

Edmond Town Hall Board of Managers

Special Meeting

Tuesday, September 19, 2017

Mary Hawley Room, Edmond Town Hall

45 Main Street, Newtown, CT

Chairman Margot Hall called the meeting to order at 6:30pm

Present: Marie Smith, Anna Wiedemann, Jennifer Guman, Margot Hall

Absent: Jennifer Chaudhary, Jim Shpunt

Also Present: Operations Manager Sheila Torres, Theater Manager Tom Mahoney, Andy Clure, James and Kathy Filan, one member of the public

Public Participation - Elvia Burke is having a movie event fundraiser for Pet Finder Foundation and North Padre Watch (Attachment A). She is requesting for the rental of the theater to be waved.

Report from Theater Manager – Tom Mahoney reported that the best films were Pirates of the Caribbean and Cars 3. This week they are showing Wonder Women.

Approval of Minutes – Anna Wiedemann moved to approve the minutes of the August 15, 2017 meeting. Marie Smith seconded, motion unanimously approved.

Report from Sub-Committees – None

Correspondence – A thank you from Senator Murphy was received.

Report from Chairman – Margot Hall reported that she has been going to Borough zoning and Planning and Zoning meetings. Planning and Zoning has received the recommendations that came out of Borough zonings but did not take action. It is on their agenda for October 5.

They had 20 applicants for the two positions that are vacant. They interviewed 5 and ready to fill the positions.

Report from Operations Manager – Sheila Torres reviewed her report (Attachment B). Last night her and Margot Hall went to the Board of Selectman meeting regarding the CIP. The HVAC is for this year and the theater renovations were moved up. The bricks will be next year. The parking lot improvements are in future years. They added the bathroom project and it caught their attention because there are no bathrooms that are ADA compliant. She also added the elevator repurposing which is turning the unused elevator shaft to a custodial closet on each floor.

Approval of monthly bills – Anna Wiedemann moved to approve bills for the building \$54,131.79 and theater \$15,099.61 for a total of \$69,231.40. Jennifer Guman seconded, motion unanimously approved.

NEW BUSINESS

Movie Promo – Mr. Clure provided promotional ideas to improve attendance and revenues (Attachment C). Margot Hall moved to go with item 2 and 4 (first item only). Items 1 & 3 will need more time to consider making sure it is feasible. A senior is 60+. Anna Wiedemann seconded, motion unanimously approved.

New Equipment for hearing impaired theater patrons and update electric in theater for new equipment for hearing impaired – Kathy and Jim Filan explained that they wanted to pay it forward. Mr. Filan has a hearing impairment and cannot see a movie at Edmond Town Hall. Other theaters have Closed Captioned devices that he can use. They have about \$5,000 to donate toward the cause. Mr. Filan would like to come to this movie theater and feels more people will use it than they realize. Margot Hall explained that this a two phase project. There is electric wiring and installation. There are a few different options which they are going to research and test before they decide how to move forward.

Computer support – Sheila Torres has to do more work for this and asked for it to be on the agenda in October.

Appointment to Subcommittees – Margot Hall explained that there are policies and procedures that need to be identified so they can official policies. Anna Wiedemann, Marie Smith and Jennifer Guman will work on that. Another subcommittee is to publicize/promote ETH Strategic plan. Jennifer Guman has agreed to work on that as well. Other members not present are asked to join a subcommittee.

Initiate search for an intern to help manage ETH website – Jennifer Guman explained that an intern would help with the website and social media which would be a high school student or local college student in the technology field. They would make sure that all the information and images are updated and update social media. Margot Hall moved to have Jennifer Guman and Sheila Torres initiation a search for an intern to manage the website and social media. Anna Wiedemann seconded, motion unanimously approved.

Scheduling sensory friendly movies – Having a sensory friendly movie once a month is desirable. It was suggested to do it with the Ingersoll free movies because they are family movies. Anna Wiedemann moved that when possible they offer the Ingersoll movie the second Saturday of each month at 10am, if it is family friendly and if they offer a sensory friendly version. Marie Smith seconded, motion unanimously approved.

SPARK/Avielle Foundation – Not discussed

September 24 event proposal – Not discussed

Comments from the Board Members – None

Marie Smith moved to go into executive session at 8:27pm to discuss the latest suggestion to the draft of the Employee Handbook and invited Sheila Torres. Anna Wiedemann seconded, motion unanimously approved.
Executive session ended at 9:23pm

Having no further business meeting was adjourned at 9:23pm

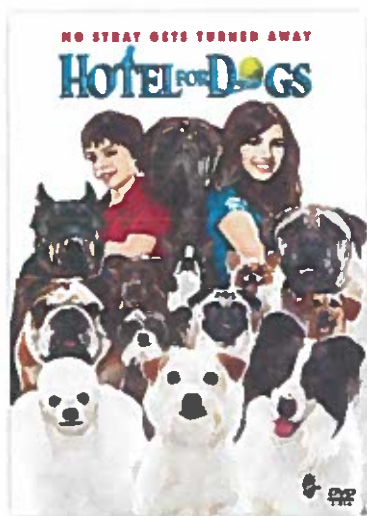
Respectfully submitted,
Arlene Miles, Clerk

Attachment A

Paying It Forward

A movie event fundraiser
for Petfinder Foundation
and North Padre Watch

petfinder
FOUNDATION



Raising funds & items for Houston Area Hurricane Harvey Pet Relief

Thursday, September 21, 2017

@ Edmond Town Hall Theater 45 Main Street,
Newtown 9:00 am – 12:00 noon

Tickets \$10 per person*

Purchase day of event

or online ** @

<http://bit.ly/2yetwbLPayitForwardMovieEvent2017>
or www.edmondtownhall.org

C.H.
BOOTH
LIBRARY



Event includes:

DJ—Music—Dancing--Crafting dog & cat toys,
signing the "Thank You" banner, The Movie & raffle drawing!!
DJing by Sean "BIG DADDY" McKee of James Daniel Entertainment!

***Bring "new" to donate (1 or more item):

Mosquito repellent, sunscreen, combs, shampoo, conditioner...

*Every event ticket purchased = 1 raffle ticket

**Each event ticket purchased ONLINE = 2 raffle tickets

***Every item donated (new) = 1 raffle ticket

Raffle prizes include: Personalized Autographed books "Shiloh" by
author Phyllis Reynolds Naylor, restaurant gift certificates movie
passes & MORE!!

IMPORTANT: THIS IS NOT A DROP OFF EVENT!

Breakfast sandwiches, beverages and movie concessions will be sold
Please, no outside food or pets allowed in theater or gym
Event brought to you by Newtown Community Volunteers and
ElviaCreates



Attachment B

ETH MANAGER'S REPORT – September 19, 2017 – Sheila Torres

Highlights

- Extremely demanding few weeks due to lack of staff and time spent interviewing, lining up candidates, substituting for staff, completing training of new night managers, etc.
- Attended two Board of Selectmen Meetings regarding . At the last meeting there seemed to be understanding of our needs, especially those related to safety, such as the theater renovation and the bathrooms. We were told that the current five year plan may become a ten year plan, due to state budget uncertainty. Pat said the only thing the town absolutely needs is a Police station.
- AC project has not yet been assigned to Public Building and Site due to budget situation. I'm guessing we will know more after October 1, when the state must pass a budget.
- Received thank you letter from Senator Murphy about the town meeting that was hosted here.
- Have not been able to discuss and finalize a plan with Brad Axelrod for comedy series. Will follow up by end of next week.
- Sent email to group recommended by Hayden Bates requesting examples of how they could help us bring concerts here, but they did not respond. This was my second attempt since they first came to see us a few months ago.
- Camp Vendini web site assessment will start next week. They just contacted me last evening.

In Progress

- I sent all of you a copy of the theater inspection report that came in. I would like to advance that project to year two of our five year CIP, rather than year three. This would involve swapping it out with the project to repair the bricks and steps.
- On Back Burner:
 - Cleaning solution system.
 - Electric dryers
 - Table replacement for Alex

Attachment C
Edmond Town Hall
Movie Theater Promo Ideas
9/19/17

1. Tuesday Ticket Offers

- a. "\$2.00 Tuesdays"
 - i. All movies all day - \$2.00
 - ii. Large tub of popcorn - \$2.00
 - iii. Large fountain drink - \$2.00
- b. "Half Price Tuesdays"
 - i. All movies all day - \$1.50
 - ii. Large tub of popcorn - \$2.00
 - iii. Large fountain drink - \$1.75
- c. "Bonanza Tuesday" or "BOGO Tuesday"
 - i. Buy one ticket get a 2nd for free
 - ii. Buy a Large popcorn get a small soft drink for free
 - iii. Buy a Large fountain drink get a small popcorn for free

2. Senior Specials For All Matinee Movies

- All matinee movie show time tickets \$2.00
- Free upgrade to next level on popcorn and fountain drinks

3. Edmond Town Hall Movie Club

- Weekly E-mail with upcoming show times and specials
 - Free movie pass with new verified email
 - Sign up with email
 - Email sent with instructions to print out free movie pass
- Rewards for loyal movie goers
 - Free movie pass on 10th visit
 - Free popcorn or fountain drink on your birthday
 - Free upgrade to next level on popcorn or fountain drink on 10th visit
 - Once a year private seating for you and up to 20 guests in the balcony (scheduled in advance)

4. Pre-Show Custom Shout Out

- Customized personal message
 - Birthday, Anniversary, Congratulations ... etc
- Can include a picture or short video
- Shown during "The Big Screen Movie Preview"
- \$25.00 (not for commercial or political use)