

**Avalon Theatre Advisory Committee  
Minutes  
January 16, 2007**

**Item 1: Meeting Called to Order by Alan Friedman at 11:35 am.**

Roll Call

Board Members Present: Ron Beach  
Alan Friedman  
Marianne North  
Andre' van Schaften  
Stephan Schweissing  
Harold Stalf

Committee Members Absent: Edward Lipton

Parks & Recreation Staff Present: Joe Stevens, Director of Parks & Recreation  
Tim Seeberg, TRCC/Avalon Theatre  
Manager  
Juli Adams, Event Planner  
Dina Jones, Administrative Clerk

Guests:

**Item 2: Approval of November 21, 2006 Minutes**

Ron Beach moved to approve the November 21st 2007 Avalon Theatre Advisory Committee minutes. Andre' van Schaften seconded.

Motion adopted by the Avalon Theatre Advisory Committee: Yes 5 No 0

**Item 3: Sub - Committee Formation - Advisory Committee Action Item**

Alan Friedman moved to form an Avalon Advisory Sub-Committee to cover the development and eventual presentation of the Strategic Plan. The Sub-Committee will be made up by Andre' van Schaften with Marianne North and Ron Beach.

Motion adopted by the Avalon Theatre Advisory Committee: Yes 5 No 0

#### **Item 4: Expanded uses for the Avalon Theatre & Discussion (Continued). Topic of**

##### **"Form follows Function"**

Tim Seeberg opened the discussion with a quick review of what “form follows function” means in light of the theater’s future and what that means to the Advisory Committee. Though it is not the committee’s role to decide which client should have access to using the Avalon, it may be their role to discuss what general types of entertainment format makes sense for the Avalon in the future. This is the “function” piece of the discussion. Once program format is envisioned (which is formulated by all Avalon interested parties, including the City), that will help determine what “form” the Avalon will take. So, the types and kinds of capital investment made in the Avalon may very well be dependent on the types of programming that we determine is best for the Avalon Theatre. Discussion followed about the direction being taken to improve the Avalon Theatre aesthetics and value to the city. Andre Van Schaften summarized the sub-committee’s intent to continue development of the strategic plan. More discussion ensued and it was brought up that The DDA and City are investigating the possibility of purchasing the building next to the Avalon. This move could factor into deciding the future uses for the Avalon Theatre. For example, the purchase could open up the possibility of converting the building into another moview theatre, which would open up the potential uses for the Avalon. Discussion followed with questions about who else would be interested in using the Avalon for their events. Would the Symphony ever be interested in making the Avalon their home? The consensus was that they would not in its current state and condition. Discussion ensued over the possibility of expanding the seating capacity and/or the stage of the Avalon. Doing so may make it more usable for Symphony or even concert promoters like Ron Wilson’s Sandstone Entertainment. The committee decided it may be a good idea to invite representatives of the Symphoany board to the next Advisory meeting. The purpose would be to find out if they consider a facility like the Avalon as a permanent home (or symphony performance hall). All agreed to invite them to discuss this question. The answer to come then or at a later date to this question may help influence where emphasis is placed on capital improvements for the Avalon moving forward. A similar question was raised as to what the concert promoters like Ron Wilson might be looking for from the Avalon. Is it wise to expand seating capacity? Would doing so help boost the number of concerts and/or type of concerts attracted to Grand Junction? The committee decided it is best to seek Ron Wilson’s opinion on these questions. Tim Seeberg suggested that Ron Wilson attend the next Advisory Committee meeting as an observer to the discussion and offer input as appropriate. Final discussion centered around the liquor license situation at the Avalon. Committee members asked the question of whether or not the license can be used to sell beer and wine at Cinema nights and concerts alike. Tim Seeberg stated that this is not possible under the current arrangement. He continued that there are options the City is exploring to reach this goal of a “shared’ liquor license between both entities (City and Cinema). Seeberg also commented that the City and Cinema are currently trying to iron out a rental agreement for the Avalon.

**Item 5: Strategic Business Plan: Sub-Committee Summary & Next Steps**

Andre Van Schaften summarized what the sub-committee is trying to do in the first stages of developing a strategic business plan. There have been two meetings and much of the time has been spent on fact finding and identifying strengths and weaknesses of the Avalon and the current situation. The sub-committee expects to meet again before the next Advisory Committee meeting, so there should be more to report on at that time.

**Item 6: Determine next meeting dates**

Due to conflicting schedules of committee members, it was decided the next Advisory Committee meeting will be on Thursday, Feb. 8th. The meeting will be held at the Whitman building and box lunches will be provided.

**Item 7: Items for next meeting**

Discussion with Symphony Board – Is Avalon in their future?  
Sub-Committee Update – Strategic Plan

**Item 9: Adjourn**

Allen asked for a motion to adjourn the meeting. Harold seconded the motion. The Committee moved to adjourn at 1:05pm . The meeting was adjourned by acclamation.

Respectfully submitted,

Dina Jones  
Administrative Clerk

Tim Seeberg  
General Manager