

Avalon Theatre Advisory Committee May 20, 2008

Item 1: Meeting Called to Order by Chair Ron Beach at 11:34 a.m.

Roll Call

Committee Members Present: Andre' van Schaften
 Edward Lipton
 Harold Stalf
 Ron Beach

Committee Members Absent: Katherine Roy
 Stephan Schweissing

Guests: Kirk Gustafson, Grand Junction Symphony
 Roger Davidson, G.J. Musical Arts Assoc.
 Board of Directors
 Dan Gartner, Chamberlin Architects
 Illene Roggensack, Third Sector Innovations

Parks & Recreation Staff Present: Joe Stevens, Parks & Recreation Director
 Tim Seeberg, TRCC/Avalon Theatre
 Manager
 Dina Jones, Sales and Planning Assistant

Item 2: Approve Minutes

Andre' van Schaften moved to approve the March 25, 2008 Avalon Theatre Advisory Committee minutes. Harold Stalf seconded.

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

Item 3: Fund Raising Feasibility Study Update - Illene Roggensack, Third Sector Innovations, Inc. Q & A

Illene Roggensack handed out three documents to the Avalon Theatre Advisory Committee created by Ron Beach, Andre' van Schaften, Harold Stalf, Tim Seeberg and Ms. Roggensack. The documents included a nearly completed case statement to be handed out pre-interview, a time line on when everything with respect to the fund raising study will be completed, and 17 interview questions that Illene Roggensack is anticipating asking the interviewees. Harold Stalf helped clarify the process to the committee. The case statement is a short and concise summary of the business plan, which is rephrased in a cleaner, simpler manner. This will help when we are “testing” for what amount financially might be available from the community. The case statement is written in a

way as to not confuse people with elongated elaborately written plans. Harold Stalf explained they are working on a list of people that were suggested by various groups to be interviewed and finalizing it later today. Ms. Roggensack will need a week or two to set the appointments, a couple weeks to conduct the interviews, and then the plan is for her report back to the Avalon Theatre Advisory Committee at the June meeting. Harold Stalf recommends the committee review it for errors or anything they feel may be misleading. or give suggestions so Illene Roggensack can make the appropriate changes. Discussion ensued regarding integrating of all the information so that the case statement can be completed.

Harold Stalf complemented Illene Roggensack on her professionalism and expertise. Andre' van Schaften express his thanks to Illene Roggensack for her helpfulness so far and to Tim Seeberg for getting the financial information together.

Illene Roggensack explained in some detail how the fund raising process will proceed from here. Ms. Roggensack will be calling people and asking them if they are willing to participate in the study. If and when they agree, Illene Roggensack will send them the material to read in advance. Ms. Roggensack will interview them after they have reviewed this information. Ron Beach asked what percent of people usually agree to do an interview. Illene Roggensack expects fewer than 5% will say no based on the list of names given. Ron Beach asked if the list of interviewees will be confidential. Illene Roggensack stated that long term it will be public but she will not be disclosing the names during the interviews. Kirk Gustafson asked if Illene Roggensack is doing the interviews. Ms. Roggensack feels it is best for only one person to do the interviews and at this point Illene Roggensack plans on conducting all the interviews herself, however, if Ms. Roggensack cannot commit to doing all the interviews, the committee will approve of who will help her complete them. Ron Beach asked how long participants will have to review the information before the interview. Illene Roggensack responded the goal is to have the materials in their hands at least a week ahead of time. Ms. Roggensack explained other attachments not in the information handed out today include operating budgets, the actual construction budgets and drawings of the potential building in color. Mr. Daniel Gartner asked if the committee would want to consider including a list of new events that potentially could enjoy the theatre after its expansion, and in effect what kinds of activity could occur that couldn't happen before. Discussion and recommendations ensued. Illene Roggensack feels some of the answers of are captured in Ron Beach's vision statement at the beginning of the business plan.

Ron Beach discussed his interview with the Daily Sentinel newspaper and said Alex Taylor, publisher, is extremely interested in the Avalon Theatre and wants to see it continue and flourish. Mr Taylor is willing to participate as one of the interviewees. Illene Roggensack feels anytime you have a pipeline to individuals as influential as Mr. Taylor, you should take advantage of that opportunity. Ms. Roggensack explained this is a pre-sale and a process of getting people to open up and say what they think. There is a fair amount of trust that has to be established for people to answer questions of how much they are willing to donate. Harold Stalf recommended during the interviews if the interviewer could gauge the level of involvement either from this committee (Avalon

Theatre Advisory Committee) or the potential formation of a capital campaign committee in order to get more people involved who might become the leaders of the effort. Illene Roggensack has started a list of people who have already come to her wanting to be involved in helping raise the money for this project. Kirk Gustafson asked about the process of finding out about what other foundations or groups are out there that can be of assistance. Illene Roggensack has a staff member accumulating a list of foundations. They will complete follow up phone calls with the foundations to establish their involvement with the project. This will give the committee an idea of how much foundation money may be potentially available. Ms. Roggensack will get all these comments back to the Avalon Theatre Advisory Committee in her final report.

Ed Lipton moved to approve Illene Roggensack as the sole interviewer. Andre' van Schaften seconded.

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

Illene Roggensack expressed to the committee that the assumption is that she will complete the interviews unless Ms. Roggensack says otherwise.

Ed Lipton inquired about the online survey that is planned as part of the fund raising study. Illene Roggensack explained that there will be a short period of time after the interviews are completed when the people in the community will be able to get access to this report and answer a survey about the project. Joe Stevens recommended it be linked to the city web site. Mr. Stevens expressed the importance of gauging our citizens' support beyond the committee's findings.

Item 4: Avalon Theatre Expansion and Renovation Update and Q & A - Rick Keller, Shaw Construction, Daniel Gartner, Chamberlin Architects

This will be scheduled for discussion at the next Avalon Theatre Advisory Committee meeting.

Item 5: Other Business

Harold Stalf informed the committee his appointment is up at the end of June. The Downtown Development Authority appoints Mr. Stalf's replacement at that point. Ron Beach expressed his concern about his hearing loss and if it continues to deteriorate Mr. Beach may have to step down as Chairman of the Avalon Theatre Advisory Committee. Andre' van Schaften was asked by Mr. Beach if Mr. Schaften could take over as Chairman of the committee. Andre' van Schaften responded he will do his best to consider it, however, Mr. Schaften is finding it challenging to continue with subcommittee work due to time constraints and responsibilities with his responsibilities with the Housing Authority.

Joe Stevens will be starting his new job in Louisville, Colorado on June 30. Mr. Stevens gave advice to the Avalon Theatre Advisory Committee on dealing with political issues. Discussion ensued concerning getting people appointed to the Avalon Theatre Advisory Committee who are willing to put in the time and additional work that is required.

