



Town of Chapel Hill VARSITY THEATRE TASK FORCE

Monday, February 18, 2019 at 8:30am
Chapel Hill Public Library
100 Library Dr., Chapel Hill, NC 27514

Meeting Minutes

Members Present: Council Member Michael Parker (Co-Chair), Council Member Rachel Schaevitz (Co-Chair), Gerald Bolas, Mandey Brown, Dan Cefalo, Justin Haslett, Greg Overbeck, Paul Shreshian, Justin Simmons (phone), Don Tise, Marlon Torres, Xilong Zhao

Members Not Present: Kathy Atwater, Hardy Butler, Matt Gladdek, Emily Kass, Sharon Rothwell, Kameron Southerland, Kaze Thomas, Brenda Womble

Staff Present: Susan Brown, Jim Huegerich, Katie Murray, Sarah Poulton, Ross Tompkins

Others Present: None

I. Opening

Jim Huegerich

a. Approval of January 28, 2019 Meeting Minutes

Meeting began at 8:38am. January 28, 2019 meeting minutes were approved.

b. Approval of Agenda

February 18, 2019 meeting agenda was approved.

c. Public Comment

None.

II. Business

a. Review Task Force Questions from Council charge

Background: Council Member Schaevitz reviewed the Council charge.

Action taken: No action was anticipated or taken.

b. Review and agree on draft vision and programming statement

Background: Council Member Parker reviewed the notes present included in this agenda.

Action taken: No action was anticipated or taken.

c. Address community needs, values, attracting wide range, and economic impact

Background: Jim Huegerich led a discussion around how could the Varsity meet community needs, reflect community values, attract a wide range of individuals, and affect Downtown.

Action taken: No action was anticipated or taken.

III. Open Forum

Jim Huegerich

IV. Adjournment

The meeting adjourned at 9:55am.

Meeting Materials:

- Notes from January 28, 2019 Task Force Meeting (summarized below)
- Materials included on Task Force website (<https://www.townofchapelhill.org/town-hall/departments-services/varsity-theatre-task-force>)

Next Meeting: March 18, 2019 at 8:30am Library Room A

Public Charge: Consider the possible use of the Varsity Theatre at 123 East Franklin Street as a community performing arts center.

Specific Charge: Determine the following:

1. What would be the vision for such a venue? What types of programming would be appropriate and desired by our community?
2. How would such a venue meet community needs, reflect community values, and attract a wide range of individuals to the Downtown and what would be the economic impact on the Downtown?
3. What would be the costs of this conversion for both acquisition and necessary refurbishment – and how long would it require? How would these costs be paid for and what kinds of partnership(s) might be feasible?
4. What would be the business model of the new entity in terms of ownership, ongoing management, and ability to be financially secure and self-sustaining.

Question	Notes
How would such a venue meet community needs?	Movie makers Music venue Increased perception of safety Messaging: 1. Critical mass 2. Marketing -> communications (what events and how) Increase #s Arts alliance Coordinated New planting capacity Public \$: -Leadership -Feet on the ground Basic problem: safety & welcome Low hanging fruit
How would such a venue reflect community values?	Creative Sustainable Provide opportunities for marginalized to be producers (grassroots & grants & coaching) Ambassadors Accepting & inviting to all Accessibility Accommodating Affordable Diversity Authentic
How would such a venue attract a wide range of individuals?	Churches Low income 2nd language Attract & engage & retain & invest in & celebrate Crossroads Access to resources
What would the impact be on Downtown?	\$ develop (economic development) Cohesiveness Communications