.
2. Dine in patrons will receive receipt with name of restaurant.
3. Initial receipt given to patrons on date of purchase.
4. Restaurant will start with...



## Benefits to Edmond Town Hall

- Increased attendance will increase concession sales
- Build customer base for future ticket sales
- Potential to have restaurants become a regular before the movie advertiser in turn increasing advertising revenue
- Build good will in the community
- Potential incremental revenue from participation fees
- With the potential of new businesses being able to be the first time at Edmond they will begin to prosper and increase the local economy leading to increased revenue
- Program will be a training in a skill that is very valuable

# Benefits to Restaurant

- On screen before the movie promotion of program will lead to increased customer traffic

- With customers knowing they are getting free movie tickets might spend more

- The order an operator is in is the value of free tickets

- On screen promotion before movie is included with participation fee

- Less than the cost of advertising to consumers before the movie

- Researching movie is free

- Satisfied customer with movie and restaurant



# Cost to ETH & Establishment

## Edmond Town Hall

Cost of free entry into current movie

# of free tickets given away multiplied by establishment percentage of movie ticket price

For example:

50 free entry movie tickets earned  $\$100 \div 20 \times 50 = \$900$

$\$900$  movie ticket revenue  $\times 35\%$  (establishment) =  $\$315.00$

$\$315.00$  paid by ETH to movie distribution company

## Establishment

$\$50$  a month paid to ETH for exchange program

ETH to establish exchange

Establishment paid to ETH for exchange program