

FARMINGTON CITY COUNCIL  
SPECIAL MEETING

A special meeting of the Farmington City Council was held on Monday, May 16, 2005, in Council Chambers, 23600 Liberty Street, Farmington, Michigan. Notice of the meeting was posted in compliance with Public Act 267-1976.

The meeting was called to order at 6:45 p.m. by Mayor Campbell.

**COUNCIL MEMBERS PRESENT:** Bush, Campbell, Knol, McShane, Mitchell.

**COUNCIL MEMBERS ABSENT:** None.

**CITY ADMINISTRATION:** Clerk/Treasurer Cantrell, Director Nebus (left at 6:50 p.m.) City Manager Pastue.

**CLOSED SESSION – DISPATCH COLLECTIVE BARGAINING AGREEMENT**

Mayor Campbell requested a motion to enter into closed session.

**05-05-118** Motion by Knol, seconded by Bush, to enter into closed session to discuss the Dispatch Collective Bargaining Agreement.

**ROLL CALL**

Ayes: Campbell, Knol, McShane, Mitchell, Bush.

Nays: None.

Absent: None.

MOTION CARRIED UNANIMOUSLY.

Council entered into closed session at 6:47 p.m. and returned to open session at 7:15 p.m.

**DISCUSSION WITH CIVIC THEATRE COMMITTEE**

Present: Ron Baker (arrived at 7:39 p.m.), Brian Belesky, Tom Buck, Charles Paul, Ara Topouzian, Chair

Mayor Campbell asked Chairperson Topouzian to provide an update on Civic Theatre activities.

Topouzian discussed the success of the Classic Movie Series at the Theatre. He noted that the series is now offered on a quarterly basis and that they have now partnered with the Senior Division of Farmington Hills. He discussed the cost savings and flexibility of showing DVD's rather 35mm movies.

Committee member Paul discussed the success of the pre-movie operations. He reviewed the process of producing ads that are shown prior to movies. He noted that ads had been done for the Farmer's Market and the groundbreaking for the Pavilion.

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Responding to a question, Paul stated that he does not charge to make changes to ads.

Responding to a further question, Paul stated that he has received fairly positive feedback regarding the success of the ads from the business community.

Mayor Campbell suggested the need to limit the number of ads run prior to the movies.

Topouzian noted a new website for the Theatre, "farmingtoncivic.org". He spoke about the "Super Saturday" program led by Bobbie Gelman. He stated that plans for a funny film festival this year are under consideration and more information will follow. He further stated that he and Tom Buck are partnering with the Chamber to produce a "Better Business Now" series using Civic Theatre equipment and local business professionals.

Topouzian stated that the Committee is working with the Multi-Cultural Multi-Racial Council to produce a world musical festival at the Theatre as part of Heritage Festival Week in September.

Committee member Belesky spoke about the various forms of free advertising he has obtained for the Theatre through his job at WB20. He noted that Walt Disney is re-releasing the movie, "Herbie The Love Bug" and that he is working on arranging for a short appearance of one of the original 1968 Volkswagons in front of the Theatre this summer. In addition, he stated that he has a commitment from Walt Disney for "Herbie" merchandising items.

Mayor Campbell asked if an original "Herbie" movie could be shown at the Theatre. Belesky responded that a showing is planned for this summer.

Belesky stated that he is hoping to arrange for a financial seminar this summer at the Theatre, hosted by Rick Bloom. He also stated that he is working on bringing a concert to the Civic, noting that it is difficult due to limited seating capacity.

Topouzian stated that the Committee is requesting a \$2,500 budget for advertising expense.

Responding to a question, City Manager Pastue stated that the Committee is on schedule in paying back the purchase of Theatre equipment. He stated that a separate line item for advertising could be established under pre-movie operations revenue.

Councilmember McShane asked if Val-Pak would be used for advertising. Topouzian responded that the Committee has not yet developed an advertising plan, however, Val-Pak would be considered.

McShane noted that it takes money to make money and that promotions to outlying communities would be a good idea.

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Mayor Campbell asked Pastue to review inclusion of a budget for the Civic Theatre Committee.

McShane suggested looking at what has been successful at other theatres in terms of advertising.

Councilmember Knol asked if the Theatre management was considering making a permanent switch to DVD in one of the theatres. Pastue responded that a move to DVD will be made, but probably not for another three-to-five years.

Knol noted that a switch to DVD would add value to the equipment purchased for pre-movie operations; the equipment would then be considered capital outlay for the Theatre; and as a result would provide money in the budget for advertising.

Committee member Ron Baker arrived at 7:39 p.m.

Councilmember Mitchell asked about movies that would be shown at the Theatre during the Founders Festival. Topouzian responded that the Committee is currently working on a 60's theme and family type films.

Mitchell also asked about partnering with the Redford Theatre that only shows classic films. Topouzian responded that Redford is very protective of their system and is hesitant to share information. He noted their operation is all volunteer and is a non-profit organization.

McShane asked about an opening on the Theatre Committee. Topouzian responded that there were no openings. Knol suggested that the Committee could be larger.

Belesky noted that last year's Funny Film Festival was fortunate to have national radio exposure. He stated that Movie Show and Radio is once again interested in coming back.

McShane asked regarding the prospect of producing a Funny Film Festival in 2005. Topouzian responded that it is a lot of work, but that no decision has yet been made.

Councilmember Bush questioned the reality of the event occurring this year given the late start. Committee member Buck responded that the Committee is currently talking with a potential director for the festival who has run the East Lansing festival for the last eight years. Buck stated that a festival would be possible in early November.

Council thanked the Committee for all their time and effort.

The meeting adjourned at 7:54 p.m.

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Arnold T. Campbell, Mayor

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Patsy K. Cantrell, City Clerk/Treasurer

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Susan K. Halberstadt, Recording Secretary

APPROVED: JUNE 6, 2005