

Festival Hall Committee Meeting

Council Chambers
Pembroke, Ontario
January 17, 2019
10:30 a.m.

Present:

Representing the Town of Petawawa:
Chair, Councillor Murray Rutz
Treasurer, Annette Mantifel

Representing the Township of Laurentian Valley:
Councillor Jennifer Gauthier
Treasurer, Charlene Jackson

Representing the City of Pembroke:
Councillor Christine Reavie
CAO, Terry Lapierre
Treasurer, LeeAnn McIntyre

Representing Eventure Entertainment/Festival Hall:
Manager of Festival Hall, Rick Wharton

1. Call to Order

Mr. Lapierre called the meeting to order at 10:30 a.m. as this was the first meeting of the Committee and a Chair had not yet been elected.

2. Election of Chair

Mr. Lapierre called for nominations of Chair for 2019, and again for any further nominations. Councillor Rutz was nominated and there were no further nominations.

Motion:

Moved by Councillor Reavie

Seconded by Councillor Gauthier

That Councillor Rutz be nominated for the position of Chair.

Carried

Councillor Rutz assumed the Chair.

3. Disclosure of Pecuniary Interest and General Nature Thereof

There were no disclosures of pecuniary interest declared.

4. Approval/Amendment of Meeting Agenda

Staff asked that a financial update be added to the agenda which was accepted.

5. Receiving of Minutes – August 30, 2018

Motion:

Moved by Councillor Gauthier

Seconded by Councillor Reavie

That the minutes of the Festival Hall Committee of August 30, 2018 be received as circulated.

Carried

6. Business Arising from Minutes

There was no business arising from the minutes.

7. New Business

a. Financial Update – L. McIntyre

Ms. McIntyre advised that the accumulated surplus was the same as in the Committee's last report as nothing had been taken out. She also advised that a bill would be sent out to municipal partners for the municipal funding share again using updated population numbers.

b. School Board Update

Mr. Lapierre advised that the School Board was supposed to move forward with improvements to its property in 2018 including new signage for Festival Hall; however, that action was delayed and is expected to take place in 2019. The Committee was also advised that the parking lot being developed at the former 415 Pembroke Street West was delayed, however would be completed by the end of June 2019 by the City in partnership with the French Public School Board.

c. 2019 Municipal Partnership Contribution – M. Rutz

Councillor Rutz reminded individuals that the Treasurer would be sending information out to the funding municipalities. Comments were received that Festival Hall still has much support from the municipal partners.

d. Donation Procedures for Facility – M. Rutz

Councillor Rutz explained that in his opinion all users of Festival Hall should be required to pay the going rate as there should be no handouts since the Hall is required to be self-sustaining. Comment was received with respect to the fact that as the Hall Manager, it is Mr. Wharton's responsibility to establish the fees for rentals as well as the use of equipment.

e. Festival Hall Update – R. Wharton

Mr. Wharton provided a verbal update and stated that he would be providing his written report to the Committee in the near future. Generally speaking, he advised that 2018 had been a very successful year for the Hall with some 22 events being held and 22,000 people attending them. 2019 is the 40th anniversary of Festival Hall and currently there are 24 bookings and plans are underway to recognize this anniversary. A gala is being organized for September and a new logo has been developed thus far. All user groups from 2018 have indicated their interest in returning again in 2019. A volunteer handbook has been developed. A new lighting board and other enhancements including volunteer recognition shirts are currently in place and a part time office manager is being hired.

f. Councillor Comments, Concerns or Questions

There were no Councillor comments, concerns or questions.

g. Next Meeting Date

It was agreed that the next meeting would be at the call of the Chair.

8. Adjournment

The meeting was adjourned.

Report to the Consortium of Municipalities Festival Hall Director's Report 2018



There's no people like
show people.

Irving Berlin



EVENTURE
ENTERTAINMENT

2018 Summary

LAST YEAR BY THE NUMBERS

ATTENDANCE

In 2017 we had projected 18-20k for the 2018 attendance. We far surpassed that, reaching over 22,000 people walking through our doors with paid tickets through our system, events through other ticketing avenues to help some rental groups, and rentals which were free non-ticketed events.

These numbers reflect our ticket buyers, private and public events, workshops, city functions , school events, performances and graduation. It includes things such as the annual three week Kiwanis Festival and the All Candidate's Evening.

54 event dates total for 2018.

PATRON STATS

PAID Attendance 10,554

COMPS 992

Statistics based on these ticketed events via Vendini indicate a breakdown of

28% Pembroke

28% Petawawa

25% Laurentian Valley

19% out of town (other areas of Renfrew County, Eastern Ontario, Ontario, out of province, even out of country.

TICKET TYPES

Total PAID Attendance 10,554

Online Tickets 6,214

Box Office and Phone Orders 4,338

The trend is shifting towards online sales - 60 percent this year compared to 40% last year.

Comps 992

Events selling tickets through other methods:

Funny in a Good Way - sold own tickets

Kiwanis Music Festival (free event) 2-3 weeks

Snospree - free event COCO movie sponsored by City of Pembroke

Tim and the Glory Boys - for sale at churches

TIFF First Class Films - Phoenix Centre - 4 events - sold own tickets

Petawawa Military Wives Private Event - handled own sales

Pembroke All Candidates Evening - free event

Trees, Youth, Our Future Screening - free event (lumber industry)

School events and graduation - various throughout year

July-December 2018

Online tickets 3487

Box office tickets 2115

TOTAL PAID ATTENDANCE via Vendini: 5808

COMPS 618

Plus other events (free and paid) outside of our ticketing system.

TOTAL EVENTS September-December - 22

2019 Projections

40TH ANNIVERSARY PLANS

PERFORMANCES

Festival Hall turns 40 in 2019. We started the year off with a bang this week with a large turnout for a film and presentation by the Canadian Nuclear Laboratories followed by two large weekend events, Queen

Flash (attendance 450) and Funny in a Good Way Event for Christian Unity (a sellout of 620.) We have already booked for the first half of the year 30 event dates including several concerts, Streetlight Theatre's Anne of Green Gables musical, the Kiwanis Music Festival, Annual Dance Recitals, Comedy nights, Film events, and a magic show.

CAPITAL IMPROVEMENTS

We were very grateful to receive a \$5,000 grant from the Jason Blaine Foundation which we aim to use towards the purchase of the sound system. At present, Eventure Entertainment has been renting our system for 6,780.00 per year. We have also paid for the installation of same. We require approximately 13,000 total so that Festival Hall will own its own system and are looking at ways to raise the other 8,000 required. This system will become the property of Festival Hall, and not Eventure Entertainment.

New CPR machine installed, updated and checked. Emergency and fire codes reviewed and posted. Sought and posted information regarding alcohol consumption, tobacco, marijuana etc. New red embroidered polo shirts for volunteers. New equipment to enhance movie presentations. New lights costing over \$3,000 to enhance shows and patron experience. Wheelchair purchased.

The replacement of seats unfortunately did not work out with the slope and sight lines of the stage. We continue to fix and maintain the existing seats. This initiative has been placed on hold for now. We are in negotiations with the Phoenix Centre for their tiff Film Nights and we may be able to launch a seat campaign in partnership with these evenings.

The School Board will hopefully address existing needs such as painting of the outside entrance and improvements to the doors in the office and at the box office. There are cold drafts coming through the box office windows and inner door and the doors entering the box office. There are some ceiling issues in the office. We have also asked for baby change stations in the restrooms.

We've built large heavy duty shelves in the storage room off the lobby which now houses canteen and bar supplies and sound equipment in a secure place. New shelving put into canteen. New second refrigerator. We are going to update the coat room and purchase new booster seats for children.

We've purchased a new computer and are updating all document templates and a renter's handbook for both local groups, out of town renters (outside the 3 consortium municipalities) not-for-profit and charitable organizations. Included in this manual will be cost comparisons for renters and patrons at other theatres across Ontario of roughly the same size. Festival Hall is fast becoming known to performers and managers who want to bring their acts to our community.

We are seeking permanent red carpets and velvet ropes for box office lobby.

EPIPHANY FOUNDATION FOR THE PERFORMING ARTS

In 2017, we were successful in registering a not for profit arm of Eventure Entertainment, the Epiphany Foundation for the Performing Arts. This Foundation has allowed us to keep our status in application for liquor licences and will now allow us to apply for certain granting programs. The objects of the Foundation as set out in the government

documents are clear that monies are to be utilized to improve and increase programming including marketing costs. The funds raised are not to be used for capital improvements or salaries. As such, we are not allowed to use that not-for-profit number to apply for things such as accessible entrances, a lift, new seats, sound system and the like. As per C. Jackson we will look into the Jumpstart program and have also reached out to the Pembroke Community Foundation.

CHRIS PAULUSSE MEMORIAL

Donations received at the funeral home from the untimely passing of our dear volunteer Chris Paulusse are being used to purchase a new light board. As well, we've dedicated a monetary prize and trophy to Chris which will be awarded annually at the Kiwanis Music Festival. This year we will sponsor the Petawawa Legion Award and Chris Paulusse Memorial Scholarship for Primary Piano - Grades 1 and 2 and the Drew Scott/Remax Trophy and Chris Paulusse Memorial Scholarship for Junior Piano Grades 3 and 4. We will review the categories next year.

His family has donated his player piano to Festival Hall which will bring some smiles to patron's faces in future. We are also hoping that through Epiphany we can start a Chris Paulusse Bursary in order to provide some free music lessons at Festival Hall. We are truly grateful that Chris was presented with a Civic Award last year honouring his over 20 years of dedication and countless volunteer hours to Festival Hall.

40TH ANNIVERSARY CELEBRATION

We are tentatively planning a 40th anniversary gala for the end of September and are in negotiations with entertainment agents. We've also begun to reach out to the community for posters, programs, images,

photos, video etc. of 40 years of performances, and of 1979 Councils, School Board, and Charitable Organizations involved in the opening of Festival Hall. We want to honour the past and present. History of Festival hall will be available digitally and with physical displays on feature walls.

BOX OFFICE

We have renewed our contract with Vendini for ticketing software and assistance. We did a comparison of other providers and Vendini is most certainly the best. Hundreds of hours of training into the system have been put in, especially after the passing of Chris Paulusse in February 2017. Online ticketing has now outpaced in person sales as the purchasing option of choice. We do continue to have the box office open two evenings, Saturday mornings, show days and soon will be open with a paid staff member on Tuesdays during the day for the convenience of our patrons.

STAFF AND VOLUNTEERS

Volunteers are the driving force behind Festival Hall's success. We have approximately a 40 member team of committed volunteers from all walks of life. Much time is put into volunteer training, development of a new handbook, scheduling, profile files, and appreciation/recognition events. Eventure Entertainment has purchased new uniforms, provided new handbooks and identification tags, and paid for CPR and Defibrillator Training. We have several Smart Servers and knowledgeable CPR/First Aid/Defib/Emergency Procedures trained personnel.

We are applying for Canada Summer Student Jobs funding and if successful we will hire a student to assist with the overwhelming number

of tasks required for the 40th anniversary celebration in the fall, as well as general office and administrative duties, and marketing.

New paid part time staff: Tuesdays - Office Manager as well as a part time Volunteer Coordinator.

COMMUNITY

Festival Hall and Eventure Entertainment continue to support many groups in the community through donations of tickets for not-for-profit groups and fundraisers and special rental rates for charitable organizations. We have also joined the PBIA after much encouragement from individuals who have recognized that Festival Hall is an integral part of economic development in Renfrew County. We are advertising now in the Petawawa Post and trying to connect more with the military family through programming, etc. We have also been in discussions with Jamie Bramburger for a joint hockey festival event.

Festival Hall hosted the All Candidates evening for the City of Pembroke, and is available for the consortium municipalities for important community events, maintaining its position as a meeting place for citizens to come together for both free informative presentations (such as CNL event, Lumber/tree presentation and free family film days) and top-notch entertainment.

CONTRACT

The present contract expires July 2019 followed by a one year extension that has been granted. Many of the plans for 2020 and onwards require strategic planning well in advance. Eventure

Rick Wharton
January 21, 2019

Entertainment respectfully requests that the consortium municipalities consider contract discussions at your earliest possible availability.

Respectfully submitted,

Rick Wharton, Managing Director