

**STATE OF WEST VIRGINIA, COUNTY OF UPSHUR, CITY OF BUCKHANNON, TO WIT:**

A regular meeting of the Buckhannon Colonial Arts Center Board was held on December 8, 2022 at 3:00 p.m. at City Hall in Council Chambers with the following in attendance:

Board Member, Chair	John Waltz	Present
Board Member, Vice Chair	Erika Kolenich	Absent
CAC Manager	Anne Wilson	Present
Board Member	Randy Sanders	Present
Board Member	Alisa Lively	Present
Board Member	Keith Buchanan	Present
Assistant Recorder & Director of Finance	Amberle Jenkins	Present
UCBOE Arts Educator Facilitator	Jakob Spruce	Present
CAC Consultant	KB Saine	Present
Mayor	Robbie Skinner	Present
MyBuckhannon	Monica Zalanik	Present

Guest in attendance- Council Member David McCauley

**To Participate in the Board meeting virtually,**  
Please join my meeting from your computer, tablet, or smartphone. <https://global.gotomeeting.com/join/765749133>  
You can also dial in using your phone. United States: [+1 \(571\) 317-3122](tel:+15713173122) Access Code: 765-749-133

***City of Buckhannon Colonial Arts Center Board 3:00 P.M. at City Hall in Council Chambers  
Meeting Agenda for Thursday, December 8, 2022***

---

- A. Call to Order**
  - A.1 Moment of Silence
  - A.2 Pledge to the Flag of the United States of America
- B. Recognized Guests**
  - B.1
- C. Consent Agenda**
  - C.1 Approval of Minutes: 11/01/2022
- D. Correspondence & Information**
  - D.1
- E. Manager’s Report**
  - E.1 Construction Updates & Remaining Steps
  - E.2 Report from Programming
  - E.3 Updated Event Request Form- Balcony Theatre Pricing Guide
- F. Strategic Issues for Discussion and/or Vote**
  - F.1 Fundraising Committee Updates
  - F.2 Update on Seating Presentation & Next Steps
  - F.3 Garland West Treasure Drawing Box
  - F.4 UCBOE Arts Educator Updates
    - Continued Discussion Proposal for Educational/Class Programming
  - F.5 Board Consultancy Goals & Metrics Discussions & Review
- G. Board Members Comments and Announcements**
  - G.1 Next Regular Scheduled Meeting Date: Tuesday, January 3, 2023 at 5:00PM
- H. Adjournment**

POSTED 12/01/22

**A. Call to Order:** Chairman Waltz called the meeting to order followed by a moment of silence and pledge to the flag.

**B. Recognize Guests:**

**F.3 Garland West Treasure Drawing Box- Council Member David McCauley** presented and gifted an antique treasure box that was originally housed within the Colonial Theatre in Buckhannon. It was used for drawings. It has been sold and was found on Ebay in 2017 by Mr. McCauley for \$350. Given the history of the item with the Colonial Theatre, he felt it should be acquired for the theatre building. Mr. McCauley explained that the drawings were held during intermissions for customers attending shows during the depression and later. Items could be groceries or dishware. The building was constructed in 1924. The 100-year anniversary is next year.

Mr. McCauley also wanted to recommend that the CAC Board honor Catherine Cuppari for selling the building for \$60,000. It was appraised at more than that. Also, a recognition for Garland West, who originally started the theatre should be placed at the theatre building.

**Motion Sanders/Lively to accept the gift of the Garland West Treasure Drawing Box and to place a recognition at the theatre to honor the history of Garland West and the property sale from the Cuppari family. Motion carried.**

**C. Consent Agenda:**

**C.1 Approval of Minutes 11/01/2022**

**Motion Lively/Buchanan to approve the minutes of the meeting held 11/01/2022. Motion carried.**

**D. Correspondence & Information: None**

**E. Manager’s Report:** Manager Wilson reported the following:

**E.1 Construction Updates & Remaining Steps**

- Construction going well. Feel about 90% complete
- Concession Stand ideas were discussed with the contractor
- Leaks at roof repaired
- Dryvit (concrete plaster product) is being placed on the sides and back of the building to prevent moisture penetration
- Hopes in spring, maybe ART students can work on a mural on the back outside wall.
- Board had a brief discussion of when the front area would be walled up to work on the façade of the building and timing of that and opening.

**E.2 Report from Programming**

- Working with BCT for the Anniversary Show at which time the Jim Knorr Award will be presented
- Nothing is planned as far as programs will be held in the theatre until after the grand opening in April

**E.3 Updated Event Request Form – Balcony Theatre Pricing Guide**

Balcony Theatre		
The Balcony Theatre is a theatre space holding 80 seats featuring a main level on our second floor with risers for unobstructed views of the stage. It features all new theatre seating in addition to new stage rigging, curtains, lighting, sound systems, and a high-definition projector and screen. Behind the scenes, the balcony theatre has two fully renovated dressing rooms, and the basement green room and kitchenette are also available upon rental. Serving the patrons is the new concessions area in the lobby.		
Weekdays (Mon-Thurs)	4-hour rental	Small (1-40 ppl) \$95.00 Large (41-80 ppl) \$200.00
	8-hour rental	Small (1-40 ppl) \$175.00 Large (41-80 ppl) \$300.00
Weekends (Fri-Sun)	4-hour rental	Small (1-40 ppl) \$150.00 Large (41-80 ppl) \$350.00
	8-hour rental	Small (1-40 ppl) \$225.00 Large (41-80 ppl) \$450.00
Technical Director	REQUIRED for all rentals	\$200.00
Seating		Capacity
Balcony Level Seating	Theatre-style seating including risers with padded cushion and back Handicapped Accessible	80 people
Included		
<ul style="list-style-type: none"><li>• Custom Message on Marquee</li><li>• Lobby Sign Display</li><li>• Lobby and Restrooms</li></ul>		<ul style="list-style-type: none"><li>• Greenroom and Dressing Room Access</li><li>• Standard A/V Equipment (contact CAC for further details)</li></ul>
Space Add-Ons		
Background Music		\$20.00
WIFI (Presenter Only)		\$10.00
WIFI (Leadership Team)		\$30.00
WIFI (All Occupants)		\$125.00
Projection Hookup*		\$75.00
Lighting/Audio Technicians		Custom Quote Needed
Stage Customization		Custom Quote Needed
Ticketing/Marketing Package		Custom Quote Needed
Private Movie Screening		Custom Quote Needed
Concession Services		\$20.00/hr.
Bottled Water		\$1.00/bottle
Snack Box		\$3.00/person
*Client must bring a laptop/device equipped with an HDMI output in order to show custom content		

F. Strategic Issues for Discussion and /or Vote:

F.1 Fundraising Committee Updates: Keith Buchanan presented and explain the work that the Fundraising Committee has been working on.

FUNDRAISING KEY ELEMENTS

WHERE REVENUE WILL COME FROM:

<u>Gift Level</u>	<u># Participants</u>	<u>Total</u>	<u>#</u>	<u>Gifts/Pledges to Date</u>
\$ <100	150	\$ 7,500	(7)	\$ 288
\$ 100-200	100*	\$ 20,000*	(7)	\$ 1,060
\$ 300-1,000	40	\$ 15,000	(2)	\$ 1,000
\$ 1,000-5,000	20	\$ 40,000	(8)	\$ 11,250
\$ 5,000-25,000	5	\$ 75,000	(8)	\$ 42,855 (a)
\$ 25,000-50,000	4	\$100,000	(1)	\$ 25,000 (b)
\$ 50,000-100,000	4	\$200,000	(1)	\$ 50,000 (c)
			(1)	(\$50,000) (d)
\$100,000-200,000	1	\$100,000		
<b>TOTAL</b>	<b>324</b>	<b>\$557,500</b>	<b>(35)</b>	<b>\$130,953</b>
				<b>(\$ 50,000) In Kind</b>
				<b>TOTAL CASH AND IN-KIND GIFTS \$180,953</b>

	<u>Donor</u>	<u>Amount</u>	<u>Naming/Recognition</u>
(a)	First Energy	\$20,000	Lighting
(b)	BCT	\$25,000	Lobby/Box Office
(c)	St. Joseph’s	\$50,000	Education Suites
(d)	WVWC	\$50,000	

\* Proposed seating fund-raiser: \$200 per seat with name recognition on “Wall of Honor” display board placed on foyer wall.

Note: Original naming document specified “Building Naming” for \$250,000. Robbie Skinner has approached a prospective donor for this.

2. Have an on-line giving strategy

-Set up “donation support” through shared system to be used for events and campaigns

3. Individual fund raisers

- Halloween Event October
- “CLUE” % ticket sales TBD)
- Other events: Nov/Dec (need update)

4. Merchandise sales

(need update thru 12/8)

- CAC T-Shirts stickers, buttons, etc.: \$ 1,500 to date (less cost)

III. PLAN TO ACQUIRE AND RECOGNIZE DONORS

-Shared campaign plans with City Council November 17 to encourage help with Naming Opportunities.

Next 90 Days:

- Finalize “Colonial Arts” campaign and kick of January 1, 2023.
- Decide on locations and vehicles (signage, plaques, etc) within theater where naming and recognition will be displayed.
- Continue planned tours in January/February with prospective donors, attend Rotary meeting to seek grant

-Must have all donors from 2017-2022 and early donors for “Colonial Arts Challenge from January-March 2023 included on lobby wall recognition space prior to Grand Opening.

- Plan public relations “events” including Grand Opening to raise awareness & recognize major donors
- Acknowledgement/recognition: Letter/card; **tax deductible note DEC.**

**IV. USE DATA TO DEFINE AND TRACK PROGRESS**

- Set up “giving” spreadsheet (Google docs)
- Use shared platform to track \$ and on-line contributions

**V. DETERMINE EXPECTED COSTS AND MONITOR**

- Signage, banners, wall display, plaques \$
- Campaign literature, pamphlet \$
- Promotion/advertising \$
- T-shirts, sticker cost \$

**PERIODIC, CONSISTENT FEEDBACK**

- Reinforce progress, help people visualize & understand how their gifts are being used to achieve stated goals; transparency
- Quarterly Newsletter? **TARGET DATE FOR FIRST NEWSLETTER**

**\* CAMPAIGN THEMES/COMMUNICATION/ SUGGESTED GIFT LEVEL NAME(S) (see below) TO BE DISCUSSED AT 12/8/22 MEETING**

<u>Gift Amount</u>	<u>Recognition</u>	
< \$100	“Friends Club”	
\$ 100-\$1,000	“Patrons Club”	
\$1,000 -\$5,000	“Builders Club”	
\$ 5,000 -\$25,000	“Cinema Club”	
\$25,000-\$50,000	“Marquee Club”	*
\$50,000-\$100,000	“Colonial Club”	*
\$100,000+	“Clay Barker Club”	*
\$200,000+	“Founders Club”	

In 1924, **the Colonial Theatre** was built in downtown Buckhannon, and in 1930, community leader Garland West opened the doors to provide a space for entertainment and a point of pride for Buckhannon’s citizens. For the next 60 years, the Colonial Theatre continued to entertain and enlighten our community, but after renovation into a series of bars, the storied theatre faced a difficult state of disrepair. In 2017, led by a new slate of community leaders, the City of Buckhannon purchased the building to secure its role as a space for the arts and a point of pride for the city.

Community groups, individual supporters, and corporate partners began raising funds, and the City began work on making the building’s potential a reality. A Colonial Arts Center (CAC) Board comprised of Buckhannon residents was formed, and since, partnerships with the Buckhannon Community Theatre, ART26201, West Virginia Wesleyan College, and Buckhannon-Upshur Schools have paved the way for an active gallery, new staff, and initial, trial programming.

Now, nearly 100 years after the building first made its footprint on Buckhannon, **the Colonial Arts Center is nearing its Grand Opening!**

This multipurpose facility for residents and visitors to experience and explore the arts in new and exciting ways includes the completed M.I.B. gallery, which has already hosted many local and regional artists. The 150-seat theatre space in the Main Hall is ready to host productions and performances for the community. An 80-seat balcony theatre is nearly ready to be a home for film, literary readings, and intimate performances. The four classrooms and four educational studio spaces in the basement level’s St. Joseph’s Hospital Education Suite are nearly ready for student-artists of all ages to move in.



It is an exciting time to be involved with the Colonial Arts Center!

To ensure the Colonial Arts Center’s lasting, positive impact on the greater Buckhannon community, the CAC Board has launched **the Colonial Arts Challenge**, which will raise \$350,000 by 2024, solidifying the rich history of the Colonial Theatre as a community arts hub.

We have raised 30% of the goal to date, and aim to reach 50% by **the Grand Opening on April 15, 2023**. We now turn to you, our fellow arts lovers and community leaders, who know the importance of leaving a legacy of creative and educational opportunities for students, artists, and audience members for the next 100 years. Please join the Colonial Arts Challenge with a meaningful gift today!

\*\*\*\*\*

Mayor Skinner has invited a potential large donor to Buckhannon to tour the facility and possibly attend a CAC meeting.

Keith Buchanan reported that a Anne Wilson and Jakob Spruce will apply for a Rotary Grant. The form was presented. More will be presented at the next meeting.

Project or Activity Budget (please list all project / activity revenue and expenses):

Revenue: \$      Source:

\$      Source:

\$      Source:

\$      Source:

Rotary Club of Buckhannon - Upshur

“Service Above Self”

Application for Funding

The Rotary Club of Buckhannon-Upshur is committed to supporting a variety of programs and activities, primarily those serving: Health & Wellness; Human Services including nutrition, shelter and emergency needs; Education and Youth Development; Environmental Stewardship; Cultural & Global Awareness.

Submit applications to: Rotary Club of Buckhannon-Upshur, PO Box 2573, Buckhannon, WV 26201. Please allow 60 days for application to be reviewed and considered for funding.

Applicant Organization Name:

Mailing Address:

Primary Contact Name:      Phone:

Email:

Amount Requested: \$      Date Needed:

Name of Project / Activity:

When will project / activity occur?

Approx. number of people/students involved in implementing this project:

Approx. number of people/students who will benefit from this project:

Please give a complete description of your project/activity:

Expenses:

\$

\$

\$

\$

\$

\$

Total Project / Activity Cost: \$

If project or activity is funded, check should be made payable to:

I/we will recognize the Rotary Club of Buckhannon-Upshur:

☐ At our event

☐ In event announcements

☐ In our program literature

☐ In press releases

☐ Other:

(Please Check all the Apply)

I/we will be willing to provide a presentation to the Rotary Club of Buckhannon-Upshur, if requested.

Signature

Date

F.2 Update on Seating Presentation & Next Steps:

CAC Seating Presentation to City Council on 11/17/2022:

COLONIAL ARTS CENTER

SEATING PRESENTATION

THE BALCONY THEATRE

Fixed Seating for 80 stationary seats

PRICE

\$24,000 - \$32,000

\$300-\$400/seat





A CLOSER LOOK

- 20-22" seats
- Seating would be numbered and lettered
- "leather-look" vinyl material
- 1 ADA compliant seat included





Plastic Bleachers



Vinyl Chairs



Vinyl Chairs

MAIN HALL TELESCOPIC PLATFORMS

Seats 112-144

\$83,000-99,000

\$600-\$800/seat

Seats 93-124

\$109,000-\$145,000

\$1100-\$1200/seat

Seats 92-122

\$177,000-\$251,000

\$1900-\$2100/seat

A CLOSER LOOK

- 1 center seat bank OR 2 side seating banks
- set up and tear down 2-3 ppl
- center bank is attached to floor, side banks are wall attached



Center Seat Bank



Side Seating Banks



Telescopic Platforms

MAIN HALL LOOSE CHAIR SEATING



130 Chairs

• 20" chairs \$22,000-\$23,000

• 22" chairs \$24,000-\$25,000



Chair Hand Cart will be needed

• \$100-\$150

PROS V. CONS

TELESCOPIC SEATS

- Costs more, longer last
- Seating is movable, but can't be reconfigured
- More price options
- Recommended by CAC Board
- Risers are included
- Requires less labor-intensive set-up

LOOSE CHAIRS

- May have to replace sooner
- Seats can be reconfigured more
- Limited pricing/options
- Risers not included
- May require more labor for set up and tear down
- Chair dolly will be needed
- chairs will remain stacked along walls when not used

THANK YOU!

COLONIAL ARTS CENTER

304.472.1831 ext. 1020

dina.wilson@ouchianonmex.org

Website coming soon!

There was discussion on the status of the seating proposals.

Mrs. Jenkins reported that Council asked for RFP to be developed and advertise for bids. She has been trying to work on that.

Manager Wilson reported that the Fundraising Committee is looking into a seating fundraiser. She likes the idea of tiered levels donations for the seating. Dependent on location (Main Hall/Balcony and front or rear seating). KB recommended a “seat naming campaign” since the city is looking to finance the seating.

**F.3 Garland West Treasure Drawing Box-**Action taken earlier in meeting under Guests.

**F.4 UCBOE Arts Educator Updates:**

**Continued discussion proposal for Educational /Class Programming:** Jakob Spruce reported on the following:

Mr. Spruce and Ms. Wilson visited the Middle School this afternoon. They are doing a lot of community based PBL projects. They did their final presentation and worked on learning about organization in the community.

Working on goals for the spring. The WV Dance Company was just hosted at the High School last week and will return to the Middle School. The have offered to come back for free to the CAC in April with a piece based on Macbeth that was written by an artist from Buckhannon. The application for the Rotary Grant will be used partly to house them while they are in town for this event.

His budget for the Middle School Play has been approved.

Mr. Spruce attempted to contact someone from the BOE about class programming and pricing. There has not been any response. He feels best course of action is to make a decision and the present the decision on pricing and programming. He would like to use a goal of June for programming. The SYCC already has summer programs. RecDesk software will be used for scheduling, which is the same platform SYCC uses.

Before accepting the price points presented last month, Mr. Spruce should speak with Debora Brockleman the Director of SYCC to compare pricing of their programs and not to overlap similar programs with them.

F.5 Board Consultancy Goals & Metrics Discussions & Review:

The remainder of the meeting (approximately 1 ½ hrs) was a working session of draft discussions. KB has had separate conversations with several individuals including Board Members to discuss where everyone sees things going and where they see them now.

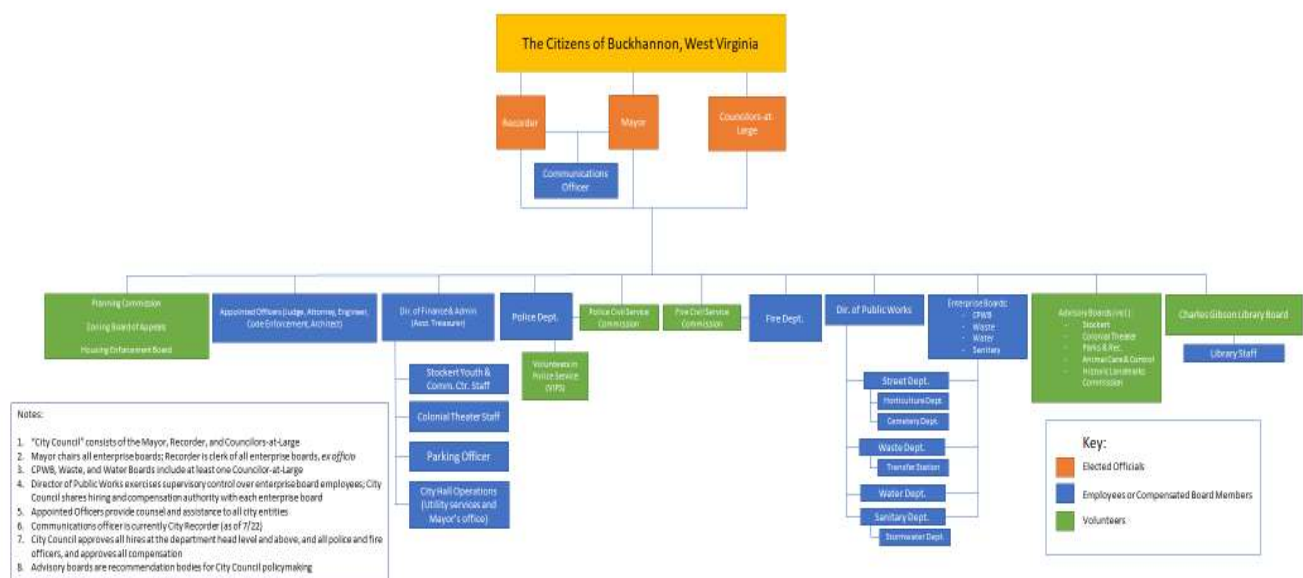
From those discussions the following summary metrics timeline and notes were presented.

CAC Goals, Timelines, & Metrics (submitted 12/8/2022 for discussion & adjustment)

timeline	goal	action items	who
immediate: pre- January 1	prepare for Colonial Arts Challenge	determine tax deduction language for donors	done (IRS language)
		establish fiscal umbrella agreement or non-profit entity	(on hold until need)
		divest programming & concessions revenue from fundraising totals	keith!
		press/launch plans	randy/keith
		design & print collateral	anne/john(WVWC)
January 1	launch Colonial Arts Challenge	solicit gifts	CACB, City, community
		individualized request plans	kb & CACB
	prepare for opening event	establish event planning committee	tbd january
		allocate budget for event programming	amby?
		approve contract agreemets for performers	CACB
30 days - February 1	adjust mission & vision to make language present tense	propose updated language to City Council	kb & anne
	update all website copy	edits & revisions	kb & anne
	update all collateral	edits & revisions: - brochures - general info - membership	kb & anne, CACB (WVWC)
		print materials for distribution	CACB & WVWC
		secure display materials, card holders, etc.	anne
60 days - March 1	finalize operations manual	revisions & additions	kb & anne
		approval	CACB
75 days - March 15	open the Colonial Arts Center!	host opening event	everyone!
or April 15	Produce Opening Event	identify, purchase & install donor recognition	keith/fund comm
		implement volunteer solicitation, training & roster	anne (w/kb)
		determine membership levels, parameters, benefits, and implementation	anne (w/kb)
other (april 15)	have a rough 4-6 month programming plan in place (poss.)	solicitation, contracts, booking	tbd
other	staff evaluation	review of job responsibilities for adjustment or clarity	CACB



The City’s organizational chart was also included in the discussion.



There was also some conversation about donors who will only donate toward a 501(c)(3) organization. BCT and ART26201 are both partner organizations who have in the past accepted donations on behalf of the Colonial Theatre. KB Saine strongly suggested that the Board codify a fiscal relationship agreement with a 501(c)(3) of the CAC Board’s choice.

**Motion Sanders/Lively to ask City Council to direct the City Attorney to help draft an agreement between the City of Buckhannon and a fiscal partner with a 501(c)(3) status, and also to draft an agreement with outside artists. Motion carried.**

**G. Board Member Comments and Announcements:**

**G.1 Next Regular Scheduled Meeting Date: Tuesday, January 3, 2023 at 5:00PM**

general notes/agreements from 12-8-22 CAC Board meeting:

**organizational flow:**

- the managing director reports directly to amby. the CAC board does not need to approve the daily business & procedures of the CAC. programming plans will be determined by partnerships & peer-group proposals to start; future plans may include a programming officer/artistic director, etc.
- the CAC board will be responsible for approving & implementing policy, and may make recommendations to the managing director about programming &/or community engagements.

**programming:**

- the CAC managing director will oversee two programming cycles annually: a “summer season” from june-august, and a “community season” (or some other moniker) from september-may.
- the CAC Manager fields community group/artist rental & event requests
- the UBOE Arts Educator Facilitator schedules, contracts, & supervises all educational programs & events
- the CAC Manager/UBOE Facilitator will coordinate with one another to establish & maintain common calendar (with priority guidance in place)
- the UBOE facilitator may need to be under contract for the City to manage summer educational programming.

- to be determined:
- who will issue/approve artist contracts?
  - who will supervise community groups, artists, renters, etc. during non-performance times?
  - how will artists be paid? (especially if they expect a cut of ticket sales at the end of the night)

**fund development:**



- the CAC board may raise funds on behalf of the city; those funds will be allocated to expenses or budget lines at the discretion of the finance director
- charitable contributions to the City are tax-deductible
  - checks should be made out to the City of Buckhannon, with "Colonial Arts Center" written in the memo line
- the CAC will still need a fiscal sponsor. both ART26201 and Buckhannon Community Theatre are current, viable options.
- all checks are to be submitted to the City's Director of Finance

**fiscal considerations:**

kb's recommendations:

- art gallery: 20% commission on all sales if the artist manages their own sales (fine arts galleries can take up to 50% - we are a community arts center; 80% of total sales for the artist is fair). i do not recommend the city getting involved in art sales.
- partner theatre productions: 25% of all ticket sales (75% to partner groups)\*
- touring/local artists: 30% of all ticket sales (70% to artist) for artists who do not command a flat fee\*
- CAC manages own concessions & merchandise; any merchandise sold by artists or groups will be managed by the artist or group.

## **H. Adjournment**

There being no further business to be conducted at this time, the meeting was adjourned at 5:07 pm.

**Chairperson John Waltz**

**Vice Chairperson Erika Kolenich**