

Clio Amphitheater Board of Directors
Clio City Hall
February 20, 2025

Meeting Called to Order at 5:00 pm

Roll Call

Present: Doug Vance, Judy Campbell, Reneé Wagle, Craig Nelson, Michael Paciorek, Bill Fagerstrom, Judy Barrett

Absent: None

Also Present: Neil Rankin, Charlie Hyde

Public Comment /Presentations: None

Approve Agenda

Motion by Doug Vance, **supported** by Reneé Wagle, to approve the agenda for the **Feb. 20, 2025** meeting.

All yeas

Absent: None

Motion carried

Approve Minutes of January 15, 2024 Clio Amphitheater Board Meeting

Motion by Doug Vance, **supported** by Reneé Wagle, to approve the minutes of the **Jan. 15, 2024** Clio Amphitheater Board meeting.

All yeas

Absent: None

Motion carried

Treasurer's Report

Treasurer Judy Campbell reviewed the treasurer's report covering the period of **July 1, 2024** through **January 30, 2025**. As of **July 1, 2024** the balance was **\$111,666.45**. During this period there was **income** of **\$26,972.34** and **expenses** of **\$40,802.69** resulting in a final **balance** of **\$91,336.36** as of **January 30, 2025**. There is also an additional **\$11,233.19** reserved for capital improvements.

Motion by Doug Vance to receive the Treasurer's Report.

Old Business

A) Ticket Booth Update

Craig Nelson reported a check for **\$5,000.00** was sent to the Clio High School woodshop department for construction supplies to build a 12 x 16 foot Amphitheater Ticket Booth approved at the **January 15, 2025** Amphitheater Board meeting and forwarded to the Clio City Commission for final approval. Craig Nelson will keep the Amphitheater Board informed regarding the progress of the Ticket Booth construction.

B) School Sign Update

Neil Rankin reported he investigated the sign issue and reported Clio Schools could have the power turned off and the meter removed. Craig Nelson reported he is investigating having the sign lighted and will **report at the next meeting.**

C) Radio, TV and/or Billboard Advertising

Craig Nelson shared information he received from **Cumulus Digital** radio regarding the 2025 summer concert advertising. **Cumulus Digital** offered to provide:

149 30 sec. radio spots at a cost of \$3,000.00

or

64 30 sec. radio spots in addition to a Radio Remote at the first concert at a cost of \$3,000.00

or

A Radio Remote at a summer concert with NO radio spots at a cost of \$1,500.00

A discussion was held regarding Cumulus Digital's bid for radio spots and Radio Remotes as well as possibly moving away from solely using tv advertising. The consensus was to continue investigating the advertising issue and make a decision on the Cumulus Digital bid at the March meeting.

New Business

A) Senior Class to Sell Season Passes as Fundraiser

In order to increase the number of Amphitheater Season Passes sold for the 2025 season a discussion was held regarding school groups selling season passes as a fundraiser.

Motion by Judy Campbell, **supported** by Michael Paciorek, to have the Clio High School senior class sell Amphitheater 2025 season passes for **\$35.00** with **\$5.00** for each season pass going to the Clio Senior Class and to forward the motion to the Clio City Commission for final approval if required.

Roll Call Vote:

Voting Yes: Bill Fagerstrom, Doug Vance, Judy Campbell, Reneé Wagle, Craig Nelson, Michael Paciorek, Judy Barrett

Voting No: None

Absent: None

Motion carried

B) Promotions for 2025 Concerts

A discussion was held regarding how to promote each concert in order to increase attendance at the concerts.

C) Volunteer Needs and Recruiting Volunteers

After discussing this issue, the consensus was to detail the number of volunteers needed in each area so that areas are not over or under staffed and to use volunteer "sign-up sheets" for each concert.

D) Alcohol Sales at Concerts

A discussion was held regarding the possibility of selling alcohol at Amphitheater concerts in order to increase attendance . Because there were a lot of questions posed Craig Nelson will make contact with a group that provides and sells alcohol at concert venues to make a presentation at the March Amphitheater Board meeting to address questions and concerns.

Staff / Board Reports

There was a discussion about feeding the performing acts. Craig Nelson stated this issue has not yet been finalized and will update the board at the next meeting.

Craig Nelson also reported he is working with **America's Best Value Inns and Suites** to provide rooms for the concert performers and will keep the Amphitheater Board informed regarding this issue.

Doug Vance reminded the Amphitheater Board of the **Summer Kick Off** scheduled for the use of the Clio Park and Amphitheater on **June 13 and 14 from Noon to 5:00pm.**

Neil Rankin reported 7 trash cans for the Amphitheater grounds have been purchased to be decorated by the Clio Art Center.

Meeting adjourned at 6:05pm

Next Meeting
Wednesday, March 19, 2025 5:00pm