

Minutes of Colonial Theater Advisory Board Meeting September 13, 2023

2:00 Call to Order by Pete Lally

Present: Pete Lally, Jake Crumb, Jared Guilmett, Jim Rogato, Cori Tessier, Karen Sullivan, Scott Myers, Donna Gaudet Hosmer (via phone)

Pete passed out a handout with an overview of how many shows the Colonial has presented since its opening in July 2021.

- Spectacle has booked 91 Shows
- 30 different Community/Non-Profit Organizations have held events at the theater
- 34,000 tickets sold July 2021-June 2022
- 37,000 tickets sold July 2022-June 2023(10% increase)
- 700 zip codes

There was a discussion about how to make the theater more affordable for community groups. Some built in costs like sound and stage crew can't be avoided and make it cost prohibitive.

The lack of restaurants/coffee shops Downtown for post show food/beverages was discussed.

Pete said that the Colonial is getting more recognized among agents/talent which makes it easier to book talent. They would like to add more Off Broadway theatrical performances

The physical shortcomings of the building were discussed:

- Sound "Dead Spots" especially in the last few rows of the balcony and under the balcony. Possibly remove some light fixtures and replace them with speakers. Pete will ask Mayor Hosmer about the city replacing the light fixtures with speakers with the recommendation of the Advisory Board.
- Stage floor: A Marley floor is needed for dancers. Currently dancers need to bring their own floor. The current floor has not worn well. It is uneven in places and needs to be repainted often.
- More and better located changing rooms are needed, especially for theatrical performances.
- Jake informed the board that Powerhouse and Spectacle are raising money to have better drapes made for the windows in the break room which is currently also being used as the dressing room.
- The Dept. of Health has told Spectacle to stop selling popcorn until they install a three bay sink. Popcorn is a big profit item, so Spectacle is looking into purchasing and installing one.
- Approx \$100,000 would be needed to purchase a projection system for the theater, Currently Spectacle needs to rent one for Movie nights and other performances where a projection system is needed. The city could recoup some of the expense by renting the equipment when it is used by Spectacle and other groups.

Jake distributed a handout detailing the funds raised via concessions which reflected the 10% that is “given” to the city, minus maintenance expenses and audio and cleaning fees for non-profit and community use.

- \$30,534.63 raised from 7/29/21-7/13/23
- -\$24,6700 non profit fees for AV Tech (\$540 each) and Cleaning fees (\$200 per performance)
- -\$11,018.60 in various Maintenance fees
- -5,133.97 deficit

There was a discussion about the difficulty of unloading equipment on Canal St. for artists and establishing better communication with the City and other Canal St. businesses when events are scheduled. Specifically, the Amy Grant performance was mentioned which is scheduled for the same weekend as the Pumpkin Festival.

The next meeting is scheduled for Wednesday, October 11 at 2:00

Meeting was adjourned at 2:55.

Respectfully submitted,

Karen Sullivan