

# Cullen Performance Hall Advisory Committee

December Meeting

December 8, 2017, 3pm

## AGENDA:

Call To Order

Old / Unfinished Business

- Introductions
- Committee website on A&F website

Ticket Office Assistant Manager

Budget

- External - 36/48 events to break-even through August 2018
- Internal - 48/36 events to break-even through August 2018
- Concessions (receive 25% from all sales, catering is at wholesale)
  - High income from Kansas & I Mom So Hard events

Hosting events from Downtown – charging facilities fee, most booked through May

- Da Camera
- Brilliant Lecture Series
- Latin Philharmonic
- Flamenco

Switch from TicketMaster to Paciolan

- Paciolan charges 8% for each sale
- \$113 is low b/c only one invoice has come in from Paciolan

Will work with Parking for signage and other benefits

10% & 20% commissions have been received but not entered into the budget yet

Renting w/ Brightstar but would like to stop renting & just own dimmer, speakers, etc.

2017 ended in \$20,000 in the black

Rigging inspection of rig & cat-walk, \$16,000, Walter P. Moore will be doing it.

Recent Events

Da Camera has been here twice, they've been great, the audience has been great

Tiempe Libre did a conga line through the pit

Songs of Freedom had great singers & songwriters

Sold out of popcorn at both shows

Old Crowe Medicine Show (LiveNation) good show, great sound

Astros Documentary was great but the legal dept. Ripped apart the contract

- Going to look at making new contract options to better fit a wide range of event/rentals

Social Work event went very well

Upcoming Events

- 3 convocations
  - NSM I & II
  - Hilton
  - Nursing

- 1 event in the middle
  - Tommy Emanuel – sold 700+
- Home Free (accapella) following Tuesday (Dec 19)
- January – White coat Ceremony w/ Optometry
- CFI
- HISD – mid-year graduation
- Houston-area Model United Nations (using both Student Center & Cullen)
  - First time using the break-out rooms upstairs
  - Fire Marshall has list of capacity, standing & tabled
- Imprint Speaker Series – President is fond of this event
- Banghra Events (space City Voss)
- TP Boys was supposed to be here, reschedule to April
- New Messaging system
- Offer has been given out, will have box office hours
- Sebastian will continue to work events

#### New Business

##### Marketing

- Making A-frames to advertise for coming events
- Need new cork for the boards
- Encouraging

##### Food Trucks

##### Parking – Levels of Service

- Da Camera is doing valet for VIPs, 70-80 spots near E. Cullen
- Parking is working on valet, would not be an expense for CPH
- Disposable underwear for sale at consessions?

##### Rental Rates

##### RFP

- Labor – looking for a company that is professional, easy to work with, multiple roles, reliable
- Dimmer Rack – purchase rather than lease
- House Sound – purchase rather than lease

##### Rigging - Having WPMoore provide weight restrictions on the grid and the house

##### NACAS

- Building a group of theatre managers & venue managers (IAVM)
- Paciolan Conference & tech conference for Chris
- LDI would also be something to look for, theatrical lighting & sound

#### Adjournment