

# **Avalon Theatre Advisory Committee**

## **March 25, 2008**

### **Item 1: Meeting Called to Order by Chair Harold Stalf at 11:50 a.m.**

#### Roll Call

Board Members Present:           Andre' van Schaften  
Edward Lipton  
Harold Stalf  
Stephan Schweissing  
Katherine Roy

Committee Members Absent:       Ron Beach

Guests:                               Kirk Gustafson, Grand Junction Symphony  
Rich Keller, Shaw Construction  
Dan Gartner, Chamberlin Architects  
Illene Roggensack, Third Sector Innovations

Parks & Recreation Staff Present:   Tim Seeberg, TRCC/Avalon Theatre Manager  
Tressa Fisher, Administrative Specialist  
Dina Jones, Sales and Planning Assistant

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

Andre' van Schaften moved to approve the February 19, 2008 Avalon Theatre Advisory Committee minutes. Stephan Schweissing seconded.

Motion approved by Avalon Theatre Advisory Committee: Yes 5      No 0

### **Item 3: Fund Raising Request for Quote: Sub-Committee Findings and Recommendations**

Harold Stalf explained the subcommittee went through the RFP process and conducted interviews on March 20, 2008. It is the committee's recommendation that there are clear advantages for Illene Roggensack of Third Sector Innovations to take on the Fund Raising Feasibility Study project for the Avalon Theatre. Her fee is within our budget. Ms. Roggensack's qualifications are very high and meets the standards we were looking for. Illene Roggensack is familiar with the area as well as the Avalon Theatre.

Illene Roggensack expressed to the committee the process is a matter of deciding, in a definitive way, what the Avalon Theatre Advisory Committee wants to present to potential funders. What sells well depends on what people perceive in terms of what the plan is. It has to be presented in such a way that they will understand it and have the confidence that this is very much a possibility. Ultimately it is to let potential funders know what we are

thinking and find out what they are thinking and get that feedback. To move forward with the feasibility study, the Avalon Theatre Advisory Committee's job would be to approve things as they come through, and to supply a list of names of those who should be interviewed through this process. Ms. Roggensack can help with this process because she is local to the community. Beyond that Illene Roggensack would come back with a report of her detailed findings. Ms. Roggensack requested that a "case statement" be created. This is a presentation to give to the people to be interviewed. She can put it together or the committee can. It is usually given to the funder in advance to give an idea of what's going on, who's behind it, the use of the facility, the scope of the project, the cost, budget and why we as a committee think it's a good idea. An example was passed around for the Avalon Theatre Advisory Committee to review. It should be a few pages of scenarios, drawings and some numbers. This as well as getting name of people would be the next step.

Andre' van Schaften expressed his concern about getting an update back to City Council and about engaging a fund raising consultant and whether we should get something out to the press. Harold Stalf expresses his opinion about being cautious involving the press at this time. Harold Stalf agreed that City Council does need to be informed. Discussion ensued on the idea of building a model. Dan Gartner feels it isn't the building we are selling but the renovation of Main Street and the area. The building becomes a player but not the focus. Harold Stalf asked Illene Roggensack what her professional opinion would be to deliver this message to the community. Illene Roggensack responded right now we are targeting a small amount of people, thirty local individuals or couples. There will be a need for more later when it comes to selling. These types of projects are funded by grants and major donors. Stephan Schweissing suggested Illene Roggensack let us know what she needs so she can put it together based off of her expertise and back ground. Dan Gartner stated his willingness to enhancing the design to make it prettier. Illene Roggensack commented the type of people she will be speaking with are people who get this type of information all the time. She expressed the importance of having the people interviewed feeling as those they are insiders to the project. Harold Stalf volunteered to create a rough draft of the "case statement", which is being consistent with the original plan. Others on the committee are welcome to be involved and contribute. Illene Roggensack can help tie up the loose ends. Illene responded that she is going to test people asking them if they think this makes sense to this community now or in the future. Harold Stalf asked what the deadline is to get the case statement and the roster of people to Ms. Roggensack. Illene Roggensack responded that this is a ten week process. The first month is spent getting the case statement together, the names together and getting the questions we are going to ask them together. Month two is doing interviews and the last couple of weeks is Ms. Roggensack putting the report together.

Discussion ensued regarding the perception of the Avalon Theatre in the community. Illene Roggensack will get all comments back to the Avalon Theatre Advisory Committee in her final report. There would be a list of 15 to 20 questions for the potential funders. Some will be open ended. The main thing to figure out, is "what do we want to know?". The committee may want to address in the case statement about how the concept of an event center affects the thinking of the people being interviewed. Ed Lipton commented on how the Avalon Theatre is unique and provides good location and holds a fair amount of history.

Harold Stalf moved to approve the recommendation to the Avalon Theatre Advisory Committee to retain the services of Third Sector Innovations to perform a fund raising study for the Avalon Theatre. Stephan Schweissing seconded.

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

Ed Lipton had to leave so motion did not include Ed Lipton.

Tim Seeberg asked Harold Stalf to submit any changes to the original proposal to Mr. Seeberg so he can get those changes to Susan Hyatt in City of Grand Junction purchasing department. Tim Seeberg and Joe Stevens will meet with Illene Roggensack to finalize the contract. Illene Roggensack stated the cost will be less since the Avalon Theatre Advisory Committee is putting together the case statement. She will e-mail Tim Seeberg a figure for the cost.

**Item 4: Additional Q & A – Avalon Theatre Expansion and Renovation – Rick Keller, Shaw Construction, Dan Gartner, Chamberlin Architects**

Dan Gartner did some research on what a new performing arts center would cost. It would depend on several factors such as where you're building it, who's designing it, whether it is being designed for an attraction or creating a nice space for users. Mr. Gartner looked at performing arts centers in Mesa, Arizona, Omaha, Nebraska, Duluth, Minnesota, and Baltimore, Maryland which had been built between 2001 and 2005. To estimate the cost per square foot for 2008, he escalated the cost by 5% a year up until 2005 to 10% a year after 2005. With these escalated costs, it appears that these four very nice performing art centers, ranging from 21,000 square feet to 318,000 square feet, have costs ranging from \$550 per square foot to \$830 a square foot. A lot of them have multiple venues so seating capacity varied. Mr. Gartner also looked at the cost of the remodel on the new Mesa State performing arts building built in 2002. It was approximately \$200 a square foot at the time. That escalated to approximately \$338 per square foot. These numbers are to give the Avalon Theatre Advisory Committee information to come up with there own conclusion. To give an approximate number you could say at \$450 per square foot for 30,000 square feet it would be 13 ½ million. Harold Stalf expressed concern over land, parking and landscaping making that figure rise. Mr. Stalf estimated it costing more like \$20 million. Dan agrees that this may require more study to come to a final conclusion. Harold Stalf thanked Mr. Gartner for his time and research.

**Item 5: Other Business**

**Item 6: Next Meeting Dates**

Harold Stalf recommended the next meeting be on Tuesday, April 22, 2008 to have the rough draft of the case statement ready to give to Illene Roggensack to edit. The meeting on Tuesday, May 20, 2008 will present a preliminary report from Illene Roggensack. Harold Stalf moved to have the June meeting on Monday, June 23, 2008 to have the final report from Illene Roggensack.

**Item 7: Items for Next Meeting**

Presentation of the rough draft of the case statement from Harold Stalf.

**Item 8: Adjourn**

Harold Stalf moved to adjourn. Andre' van Schaften seconded. The meeting was adjourned at 12:55 p.m. by acclamation.

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| Unanimously Approved: | Yes 4 | No 0 |
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Respectfully submitted,  
Dina Jones  
Sales and Planning Assistant, City TRCC

Tressa Fisher  
Lead Leisure Services Representative and Administration Specialist, City Recreation