

HUB COMMITTEE MEETING

October 18, 2022

In Attendance:

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

Members Absent: Larry Chapman

Others Present: Town Manager, Jonathan Greer, HUB Director, Addie Cardwell, Finance Officer, Shana Guy and Town Clerk, Tammy Swanson

Call to Order:

Ann Smith, Chairperson, called the HUB Committee meeting to order.

Fee Flexibility:

Fee Structure for Town Sponsored Events:

Jonathan discussed a proposed fee structure for event rentals at HUB Station. When the Town does an event, the Town can set the price of the tickets; however, we do not have a fee structure for how much a band for an event can be paid. Jonathan stated that it has been suggested that we split admissions with bands, performers, etc., for the Town sponsored events instead of paying a set price for performers. For the final 3rd Thursday event, we want to have 3 bands, and these bands are interested in doing split admissions. The charge for admission will be around \$15 per ticket. Jonathan commented that the Town would not be guaranteeing the bands any set amount – they would just get a portion of the ticket sales.

Shana commented that bands/performers would probably be more prone to advertise the events themselves if they are being paid based on how many tickets are sold.

Addie stated that we would manage ticket sales for the event online only; the box office would not be open. Also, the ticket prices may fluctuate based on the type of event that is being held.

Rick commented that at the Civic Center, ticket prices differ depending on the band, etc.

Ann stated that some bands “play themselves out” in the area; they perform somewhere in Caldwell County almost too much.

Addie comment that we would like to invite bands to our events that are not in the area too often so that people will come out to see them.

Ann asked if some venues pay the bands a flat fee along with a portion of the ticket sales.

Addie stated that she understands some venues do pay a small flat fee along with a portion of the ticket sales; however, we are not proposing a flat fee – just a split of the ticket sales.

Fee Structure when Venue is Rented – Private Ticketed Events:

Jonathan stated that currently when the HUB auditorium is rented for an event, there is set charge for the rental plus \$1 per ticket sold. Jonathan suggested that we maybe should consider reducing the event fees, and get a larger portion of ticket sales, especially for the larger private events. He commented that tickets could be sold on Tix.com for the events.

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Janet commented that she would prefer the fees/per seat charge be the same regardless the size of the event.

Rick asked how staff would decide which structure to use.

It was mentioned that we need criteria to make the call.

Jonathan stated that we already have rental fees set for the staff to use for events. This would just offer another option for larger events.

Janet asked at the level we are now, how many private ticketed events do we typically have.

Addie stated that since March when she went to work at HUB Station, we have not had any of these types of events.

Janet stated that in her opinion, we need to get more interest shown for private ticketed event rentals before we set criteria for the rentals.

Addie stated that she has had inquiries from private agencies such as festival companies about renting the parking lot, etc. for events. She commented that we just need to do more to “sell” ourselves as a venue.

Rick commented that it is not a known venue yet, and we need to make sure our fees are set up so that both us and the renter make money.

Janet stated that one of her main concerns is the parking area in the back of HUB Station. We need more parking.

Jonathan stated that the Rural Transformation Grant we are applying for will address the parking in the back of the HUB, and also lighting for the parking area.

It was suggested that the change in the fee structure for the private ticketed rental events be addressed again at a later date. No change was suggested at this time.

Motion: (Ann Smith/Rick Shew) to approve flexibility for the staff to set the price/no venue rental fees and adjust ticket splits with performers/organizations for Town hosted events. Unanimously approved.

Full Board of Commissioners will make final approval at meeting on November 15, 2022.

Non-Profit Fundraising:

Jonathan stated that Robin’s Nest has asked if they can be at our upcoming Halloween Party at HUB Station, and promote a costume contest. Voting for the contest would be done with donation jars for the costumes, with the donations collected going to Robin’s Nest.

The Committee discussed this request, and decided that there are so many non-profit organizations advertising/working for donations that it would not be fair to single out one organization to support in this manner. It was suggested that next year we could offer Robin’s Nest to be a co-sponsor of the Halloween Party, and they could set up the costume contest for donations. We are too far in the process for this year’s Halloween Party for them to co- sponsor this year’s party.

Addie stated that Robin’s Nest is considering holding their Spring Fling at HUB Station next year.

Janet mentioned that maybe we can help them with their spring fling in some way.

Informal Discussion:

Fees for Town Sponsored Classes at HUB Station: Ann asked Addie if fees need to be set for the Town sponsored classes at HUB Station.

Addie stated that at this point, we are not hosting any of our own classes that would generate revenue for the Town. She commented that space is rented for the classes by the teachers, and the students pay the teachers for the classes. Addie commented that we are just trying to generate interest in the classes.

Adjournment:

Motion: (Ann Smith/Rick Shew) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk