

City Performance Hall Meeting

July 7, 2011

Meeting Notes

General discussion about CPH operations

- Would like to see current usage of organizations -- who's doing what program where, seasons from other organizations
- How much are organizations paying elsewhere [OCA can provide information on other performing arts facilities; other types of spaces like churches not available and would have to be collected from the arts groups. Such information would become public, so the organizations will need to decide if they want rental information or special arrangements disclosed].
- Costs for renting the space [Basic rental rates provided in briefing distributed in June; OCA will prepare a couple of scenarios of events for next meeting]
- Could the sets be moved (wings, fly) to accommodate multiple productions [information to be provided by Design Team @ next meeting]
- Is it preferable to have the building used more at lower cost, even if it costs more, than to have it used less
- Small dance groups will probably book space for 3-4 days (load-in, rehearsals, show), 2 x per year
- Some groups would need more than 6 hour tech / rehearsal block – need to know cost of 12-hour block [OCA to provide at future meeting]
- Only 2 techs in staffing plan big concern [OCA noted that technical crew can be augmented with stagehands as appropriate, expense to be billed to user]
- Custodial / who handles – the 5 person staff proposed cannot also handle custodial [OCA noted that city uses contract custodians, not staff, and the cost for custodial is included in budget]
- Image of the building is important – needs to take off with a “big bang”
- Marketing and ticketing separately does not seem to work with this image
- Need to develop a calendar of needs and where conflicts would fall; ask for a list of date needs from organizations [OCA noted that a calendar “charrette” exercise could

be done by sending a reservation form to arts / cultural organizations. All attendees were asked to let OCA know of any current Dallas performing group that was not included in the handout available at the meeting]

- What's the mission
- Subsidy fund to be set privately (donor-advised fund) to offset costs of facility [City Manager noted that this can be done by the private sector and examples were given of funds that exist to support other projects; there was discussion among the attendees about a group getting together and pursuing this idea]
- Commercial rate might be too low [OCA noted that it would review the rate compared to comparable venues in this market]
- Need definition of what is "small" and what is "midsize"
- Pre-approved caterer list [OCA discussed benefit of concessionaire for beverage sales pre- and post- performance and intermission, an amenity for patrons to the facility; there was discussion among the attendees on event catering, the desire for a list of pre-approved caterers, the desire for flexibility and options on catering to reflect diverse audiences, and the desire to maintain flexibility of being able to provide backstage food to artists w/o going through concessionaire or caterer (i.e., order pizza for crew)]
- What's the height of the fly system [information to be provided by Design Team @ next meeting]
- What's the size of the proscenium opening [information to be provided by Design Team @ next meeting]
- Smaller group task force to help develop definitions of tiers / rental access [volunteers solicited @ the meeting]

Issue for further Discussion

- Management of facility
- Staffing – how would future city staff reductions impact facility
- Management company
- Sliding scale or subsidy for smaller groups -- Donor Advised Fund
- Pre-approved caterer list, alcohol & beverage service