

# PTAB- Park Theater Advisory Board

## MINUTES

MARCH 5, 2020

6:00 PM

<b>ATTENDEES</b>	Kevin Roberts
	Jennifer Pedigo
	Joe Harvey
	Bryan Kell

### Agenda topics

#### RECENT SHOWS REVIEW

<b>DISCUSSION</b>	Discuss recent shows and their attendance and their success.	
<b>CONCLUSIONS</b>	Nashville Songwriters night (2 <sup>nd</sup> Annual)- 130 in attendance. David Ball 1/24- 145 in attendance \$1,400 profit. Bebe le Strange 2/7- 150 in attendance \$1,100 profit.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

#### ENTERTAINERS RENTING THE THEATER

<b>DISCUSSION</b>	Raising the Rental Rates for Entertainers/ Agents renting the Theater for Performances.	
<b>CONCLUSIONS</b>	The rate has increased for "for-profit" Entertainers to \$750 on Weekdays and \$1000 on Weekends.	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

#### NEW BUSINESS

<b>DISCUSSION</b>	New Business	
<b>CONCLUSIONS</b>	Marketing Plan- Bids Received and Marketing 360 has been chosen. Goes before the Board on 3/10/20 for final approval. Monthly plan is \$995 per month.	
	Some of the Artists coming in 2021: Kentucky Headhunters, T.Graham Brown, Comedian Rex Havens Ashland Craft will be performing at the 3 <sup>rd</sup> Annual Nashville Songwriters Night.	
	Joe Harvey Band/ Tourism Development Board would like to make the Black Friday Concert a yearly event at The Park Theater.	

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

ON TABLE FOR NEXT MEETING

<b>DISCUSSION</b>	Discussion items for next month's meeting.	
<b>CONCLUSIONS</b>	Continue to receive performer recommendations, recent show reviews, address any action items listed.	
	Updates on how the new marketing plan is working.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

UPCOMING SHOWS

<b>DISCUSSION</b>	Discuss upcoming shows.	
<b>CONCLUSIONS</b>	<ul style="list-style-type: none"> <li>• DRG- "Little Mermaid" 3/13-15/20</li> <li>• WCTE "The Gene" - Ken burns Documentary 4/6/20</li> <li>• Forever Abby Road 4/17/20</li> <li>• Josh Logan Trio 5/29/20</li> <li>• DRG- High School Musical 2"- 6/5-6/6/20</li> <li>• Brass Tracks Band 11/13/20</li> </ul>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

<b>DISCUSSION</b>		
<b>CONCLUSIONS</b>	Next meeting will be April 9 <sup>th</sup> .	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE