

# Kittery Community Center Board of Directors

Regular meeting March 21 2018

KCC- purple room

**Attending:** Jean Lincoln, Maureen Convery, Mike Downs, Dot Avery, Kristi Mathieson, Steve workman, Janice Grady, Jeremy Paul, Mark Schremmer, Jeff Thomson, Barbara Macleod, Faith Harrington and Peter Lamb (representing Kent Stephens),

## I. Call to Order, welcome & Introduction

- 6:07 call to order

## II. Public comment & Board Presentations

- No public comment

## III. Consent Agenda

### A. January 17, 2018 Meeting Notes

Motion: Jeff Thompson second Maureen Convery, moved to approve consent agenda as amended.

Yes	All (8)	No	0	Abstained	0
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Results: Motion passes

### B. Reports

- VAC meeting notes February 6, 2018 and March 6, 2018.

- General Managers' written report January 17, 2018 and March 21st

### C. Presentation- Barbara Macleod. Barbara is the program and audience development consultant for the Star Theater. She presented a summary of work and research completed to date to the board.

- Summary of the scope of her position
- Information on perception vs. reality of the KCC. Perception, "it's never busy, a financial drain of the town, PDP is the only one that uses the Star Theater". Reality – great diversity of activities with a 1.2 million dollar budget and \$890,000 in revenue for 2017.
- A summary of Star Theater usage from 2016-2018 was introduced 268 days 2016, 285 in 2017 and 2018 already 276 days are reserved. There were some consistent days identified that could offer opportunities to develop programming in the future. January 1-6, August 26-September 6 and December 27-31.
- Summary of Star Theater bookings in 2017 and 2018.

Renter	2017	2018
PDP	22	19
Threshold	5	6
Shipyard	3	4
Traip	2	2
Nutcracker	1	2
School	8 days	8 days

- Star Theater rental revenue is projected at 6% of total projected revenue for 2018.
- Competitive analysis of other theaters within Kittery and Portsmouth communities show 9 theaters within this region and 20 theaters within a 20 mile radius.
- Barbara compiled top requested programming suggestions from the *public input data* from past public outreach some include: music programs, movies, teen/senior space, community gardening, cooking classes, art classes, programming for toddlers, book clubs, craft groups, babysitting course, tennis courts.
- Barbara introduced some ideas for additional integrated programming ideas to consider for the future: Kittery day, Bridges, storytelling, movies, and family entertainment series during school vacation weeks.
- Based on Barbara's research she has recommended the KCC rebrand with a new logo, tagline with design that can be used across all platforms. Including an improved program guide, updated collateral and related assets like website, social media and brochures. She feels she needs these tools to move forward with her tasks. The KCC is currently waiting for the Town Manager to confirm a name change. Janice indicated there is movement on this so that the department is not the recreation department within the KCC. Jeff indicated that any financing for branding would need to begin in next budget year on July 1<sup>st</sup>. Barbara and Jeremy have identified 2 local designers willing to do all the redesign and branding for 6-7000. This is an extremely reasonable rate. The board voiced concern for losing these designers if timing to pay for this work was too far away.
- Barbara offered to assist with writing the grant for the senior program, feeling it was within her existing scope of duties. Chair indicated that this could be beneficial with clear direction from interested and invested board members.

Motion: Jeff Thompson second Steve Workman, moved to endorse the presentation made by Barbara and all the priorities presented in the presentation including rebranding the KCC.

Yes	All (8)	No	0	Abstained	0
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Results: Motion passes

#### IV. Chairs update

- A. Kittery Energy and Sustainability Advisory committee (KESAC) meeting update. Kristi has met with the committee and expressed the KCC's interest in having solar panels installed on the campus. This was not on the committee's list of priorities, but they seemed willing to help as we proceed. Kristi will continue to reach out to the group. In the meantime, Kendra will ask the committee to add this to their list of priorities within the community. Kristi will meet with Kendra as well to update on the meeting.

## **V. Discussion /Action Agenda**

- A. Review of Youth Athletic committee bylaws.  
Steve suggested a few changes to wording that were adopted by the board.

Motion: Jeff Thompson motions second Kristi Mathieson to accept the youth athletic bylaws second Steve Workman.	
All (8)	
Results: Motion passes	

Motion: Mike Downs second Maureen Convery, moved to elect Dot Avery Chair of the Youth Athletic Committee.					
Yes	All (8)	No	0	Abstained	0
Results: Motion passes					

### **B. BOD Bylaws update**

Motion: Jeff Thompson second by Kristi moves for Steve Workman to update bylaws with reports to board at meeting of his choosing.					
Yes	All (8)	No	0	Abstained	0
Results: Motion passes					

## **VI. Board Member Announcements / comments**

- Janice announces her retirement in June of 2018, after 35 years as manager of the KCC.
- Jeff Thompson announces he retirement from the KCC BOD effective immediately.

## **VII. Adjourn**

- Meeting was adjourned at 7:48 Next meeting -May16