

PTAB- Park Theater Advisory Board

MINUTES

JULY 11, 2019

6:00 PM

ATTENDEES	Kevin Roberts	Shannon Gulick
	Jennifer Pedigo	Tanarra Grissom
	Bryan Kell	Joe Harvey
	Sandra Haynes	

Agenda topics

RECENT SHOWS REVIEW

DISCUSSION	Discuss recent shows and their attendance and their success.	
CONCLUSIONS	Face 2 Face was a loss, 162 attended. Ultimate Oldies 80's was partnership(profitable) and well attended at 289. Gospel Weekend of Praise was a loss at 71 attending all weekend, no pastors or churches came. Gil Grand rented theater on Sat. 6/29, Approx 135 attended. He said he broke even.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

PERFORMER RECOMMENDATIONS

DISCUSSION	Suggestions of Performers to appear at Theater	
CONCLUSIONS	Arlo Guthrie- Board feels people would pay \$40-\$50 per ticket to see him.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Look into Cost of Arlo Guthrie	Park Theater	Prior to next meeting

NEW BUSINESS

DISCUSSION	New Business
CONCLUSIONS	Board of Alderman desire for us to meet monthly. We will meet 2 nd Thursday of each month except July and December- All in agreement with monthly meetings, next meeting will be 8/15/19. What is our Philosophy? Who do we want to be? Do we want to do big shows, make profit on shows, paid shows vs split shows?- Discuss possibility of doing 1 to 2 big show per year along with partnerships and rentals to offset any big show loss.- Now that we have history, it is clear we need to provide the community with Culture and diversity in our programming. Board suggested we add services to our rentals such as advertising at an additional fee. Unanimous decision to make The Park Theater its own department. Streamline accounting process by eliminating unnecessary steps. Probable Budget cuts

Theater Floor Painting update- Job is complete and Board very happy with quality of work and appearance.

Entertainers Renting the Theater for performances- board in favor of raising rates by \$200 for non-local group and entertainers. This would make the rates on Weekdays (Monday- Thursday (8hr) from \$550 to \$750 and Friday- Sunday from \$800 to \$1,000.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Add PTAB Members to Financial Reconciles of shows sent to Admin	Park Theater	Effective Immediately
Look into making a heavier online Footprint	Park Theater	ASAP

ON TABLE FOR NEXT MEETING

DISCUSSION	Discussion items for next month's meeting.	
CONCLUSIONS	Continue on Philosophy, More performer recommendations and update on current recommendations, Recent Show Review, Readdress the process of how a show is booked (price ranges, availability, etc) Analyze the booking of shows, and address Any Action items listed.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

UPCOMING SHOWS

DISCUSSION	Discuss upcoming shows.	
CONCLUSIONS	<ul style="list-style-type: none"> • Summer Conservatory Week #2 "The Jungle Book" 7/15 – 7/20 • PTG & DRG "Freaky Friday" 8/15 – 8/17 (Postponed Until 1/31/20) • TC Cope – Comedian – 9/20 • Etta May "Queen of Southern Sass" 10/18 • PTG & DRG "Hunchback of Notre Dame" 10/24 – 11/2 • The McKameys Farewell Concert 11/8 • PTG & DRG "The Best Christmas Pageant Ever" 11/21 – 11/23 • OneVoice An A Capella Christmas Show 12/6 • 2nd Annual Nashville Songwriters Night – 1/10/20 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Add Rental – Marty Haggard 8/8/19	Park Theater	

CHARGING FOR ALL RENTALS

DISCUSSION	Regardless of agency, we need to charge rental fees for all	
CONCLUSIONS	By doing so, shows no discrimination between any civic or public organizations.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE