

HUB COMMITTEE MEETING

May 28, 2021

In Attendance:

Members Present: Committee Chairperson, Ann Smith, Larry Chapman, Rick Shew and Mayor Janet Winkler

Others Present: Town Manager, Rebecca Bentley, Incoming Manager, Jonathan Greer, Town Clerk, Tammy Swanson, and HUB Station Manager, Janice Woodie

Call to Order:

Ann Smith called the meeting to order at approximately 8:00 a.m.

Discussion – Smoking Areas at HUB Station:

Janice stated that we currently have a few areas that are used as smoking areas at HUB Station, and she suggested that we either have only one designated smoking area or go smoke-free for the campus.

Jonathan stated that Catawba County went smoke-free, and basically it just curbed the smoking but did not stop it completely. People still found places to smoke.

Janice agreed that people would continue to smoke even if we do change to a smoke-free facility. She stated that her main concern is that if we remove the smoking cans, people will throw their cigarettes on the ground which looks very messy.

Rebecca stated that the Town has an ordinance already in place that bans smoking in or at any building or facility owned and operated by the Town. She commented that the HUB Station facility is covered under this ordinance.

It was suggested that smoking cans be placed at the steps along the side of the building that can be used when people do smoke.

Discussion - Adjusting Rates for HUB Station Rentals:

Janice stated that Ryan Carroll has inquired about renting the auditorium for an event on September 17th, and because he has done so much to promote HUB Station, she would like to allow him to use the facility for free. She explained that Ryan set up the website for HUB Station through his business for free, and he continues to house the website through his business for no charge.

Ann stated that Ryan does work for Shurtape and was influential in getting the donation from Shurtape for the Arts Center project.

Ann commented that she understands why the Board approves rentals that are no charge; however, in her opinion the HUB Manager should be given the authority to approve a free rental in cases like this. She added that sometimes there is not time before an event to ask for Board approval due to the event happening between meeting dates.

Janet commented that in her opinion the Town Manager should be aware of any rentals that are free, and should be involved to some extent with deciding that the rental is free. She added that free rentals should be

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given in exchange for work that was done for the Town – when a free rental is allowed, it should benefit the Town.

Motion: (Ann Smith/Larry Chapman) to recommend authorizing the HUB Manager along with the Town Manager to adjust HUB Station rental rates for the auditorium when the adjustment benefits the Town. Unanimously approved.

This recommendation will be presented to the Board at the June 15th meeting, and a decision will be made on the free rental for September 17th for Ryan Carroll.

Event Planned to Honor Donors:

Ann stated that an event has been planned for June 19th to honor donors of the HUB Station project. Ann stated that the costs for holding this event should be very minimal, and she would like for the Town to cover the costs.

Barbara Deitz and Tammy Williamson are overseeing the food, which will be light finger food, and music will be provided by Mike Willis. Ann estimated the costs for the event to be \$1,000 or less.

Ann added that the invitations have been mailed, and the Board of Commissioners will be invited. She commented that they are also working on having a gift to give the donors at the event.

Rebecca stated that money is not in the budget for this event, and a budget revision would need to be approved for transfer of the funds.



Discussion – Marketing and Branding for HUB Station:

Ann stated that she would like to have the Hudson Uptown Building directional sign on Hwy. 321 changed to say “HUB Station Arts and Business Center.” Also, there are several different Facebook accounts for HUB Station and an Instagram account that she would like to see merged and connected together. Ann commented that there should be just one site people can go to and see information about HUB Station, whether it be through Facebook, Instagram or the website. Too many sites get too confusing.

Tammy stated that changes to Facebook and Instagram have to be done by the administrators of the accounts.

Janice Woodie stated that she is the administrator for the HUB Station Facebook page, but she was not sure about the Instagram account. She planned to have Ryan Carroll look at the sites with her to see how they could be merged into one site.

Use of Common Space – A Building:

Ann stated that at times there is a need for common space for our tenants. She explained that this would include space on both the first and second floors of Building A that would be used for things such as refreshments sponsored by one of the tenants or parties for Museum donors. This space could be used at no charge for our tenants, but if a teacher wanted to use the space periodically, we could charge a fee - \$20.00 was suggested.

Janice stated that she has classroom areas she rents out for parties, and the charge for this space is either \$40 during regular business hours or \$60 on the weekend. These rentals include a setup fee; however, rental of common space would include no setup by the staff.

Ann added that if one of the tenants wanted to use some of the common space, they would have to schedule the use with Janice. Ann commented that one of the main reasons we would like to provide common space for our tenants is to encourage foot traffic in HUB Station.

Jonathan commented that for scheduling purposes, use by teachers could be limited to a certain number of rentals per month.

Janice stated that she could mark off certain times for teachers. She also discussed having a contract for the rentals.

It was suggested that Janice check with Chuck to see how he handles the rentals for his rooms at the Recreation Center.

It was also suggested that the common space rentals be discussed at the June 15th Board meeting.

Discussion of Play – “Welcome to Mitford:”

Ann stated that Jan Karon would like to set up a time to meet with the Board in the near future just to talk and meet the members.

The Play “Welcome to Mitford” is scheduled for September 24th, and 25th, October 2nd and a Sunday Matinee on October 3rd. October 2nd will also be the opening of the Mitford Museum at HUB Station. There is also a Puddingstone Concert scheduled for Friday, October 1st at HUB Station.

Tickets for the Play will be \$25.00 with no food, and 200 seats will be available for each performance. Tickets will go on sale Monday, August 2nd.

Food for the play was discussed; however, it was suggested that serving food remain with our regular dinner theaters. Snacks and drinks may be available at the play, but no meal will be served.

Rebecca asked if the Town would be covering the costs of the Play or if Jan Karon planned to cover the costs.

Ann stated that the Town would be covering the costs, and any proceeds would go to the Town. Jan does, however, want to be involved with the selection process of the actors.

Janice commented that ticket sales for the events could get complicated – tickets will be available through the ticket office for the Play, the concert, the museum opening, and possibly the Town’s dinner theater which is also scheduled for October.

Ann commented that since we are nearing the year end for budget, she will check with Jan about what she would like done with any of the money that is left over in her accounts.

Advertising - HUB Station:

Ann stated that Carmela Tomlinson is working on a new billboard advertisement promoting the events at HUB Station.

Rick mentioned that we should go broader with our advertising – even go statewide.

Ann stated that Kathy has some ideas about how we can do advertising on a broader scale.

Adjournment:

Motion: (Larry Chapman/Rick Shew) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk