

Edmond Board of Town Hall Managers
Regular Meeting
Tuesday, February 11, 7:00 P.M
Mary Hawley Room, Edmond Town Hall
45 Main St., Newtown, CT

Present: Margot Hall, Andrew Clure, Mary Fellows, Karen Pierce, Marie Smith. Absent: James Juliano. Also present: Operations Manager Sheila Torres, Miss Diane Wardenburg and her husband Joel for Lathrop School, Jennifer Rodgers of the Newtown Cultural Arts Commission and Don Gamsjager of DNR Laboratories.

Vice-Chairman Hall called the meeting to order at 7:05 p.m.

Public Participation. Joel Warden said that Lathrop has an issue with stage time on Saturdays. Lathrop has to coordinate with the parents and sets up their schedule for the coming year in August. There are two classes going on at the same time. Lathrop has been asked to leave the stage by 12:00 though they are scheduled until 12:30. Lathrop cannot cut the time short for the parents and this backs up other classes. Use of the gym would displace the children, parents and equipment. They need to know in August what the schedule would be for the next year. Miss Diane asked if the Lower Meeting Room could be used again, which would be better than the gym. The stage is preferred.

Jennifer Rogers of the Newtown Cultural Arts Commission is proposing celebrating 1939 as the Greatest Year in Film by screening notable films from 1939 at the Edmond Town Hall during this year. (Attachment A). Ms. Hall asked for volunteers from the Board to work on this project. Mr. Clure and Ms. Pierce will be the point people on the Board. Mr. Gamsjager said that you have to pay rights back to the movie if it is copywrited and if you charge to see the film. Ms. Fellows would help with organizing an activity in conjunction with this project. Mr. Gamsjager would help with distribution. Mr. Clure said that if there is no charge he feels there should be someone to sponsor the movie. Ms. Hall suggested talking to Town Historian Dan Cruson. We have the projector but not the screen. The Board will discuss this later in the agenda.

Don Gamsjager of DNR Laboratories updated the Board on the upgrades. The screen was damaged upon receipt and a new one will be shipped on Monday. The dark week will be scheduled for probably mid March. April 1 should be the grand opening. He suggests someone on the Board be a point person to spend time with him and also to train the staff. Ms. Fellows and Mr. Clure volunteered. He needs to know if both projectors and the analog equipment will be removed or will one remain. The company would restore one projector and place it in the lobby. The Board will let him know. He said there would be a slight distortion on the new screen if a 35 mm projector is used.

Approval of Minutes. Upon motion of Ms. Pierce, the minutes of January 14, 2014 were unanimously approved as presented.

Correspondence. Ms. Hall received a notice that there is an FOI seminar on May 20 from 6 to 9 p.m. at the Sandy Hook Firehouse. Anyone interested in attending should contact her and she will advise Human Resources Administrator Carole Ross.

The J.P. Morgan Chase representative to the Board is leaving. We would like to have a meeting with the new representative in a few months.

Brian Kelleher from Newtown Savings Bank sent forms to Ms. Pierce for signatures.

Report from Chairman. Ms. Torres reported that water treatment would cost \$2,550 rather than the \$1,500 that was approved by the Board. The Board will reconsider this.

A credit application needs to be approved in order to have a ten year old copier serviced. Ms. Torres would like to have this application approved to use this company as a back up. We are paying for maintenance on the old elevator as well as the new one. The Board should consider whether to continue to pay for the old elevator because it is not being used. This will be researched.

Report from Operations Manager. Ms. Torres distributed her report (Attachment B). Mr. Clure suggested planning on the Grand Opening for the end of April when the kids are out of school.

Approval of monthly bills. Ms. Pierce, moved to approve the bills totaling \$82,355.82, second by Ms. Hall and unanimously carried.

OLD BUSINESS

Reconsideration of Box Office/Concession ticketing system. Ms. Fellows moved to rescind the previous motion approved in January in the amount of \$4,100 until the full cost is known. Second by Ms. Hall and unanimously carried. Ms. Hall moved to authorize \$4,599 to buy the equipment. Second by Ms. Smith. Motion carried with one nay, Ms. Pierce.

Movie Theater schedule - possible 6 days p/week schedule. Azra provided an analysis of the income. She was missing several times with no data. Ms. Hall suggested waiting until when the new system is installed in April. Ms. Pierce moved to table until there is more consistent data. Second by Ms. Fellows and unanimously carried.

NEW BUSINESS

Web site proposals. Discussed under Operations Manager Report.

Discussion and action re. Condition of Theater's balcony seats and lighting of the balcony area. Ms. Smith noted that the balcony is poorly lit and some seats are torn and covered with duct tape. Also the screen is not visible from the rear seats. The Board agreed that better lighting is needed first. Ms. Torres will look into prices.

Advertising - lobby & screen- develop policy and rates. Ms. Torres will look into this. Mr. Clure will assist. Ms. Fellows researched what other theaters charge and will distribute to the Board. Ms. Torres suggested having an advertising policy.

Planning re "Grand Opening" after completion of installation of new projection equipment. This was discussed earlier.

Purchase of new rugs. Ms. Hall moved to add to the agenda the purchase of three or four rugs for \$700. Second by Ms. Smith and unanimously carried. Ms. Hall moved to authorize the purchase of three or four new rugs for approximately \$700. Second by Ms. Smith and unanimously carried.

Movie Theater - dual movie showings; show times; title choices. This will be tabled.

Comments from members. Ms. Fellows noted that Betty Lou Osborne passed away.

EXECUTIVE SESSION

Ms. Pierce moved to enter executive session at 9:24 p.m. for discussion regarding staffing, renter/tenant matters, rental rates and packets and banking procedures. Second by Ms. Smith and unanimously carried.

At this time the clerk left the meeting.

Ann M. Mazur, Clerk

Edmond Town Hall Board of Managers

Minutes

Executive Session

February 11, 2014

PRESENT: Marie Smith, Karen Pierce, Mary Fellows, Andy Clure, Margot Hall

The Board discussed staffing matters, tenant and renter matters

Motion made by Marie Smith and seconded by Mary Fellows to go out of Executive Session. Motion unanimously passed at 10:35 P.M.

MOTION made by Marie Smith and seconded by Karen Pierce that with regard to the Flagpole Café billing for theater bookings the following process take place:

Prepare bill and send out on the Monday following the performance. Payment due in 15 (fifteen) days. Late charge of 1.5% commencing after due date.

Motion discussed and unanimously passed.

Re. Lathrop School of Dance stage time. The Board appreciates Diane Wardenburg's suggestion to explore the use of the lower meeting room on the Saturday's on which Flagpole Café books the theater and stage. After the completion of the current renovation to the floor in the lower meeting room, Ms. Torres will explore this alternate space with Diane Wardenburg of Lathrop.

The Board reviewed the job description for the position of "Custodian". Subject to adding : " Review of performance will done every six months", the Board, upon motion by Karen Pierce and second by Mary Fellows, unanimously approved the job description.

Motion made by Marie Smith and seconded by Andy Clure to adjourn this meeting. Motion unanimously passed at 10:50 P.M.

Respectfully submitted,

Margot S. Hall

Celebrating the Greatest Year in Film: 1939

Proposed by Jennifer Rogers, Newtown Cultural Arts Commission

A

I would like to propose that this year we celebrate the 75th anniversary of "the Greatest Year in Film" through screenings of 1939 Academy Award nominees, and other notable films, at the Edmond Town Hall.

Initially, I was thinking that this could help raise the funds necessary to procure the Blu-Ray or digital projector for the theater, but Mary recently told me that it would be installed soon. Nevertheless, I propose we capitalize on this opportunity to replenish the coffers and plan an exciting year of special fundraising events to screen these enduring and beloved films.

I think it would be essential to partner with the Commission on Aging (Sheila), the Newtown Cultural Arts Commission (me, Linda Parsloe-graphic designer), the Newtown Historical Society (to provide historical context before the movies), and the CH Booth Library (to cross-promote the literary basis or subject-related texts), perhaps the Newtown Public Schools too (for cultural literacy), and local business/Chamber of Commerce (for support). There may be others too, so if this is a project the ETH Board of Managers would like to proceed with, we should convene a short meeting soon to begin planning.

Questions:

Ticketing vs. Donations: Can we buy the movies, accept donations, and then donate the movies to the library? Or do we need to go through a distributor, sell tickets, & ask for donations on top of that?

Projector: Can the new projector play 3D movies? The Wizard of Oz is now out on Blu-Ray 3D, which would give us the opportunity to show a regular format matinee, and a 3D evening show, which would appeal to the younger crowd. CON: This option creates a need for the 3D glasses, an unknown expense (though maybe Best Buy could help).

Timing Option: We could "premiere" the films in similar chronology. The 1939 nominated films premiered:

Feb 15	Stagecoach
Mar 16	Love Affair
Apr 13	Wuthering Heights
Apr 22	Dark Victory
Jun	Goodbye, Mr. Chips
Aug 15	The Wizard of Oz
Oct 17	Mr. Smith Goes to Washington
Nov 9	Ninotchka
Dec 15	Gone With the Wind
Dec 30	Of Mice and Men

Celebrating the Greatest Year in Film: 1939
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A

An Event to be Remembered:

I suggest we don't just offer a screening by itself, but offer other things to help transport the audience back in time, like:

- Classic candy samplers
- Brief historical lectures before the movie, or handouts to set the historical scene
- Create a special passbook highlighting all the movies we'll show, that can be purchased and stamped/stickered when they bring it to a screening (or offer something separately instead)
- Do at least one Red Carpet event to encourage people to dress up, get their pictures taken, sparkling wine or cider, appetizers, gift bags (coupons, snacks, items donated from Chamber of Commerce?), etc.
- Have a raffle - my grandmother won an entire bedroom set at the local premiere of Dark Victory (probably sponsored by the local furniture company)
- Invite anyone 75 years or older to attend for free

The bottom line is that weaving a series like this into the programming of contemporary movie showings will create a marketing platform to help raise awareness and excitement about the updated technology that has been going into the theater, as well as the continued need for renovation at the Edmond Town Hall.

I hope you all are interested in this idea, and that we can meet soon to begin planning. I have attached a document, which lists notable movies from 1939 available on DVD (green) and Blu-Ray (blue).

Thank you for your consideration,

Jennifer Rogers

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1939

The Greatest Year in Film History

Best Picture Nominations

- Gone with the Wind** (Best Dir-David O. Selznick, Actress-Vivian Leigh, & Sup. Actress-Hattie McDaniel; Premiered 12/15)
- Stagecoach (2/15) (Best Supporting Actor: Thomas Mitchell)
- Love Affair (3/16)
- Wuthering Heights (4/13)
- Dark Victory (4/22)
- Goodbye, Mr. Chips (Jun) (Best Actor: Robert Donat)
- The Wizard of Oz (8/15)
- Mr. Smith Goes to Washington (10/17)
- Ninotchka (11/9)
- Of Mice and Men (12/30)

Top Grossing Pictures

- Gone with the Wind (MGM)
- Jesse James (20th C Fox)
- Gunga Din (RKO)
- Mr. Smith...(Columbia)
- The Rains Came (20th C Fox)
- Babes in Arms (MGM)
- Dodge City (Warner Bros.)
- The Women (MGM)
- Goodbye, Mr. Chips (MGM)
- The Wizard of Oz (MGM)
- Drums Along the Mohawk (20th C Fox)
- Stanley and Livingstone (20th C Fox)
- Union Pacific (Paramount)
- Ninotchka (MGM)
- Another Thin Man (MGM)
- The Old Maid (Warner Bros.)
- Hollywood Cavalcade (20th C Fox)
- Destry Rides Again (Universal)
- Gulliver's Travels (Paramount, animated)

Other Notable Films of 1939

- The Adventures of Huckleberry Finn
- The Adventures of Sherlock Holmes
- At the Circus (Marx Bros.)
- Beau Geste (Gary Cooper)
- The Cat and the Canary (Bob Hope)
- The City (Documentary)
- Foreign Correspondent (Hitchcock)
- Golden Boy (Stanwick/Holden)
- In Name Only (Grant/Lombard)
- Intermezzo (Bergman/Howard)
- The Little Princess (Shirley Temple)
- Rules of the Game (Renoir)
- Son of Frankenstein (Karloff, Lugosi)
- The Story of Vernon & Irene Castle
(Astaire/Rogers)
- The Three Musketeers (Ameche)
- Young Mr. Lincoln (Fonda)
- Q Planes (Olivier)
- Laurel & Hardy in Flying Deuces
- Wall Street Cowboy (Rogers/Hayes)
- Mr. Moto's Last Warning (Lorre)

Manager's Report – February 11, 2014

Summary Report

Busy month. Fruitful visit with Bank Street Theater. Have addressed most of the phone issues, except for AT&T. Lower meeting room floor will be completed this Friday. I will ask renters not to use the room until next Monday.

Decisions/Approvals Needed Today

- Have called New England Theater in Beacon Falls and requested a proposal for servicing of the projector. Their representative will be coming out this week or next.
- Have two proposals for web site redesign and maintenance, waiting for third, then will provide you with information.
- Functionality is first: post events calendar, reservations calendar, rental forms,
- Flagpole Radio payment terms
- Purchase additional rugs
- Would like to get quotes
- OSHA training is 10 hours over two days in March or April in

Preliminary Grand Opening Plan

- **“Dark Week”** still in the dark until the screen comes in.
- Grand Opening:
- Propose to have free movies all day. Perhaps we can show two movies, if movie house allows it. If we can get Frozen, Disney will not allow sharing. Do not know what we will be able to get.

- B
- Raffle off Gift Cards or Gift Certificates based on answers to questions about the theater. (Historical Theater Trivia)
 - Raffle off discounts from Ingersoll Auto
 - Would like to call Danbury News Times to get some publicity
- **Elevator Maintenance Company** – Before sending off contract, do we wish to continue paying for the old elevator?
 - **Decision on Blocking of Open Saturdays for rest of 2014** – Can I book Alex and Gym on those blocked dates? Please let me know so that I can give the dates to Mary Fellows.
 - **Decision on 1939 Film Fest** – Proposed by Jenn Rogers. Mary knows the details. It cannot be in 2015 because they're trying to celebrate 75 years.

Upcoming Issues to Consider

- **Training of Theater Staff on New Concession System** – Tara of Bank Street has offered to help train the trainers. We will ask the following four: Kelly and Tom Murphy, Jen Clarke and Joan (ticketing).
- **Need to Integrate Communication Channels** – Need professionally designed web page, newsletter template, bulletin announcements and functional web site so that all can work together. Present functionality and graphic identification both need improvement. I have asked the marketing companies working on the web sites to keep this goal in mind when designing the new web site.