

**CITY OF FARMINGTON**

**RESOLUTION NO. 12-09-256**

**A RESOLUTION OF THE FARMINGTON CITY COUNCIL ESTABLISHING A CIVIC THEATRE AD HOC STUDY COMMITTEE.**

Motion by Councilmember Wiggins, seconded by Councilmember Knol, to adopt the following resolution:

WHEREAS, the City of Farmington purchased and renovated the Civic Theatre in 1999 and has operated it as a traditional movie theater since then; and

WHEREAS, the business model has been to show second run movies at reduced prices, which has proven to be a viable financial plan over the years; and

WHEREAS, there has been a reduction in the attendance at the theatre over the last several years; and

WHEREAS, rentals of the theatre and pre-movie advertising have effectively supplemented the admission and concession revenue loss due to the reductions in attendance; and

WHEREAS, since the Civic Theatre reopened in 1999, movie lovers have seen significant changes in technology and opportunities for home viewing of movies; and

WHEREAS, City Administration feels there is an opportunity to expand the rental of the theatre for live entertainment recognizing that it conflicts with the business model; and

WHEREAS, the Farmington Downtown Development Authority (DDA) has dramatically expanded its planning of community events, programs, and promotions; and

WHEREAS, City Administration feels that the discount pricing and second-run movie business model is not compatible with the image projected by the recently completed Grand River Streetscape; and

WHEREAS, City Administration desires to see a stronger link with the Civic and DDA Program and Events; and

WHEREAS, after ten years of operation it is probably time to review where we have been and where we need to go regarding the Civic Theatre; and

WHEREAS, Farmington is blessed with community volunteers that are intelligent, open-minded, care deeply about the community and the Civic Theatre, and would be a great resource to conduct an evaluation regarding the future direction of the Civic Theatre.

NOW, THEREFORE BE IT RESOLVED that the Farmington City Council hereby establishes a Civic Theatre Ad Hoc Study Committee with the following purpose, committee structure, and commitment to resources.

**1. Purpose**

- a. Review existing business model and practices;
- b. Evaluate movie and entertainment competition, opportunities, and assess how the Civic Theatre can and will compete in this changing environment;
- c. Evaluate how the Civic Theatre can function and support the direction and brand for the City and Downtown Development Authority;
- d. Achieve a self-sustaining operation;
- e. Maximize participation and engagement of the Farmington Community.

**2. Reporting and Recommendations**

- a. The Study Committee will report back to City Council with recommendations regarding the future direction of the Civic Theatre within six months after its first meeting; and
- b. The City Council would like an interim update/report within three months after the Committee has begun its study; and
- c. If the Study Committee recommends a change in the scope of the work or time completion, the City Council would request to be notified as early as possible.

**3. Committee Structure and Composition**

- a. There shall be not more than nine (9) members selected by the City Council
- b. The Ad Hoc Committee members shall select amongst themselves a chairperson, vice chairperson, and secretary.
- c. The Committee can form sub-committees from their members to facilitate the evaluation;
- d. All Committee meetings shall be open to the public and posted in accordance with the opens meeting act.

**4. Support and Resources**

- a. The City Manager's Office will be available to schedule meetings, request attendance of individuals the committee feels would help in the evaluation process, and provide other reasonable resources to help with the Committee's mission;
- b. The City Manager's Office will provide a copy of the staff report explaining the business mode and other pertinent information;
- c. The Treasurer/Finance Department will provide information regarding the financial history of the Civic Theatre;

ROLL CALL

Ayes: Buck, Knol, McShane, Wiggins, Wright.

Nays: None.

Absent: None.

RESOLUTION DECLARED ADOPTED.

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I, Susan K. Halberstadt, duly authorized Clerk for the City of Farmington, do hereby certify that the foregoing is a true and correct copy of a resolution adopted by the Farmington City Council at a regular meeting held on Monday, December 21, 2009, in the City of Farmington, Oakland County, Michigan.

CITY OF FARMINGTON

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Susan K. Halberstadt, City Clerk