

## **Avalon Theatre Advisory Committee July 26, 2007**

### **Item 1: Meeting called to order by Vice Chair Harold Stalf at 1:59 p.m.**

#### Roll Call

Board Members Present:                    Alan Friedman  
   André Van Schaften  
   Harold Stalf  
   Katherine Roy

Board Members Absent:                    Ron Beach  
   Edward Lipton  
   Stephan Schweissing

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

### **Item 2: Approve Minutes**

André Van Schaften moved to approve the April 17, 2007 Avalon Theatre Advisory Committee minutes and Alan Friedman seconded.

Motion approved by Avalon Theatre Advisory Board:    Yes 4        No 0

Alan Friedman moved to approve the June 19, 2007 Avalon Theatre Advisory Committee minutes. And Katherine Roy seconded.

Motion approved by Avalon Theatre Advisory Board:    Yes 4        No 0

### **Item 3: 2007 – 2008 Officer Status Discussion**

As Vice-Chair designee, Harold Stalf agreed to chair this meeting in the absence of the chairman.

### **Item 4: Strategic/Business Plan July 10 Draft Review & Discussion**

Mr. Stalf asked André Van Schaften to update the committee on their strategic plan. Harold Stalf, André Van Schaften and Ron Beach met with the Symphony, Avalon Foundation, Arts Commission, Cinema at the Avalon and the Downtown Development Authority (hereby referred to as the DDA). The suggestions and comments from these organizations were included in the

Strategic Business Plan which was distributed to committee members. The Committee is recommending the City manage the Avalon Theatre. The Strategic/Business Plan states the City should retain all of the concession income including alcohol sales in order to keep the operating subsidy of the Avalon at a similar level of what it is today while allowing the permanent non-profit tenants to use the facility free of charge.

Construction cost estimates/projections based upon conceptual drawings will be \$4.5 for the annex/ addition and at least \$500,000 for the existing Avalon Theatre or \$5.1 million. The Avalon Theatre Advisory Committee is asking the City and DDA to contribute a million dollars or \$500,000 each. Fundraising for the \$4.1 million would be a team effort between The Avalon Advisory Board, the Symphony, and the Cinema. The Avalon Theatre Advisory Board needs \$20,000 - \$25,000 to research the feasibility of the targeted fundraising goals and conduct an analysis of the acoustics. Mr. Van Schaften stated the committee is looking to the City to provide half of that or \$10,000 with the DDA and Symphony providing the other \$10,000, and Harold Stalf added that the DDA voted to match the Symphony's contribution of \$5,000.00 and would be willing to go as high as \$6,000.00. Mr. Van Schaften asked the committee if they wanted these changes included in the strategic plan, and if so, the committee needs to move forward. Harold Stalf suggested changing the strategic plan from listing short-term, medium-term, long-term to showing the project in phases.

Joe Stevens asked when the committee would like to present the plan to Council, and Harold Stalf answered, that the committee would like to present it in September, or anytime after today. Mr. Stevens informed the committee that Council is reformatting current meetings with a formal meeting on Monday and Wednesday, giving the Council more opportunity to take action. Mr. Stevens suggested the committee get this report to City Council with a letter from the chair focusing on the partnership that exists with the Symphony and DDA and outlining what is being requested. Mr. Stevens also suggested that they clearly define the role of the Commission on Arts and Culture and the other support groups as to their function. Mr. Stalf stated they would like the head of each of those committees to be at the City Council Meeting.

Joe Stevens advised the committee, the sooner the committee gets the report to the Council the sooner it can be considered for the Council calendar. Hard copies should be submitted to Stephanie Tuin the first of next week.

Katherine Roy made a motion to move forward on the plan presented today with said changes, along with a cover letter to City Council which would include The Avalon Theatre Advisory Committee's requests, and asking for a future workshop with City Council, and that all documents be shared with other organizations involved. André Van Schaften seconded.

Motion approval by Avalon Theatre Advisory Board: Yes 4 No 0

**Item 5: City Council Work Session Presentation – pending.**

**Item 6: Determine next meeting date of Tuesday, September 18, if necessary**

The Board agreed the next Avalon Theatre Advisory Committee meeting will be Tuesday September 18, 2007. Committee will look at an earlier date if City Council adds them to their workshop agenda prior to that meeting.

**Item 7: Items for next meeting**

**Item 8: Other Business**

**Item 9: Adjourn**

The meeting was adjourned by acclamation.

Unanimously Approved:            Yes 4            No 0

Respectfully submitted,

Linda Friesen  
Leisure Services Representative