

Peninsula Arts Appreciation Council
Board of Directors
Monthly Meeting
March 25, 2019

Call to Order: 7:04pm by President Bowers.

Roll Call:

Members Present

Rusty Bowers, President
Lisa Bowers, Secretary
Lex Exworthy, Treasurer
Monica Nordeen
Vic Holliday
Brock Weaver
Bill Hager

Members Absent:

Eliisa Gladwell, Vice President
Diane Darlington

Approval of Agenda:

Agenda approved with addition of Brain Trust production under events and Annex water issue from January/February.

Secretary's Report:

No minutes for February – Computer Failure.

Treasurer's Report:

Lex gave treasurer's report and emailed to advisory board. We still need the Quickbooks login from Kurt Chaudier, former treasurer. Discussed ways to recreate historical data if login information cannot be obtained. Lex said it can be done, but would be a lot of work, and getting the current Quickbooks login with Curt's email information would be ideal so we could change login to the Vista email.

Bill said First \$1,000 in underwriting for Brain Trust should be in the bank next week.

Lex did pay bills, so we will see reduction in the current amounts.

Will pay half of Griffin Construction bill until work is completed in a satisfactory manner. The door jamb still moves when the door is opened and the steel does not go all the way down the door. Lisa will contact Griffin to see when the remainder of the work can be done.

Thomas Gerdom Report:

He presented architectural plans that PAAC did in 2005.

Bob Tracy, building engineer, he went around to both the theater building and the annex.

The annex he couldn't see enough, it snowed too early. The annex was built in 1902.

Bob doesn't think the back wall of the annex is going to be that big of a deal, but he hasn't sent me that part of the report.

I have been talking to a lot of people, I am not hearing a lot of feedback. People would like to see movies, they like the plays, they like musicals the best. I have been trying to figure out some issues

We need a picture of the facade of the annex before they put that stuff on it, the shingles, etc.

That building has some jacobsville sandstone, the cornice that is on there now. Need a picture.

Two storefronts. West was a clothing store and east was a saloon.

Thomas is waiting for Richard, (architect) and Bill Digneit from the university is going to do a tech analysis for us.

"What's been going on here, this is not to be critical it is just a factor of capacity of budgets.

Since Elf, you can basically count the nights you have been open on one hand. That doesn't help Tinos, Smarties, or Jacksons Pit."

"What I am trying to figure out is how you get from four open nights in four months to four nights per week.

You don't want to do it with a lot of risk, live attractions come with a lot of risk, films have some.

It can't just be nights, it can't just be weekends. It has to be during the day."

Gerdom said in the 1970's the Vista had 6 people full time on staff. "They were doing art exhibits, art shows. That's really all part of what we want to start doing over time. You get to the point where you are generating some cash flow."

\$1.8 million is what renovations would cost. It was a very correct renovation to 1926.

What Richard was asked to do here is sort of part of the problem - handicapped accessibility.

(Annex) What we have started now here

The concession stand is not in a good place,

It has an elevation problem, no heat out there. Under the new plans the box office will stay where it is.

Better flow, more room for the audience,

The seats in there now were put in new in 1954. Don't meet current code, which means you are bumping your knees on the back of the seat. Seats are a big cost issue.

Over \$200 to rehab a seat. What we want to do in here we are going to recreate the original back wall an restore the arch in the theater. Concessions and bar in the lobby. Include cabaret seating in the back.

"The theater is a mess." He said we need to get rid of the stuff we are storing.

A couple things need to happen, daytime usage night time usage, you need people to come in for reasons other than a show.

The annex is key.

Gerdom is proposing a we are going to do, a two story addition on the annex to match the front of the building, with an access from Jackson Street.

Bump out the sidewalk in front of the theater.

Nate Heffron City manager, Marquette Street will essentially be closed to vehicle traffic to create more parking and a safe place for foot traffic.

Bill Hager said, one of the real needs is a place for groups to meet.

Gedom suggested redoing the upstairs apartments in the annex to do Vacation Rental by Owners, giving flexibility - "you have some space to use and save yourself a little bit of money." Creating post-production studio. You could do film-making classes and then show it in the theater. Second floor of the annex will be a dance studio during the day and a rehearsal space at night.

The basement would go the entire length of the building, hoping to connect the Vista and the Annex basements.

Funding:

The way this usually works, the theater has its own historic designation. So we can apply for historic tax credits for the project. 20 percent of project cost in historic tax credits. You have to fund it until they come. The biggest problem is you need a for-profit entity in the mix, in order to qualify for the tax credits. By state law you cannot just sell to a for-profit entity and then lease it back to the non-profit. The law requires that there be some business created.

The bulk of the funding is probably going to come from the Michigan Economic Development Corporation, they are probably easily 25 percent of the project, or could be 50 percent of the project, or whether it blends those into the historic tax credits.

It brings it down to a much more manageable number for a community like this. "The city has changed over the years. There were really some dedicated people to this. You need to demonstrate the benefit to the community. If people want to see movies without driving to marquette, if people want to see more musicals, if people want to see more acts from the national stage that people might want to see.

We are talking in the future here. And frankly, you are probably not going to be doing a lot of the live stuff. The other stuff just starts to fill in the place. You are going to have some staff.

Someone needs to be in there every day.

What happens with the country cinema is going to affect what you are doing here

There are probably some things that you can do sooner rather than later.

There are a lot of ways to do it, you have sort of been doing that all along.

You just can't be expected to be there every week,, even four nights.

The basic financials are going to rely on a theater operating 52 weeks per year. You have to ramp up to that. There are some things that you can start sooner rather than later.

Old Business:

i. Assets:

1. Marquee: Rusty reports that marquee can be finished once the electric has been repaired. (Someone should reach out to Jay Clancy and see when he can come and look at it.
2. Counterweight: Vic has a list of things that we can buy. The rail is another problem. Rusty will go with Vic to check to the counterweight system. soon We need to get someone to come up and speck out a grid the holds the lines, Vic said.

3. Lighting: Vic said he thinks we need to replace our DMX cabling, with is not too expensive, but requires scaffolding for installation. We should also consider replacing the DMX splitter, already malfunctioning, one channel is already dying.
4. Projector: No update. Vic thinks it is a firmware upgrade that someone tried to upgrade them. Brock said light bulb inside may be an issue as well.
5. Sound: Rusty said we need new speakers, he will lend the theater his for the Princess Cabaret, but would like to get new ones by Joseph and Brain Trust in May.
6. Annex water problem. Pipe got knocked loose, but is not broken, Lex said. Water bills have been \$0 in the months leading up to the leak. 173,000 gallons of water poured through the basement, totaling . \$3,477 in water charges. The water was not supposed to be turned on to that pipe. City will work with us to either develop a payment plan or mitigate the bill altogether, city manager Nate Heffron said.

ii. Financials

1. Grants: Meijer grant, haven't heard anything on that, Rusty will call our contact to see the status on that in the coming weeks. Rusty said Flagstar grant needed some additional paperwork and he sent that in last week. MACACA grants - capital grants Lex wants to apply for a capital and operational grants. Thomas said there is probably something that we can come up with. There is probably be something that can be done. Lex went to some grant writing classes. MACACCA due in June. We have applied for mini-grants before, but nothing for operations in the last few years. The goal here would be to get money to pay for a staff person for the theater. One other leader grant for youth leader program perhaps for our camp, Monica suggested.

iii. Events –

- Princess Fundraiser* - need lobby staff Sunday 2 and 6. Eric Kunle said he will try to do it. We need to check the lighting . Brady Skewis took equipment we were using, it has been refocused.
- Joseph and the Amazing Technicolor Dreamcoat* no update as Eliisa is absent.
- Jersey Boys* - Masonic has been paid.
- Brain Trust*: Auditions were very low turnout. Bill said personally he feels we are going to be strapped to cast it.
- Bill has someone who is going to pay for tickets for people at Jacobetti. He has three or four sponsors, sponsor sets, costumes, lighting. Craig Salo from the Marquette County Veterans Service Officer has volunteered to set up a reception.

The only problem is we are going to have is casting, he said. Bill or Aiden will let the board know what roles need to be filled so we can put out requests to folks we think might be interested.

Bill said the most difficult roles to fill might be those of the ten year old boys at the beginning of the show. Emmye Wiig suggested 12 year olds or older, the board concurred and said that we could contact local schools and drama teachers to help fill those roles.

Pete Hendrickson at Northern Awning and Window would be willing to help.

Randy fixed one of the drains on the roof.

iv. New events:

v. Rusty said Jacksons Pit is putting together a Country festival August 17th.

We could be the ice cream vendor, Jilbert's will be donating the ice cream and the equipment.

Monica made a motion and Brock seconded to be part of the event. Motion unanimously approved.

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Public Comment

i. Emmye said Dan Dan Perkins gave a \$50 donation.

CTAM: Jamie Peterson attended the meeting.

These are things that we can help you with. Board development is kind of the first step before you jump into this other stuff.

CTAM purpose is to educate, Courses and conferences are available as well as scholarships.

Ajournment: 9:03pm.

Next Meeting: April 15 at 7:00 at the Vista Theater.

Lisa Bowers

Peninsula Arts Appreciation Council Secretary