

**Avalon Theatre Advisory Committee
Minutes
September 19, 2006**

Item 1: Meeting Called to Order by Tim Seeberg at 7:35 a.m.

Roll Call

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

Committee Members Absent: Ron Beach

Parks & Recreation Staff Present: Tim Seeberg, TRCC/Avalon Theatre Manager
 Cristina Duncan, Administrative Clerk
 Marc Mancuso, Maintenance Lead

Item 2: Approval of Minutes

Alan Friedman moved to approve the August 30th 2006 Avalon Theatre Advisory Committee minutes. Harold Stalf seconded.

Motion to approve the August 30th Advisory Committee minutes adopted by the Avalon Theatre Advisory Committee: Yes 6 No 0

Item 3: Overview

Tim Seeberg opened the meeting because no chair persons were elected at the previous meeting. Mr. Seeberg did an overview of the meeting, which will start with a tour of the Avalon Theatre moving on to officer election and then to broad pieces of the agenda and purposes of the committee. Tim Seeberg hopes to discuss directives for the remainder of 2006 and other items that the committee would like to discuss. Marc Mancuso was introduced and will give the tour. Mr. Seeberg suggests to proceed with tour. Stephan Schweissing suggested that the committee elect officers first.

Item 4: Election of Officers

Mr. Schweissing moved to nominate Andre' van Schaften for chairman. Harold Stalf and Marianne North seconded the motion. Andre' van Schaften declined nomination due to other obligations and time constraints. Ed Lipton suggested that the chairperson is the lead person to deal with the city and excluded himself, Stephan Schweissing and Harold Stalf due to conflict with their positions on other boards. Alan Friedman concurred. Marianne North wanted to exclude herself due to being new to the community. Stephan Schweissing then moved to nominated Alan Friedman for chairperson and Andre' van Schaften seconded the motion. Alan Friedman suggested

making sure that there is a vice chair. He nominated Andre' van Schaften for vice chairperson and Harold Stalf seconded the motion.

Motion to elect Alan Friedman as Chair of the Avalon Advisory Committee and Andre van Schaften as Vice-Chair adopted by the Avalon Theatre Advisory Committee: Yes 6 No 0

Item 5: Committee's Purpose

Tim Seeberg started the conversation regarding questions and the purpose of this committee as well as what do they want to achieve. Also, what will the committee's role be and what do they want to lay a foundation on? Andre' van Schaften wanted to hear in detail what's expected and why the committee was formed. Mr. van Schaften stated that after the next few meetings they will have a better idea on what they will do and what they ought to and can do as a committee. Tim Seeberg stated that he has had discussions with Joe Stevens and Dave Varley and he is to help be a liaison between the City and the Committee as we work through this group's efforts. This committee's purpose is to lead the charge regarding what the buildings purpose, direction and value is for the community. "Lead the charge" means formulating a strategy for the Avalon Theatre and what its role is in the community. Also, to further what the Avalon is, possibly bring in a different mix of entertainment value and possibly find money to put into the theatre. This committee should focus on two things; 1) to promote the Avalon in the eyes of the community, the City and the folks that take pleasure in visiting it for events or shows. 2) promote it's advancement, find effective ways and reasons to put money into, and be the leader in raising the funds to make significant improvements. The committee should also work with other parties like Cinema at the Avalon and the Avalon Foundation Board as a partnership. It is an appointed committee from the City Council which makes it unique. It is a direct line to the Council and City Council should expect accountability from the committee. This is an opportunity to energize City Council and people who are close to the Council through education as a starting point. Driving education upward is one way to inform decision-makers as to what is going on at the Avalon Theatre including the shortcomings and opportunities. Mr. Seeberg's role is to help support those goals.

Committee's Immediate Priorities – Discussion: Stephan Schweissing informs the committee that on or before March 30th, 2007 and each year thereafter the committee is do an annual written report to City Council documenting fund raising efforts and recommendations for improvement projects for the Avalon Theatre. Harold Stalf made a few suggestions; 1) develop a business plan similar to the original 1923 Vaudeville house because he feels the City Council and the community will see that with credibility. They can work off that process because it will show what works in the building and what doesn't. The Avalon Theatre is a one thousand seat house that is difficult to fill in a cost effective manner. Harold does not see missed opportunities and wants to know what kind of capital investment could heighten what's already at the Avalon or make it better. Committee needs to make fundamental decisions; 2.) our role is to advocate underwriting programming in the building, 2) enhance everything that is here and determine how much it will cost. 3) explore what other future opportunities are out there. Discuss these points and give that package to City Council. Harold Stalf also suggests listing some short and long term goals for the Avalon Theatre. Mr. Stalf would like the different agencies to tour the Avalon and then interview each agency (certain people and staff) with questions like: how do concerts work here?, how does film work here?, what kind of fundraising works here?, how does maintenance work here?, and then analyze each of these as quickly as possible. The committee should also have some realistic

and some “pie in the sky” ideas. Harold suggests the Symphony come and present, especially since they are all over the place.

Harold Stalf suggested that every stakeholder of Avalon make a presentation to the committee. Sandstone uses it different than Cinema at the Avalon (CAI) etc. Stephan Schweissing suggested Cinema at the Avalon staff and Downtown Development Committee board come in to present to this committee. Harold Stalf separately suggested that the committee needs to approach the Downtown Development Authority for a chance at securing some of their currently allocated funds for any improvements to the Avalon. Mr. Stalf said that all boards need to focus on one thing and unite together. He suggested that a sound business plan should be formed that would leverage and unite existing stake holders. Harold Stalf wants to get the whole plan together to present to city council. Harold Stalf then suggested a work or study session for fact finding so that the committee can move forward with the business plan. Then when the committee meets they will have action items to recommend or not recommend certain items. With fact finding they should not be making any motions therefore minutes do not need to be taken. Harold Stalf stated that work sessions be scheduled soon so that we can get moving on the plan within a month or so. Harold Stalf made a motion that for the next 3 months this committee spends primary efforts on investigating the use of the Avalon with the intent to write a comprehensive plan to present to City Council by the March 31st deadline. Andre' van Schaften seconded the motion.

Motion to make priority investigating the different uses of the Avalon Theatre with intent to compile a comprehensive strategy plan to present to City Council adopted by the Avalon Theatre Advisory Committee: Yes 6 No 0

Cinema at Avalon/City Agreement & Liquor License: Upon being questioned, Tim Seeberg stated that the agreement between the City and CAI is not yet renewed for 2006 and it's almost 2007 already. Both entities are operating on the basis of the original agreement struck back in 2003. This is a joint venture with Cinema at the Avalon even though liquor license is in City name. Stephan Schweissing brought up the topic of the Avalon liquor license; as far as where it currently resides and where it should be going forward. Harold Stalf suggested that the liquor license being with the City is not helping to maximize profit for the Avalon. Alan Friedman wants someone to present a plan for addressing who holds the liquor license now and what makes sense to do with it; i.e: should we transfer this to the Cinema at the Avalon board? Tim Seeberg suggested that this topic is being addressed within the framework current negotiations with the CAI, and will keep the committee abreast of developments. Alan Friedman asked Tim Seeberg to come up with a way to accomplish transferring the liquor license to CAI. Tim Seeberg says that he will have meeting with Dave Varley and Joe Stevens about Cinema at the Avalon agreement and add that to the discussion. Stephan Schweissing says that Cinema at the Avalon has no intention to leave the Avalon and hopes that the city has no intention either of kicking them out. He hopes that the committee can make recommendations to City Council regarding the agreement. Committee should possibly arbitrate the differences. In a related point, Harold Stalf mentioned there is an original business plan that CAI put together and he will email it to Tim Seeberg so that it can be included in the next meeting agenda. Stephan Schweissing said that it is pretty much now obsolete. Harold Stalf thinks it's good for understanding the value and success of the Cinema at the Avalon as it was a threshold agreement.

Next Meeting Topics: Alan Friedman moved on to what to discuss for next meeting. Stephan Schweissing suggested that they have two primary items; 1) liquor license issue 2) Cinema at the Avalon should do a presentation. Harold Stalf said that the liquor license should not be 1st thing. Tim Seeberg interjected that the Cinema agreement with the City does not necessarily need to be the focus of the Committee at this point. Negotiations with both parties are under way and we hope to reach a more amenable agreement that is beneficial to the City, the Cinema and the building's purpose - all equally. Harold Stalf said that he would do a presentation on the Downtown Development Authority and Ed Lipton should do a presentation for the Avalon Theatre Foundation, Inc. and then possibly see if Sandstone can do one as well. The purpose is to quickly educate the Committee on all main players that have important stakes in the Avalon. Tim Seeberg said that he would be happy to present on TRCC's role and reinforced a point about the Cinema at the Avalon; that he wants to see the City and Cinema at the Avalon get an agreement worked out and try to work out the liquor license within that framework and see the committee jump onto to other larger things, such as the proposal to Council in early 2007, fundraising, etc. Tim Seeberg will brief the Committee as appropriate on the developments surrounding the City/CAI as we move forward. Ed Lipton wants this committee to address key recommendations to City Council regarding funds for all or some of the concession stand. It is a revenue source. Estimates and drawings of concession stand plans are close to being completed. Mr. Lipton also suggests there be a recommendation for the concession stand to the city for the funding before March 2007.

Item 6: Future Meeting Dates and Times

Alan Friedman stated the next meeting to be October 17th, 2006. Harold Stalf suggested the we convene at the Whitman building over the lunch hour. Tuesday, November 7, 2006 will be a work session and then November 21, 2006 at 11:30am at the Whitman building could again host the Nov. committee meeting.

Item 7: Items for Next Meeting – Summary

- Presentations from the Avalon Foundation Board, Downtown Development Authority, Tim Seeberg and Sandstone Entertainment.
- Recommendations for the concession stand funding to city council
- Historic Preservation Grants - Options

Item 8: Other Business

Item 9: Adjourn

Alan Friedman asked for a motion to adjourn the meeting. Harold Stalf moved and Stephan Schweissing seconded. The meeting was adjourned by acclamation.

Meeting adjourned at 8:32 a.m.

Respectfully submitted,

Cristina Duncan
Administrative Clerk