

**MINUTES**  
**WAR MEMORIAL BOARD OF TRUSTEES**  
**BUILDING COMMITTEE**  
**Tuesday, June 9, 2015**

The Building Committee of the Board of Trustees of the War Memorial of San Francisco met at 2:00 p.m. on Tuesday, June 9, 2015, in the Trustees' Board Room, War Memorial Opera House, Chair Pelosi presiding.

**ROLL CALL**

Committee Members Present: Chair Pelosi, Trustee Moscone, Trustee Shultz, Trustee Stafford

Committee Members Absent: Trustee Wilsey

Staff Present: Elizabeth Murray, Managing Director; Jennifer Norris, Assistant Managing Director

**San Francisco Symphony request for conceptual approval of, and authorization to raise funds for, Davies Symphony Hall Front-of-House Improvements:**

Chair Pelosi reported that in advance of today's meeting, Committee members received the letter from the San Francisco Symphony requesting authorization to raise funds for Davies Symphony Hall front-of-house improvements. Committee members also received the Symphony's presentation outlining their proposed front-of-house improvements.

Chair Pelosi introduced Symphony representatives, Brent Assink, Executive Director; Russel Kelban, Chief Marketing Director; and Andrew Dubowski, Director of Operations.

Russell Kelban stated that the Symphony feels that key public areas of Davies Symphony Hall require attention as these areas have not been upgraded since the hall opened in 1980. He said that the proposed improvements also respond to data from recent surveys on patron experience at Davies Symphony Hall. Brent Assink added that each year the Symphony sees fewer subscription ticket sales and a greater percentage of single ticket buyers and these patrons are less familiar with the hall and the concert experience. To engage these newer patrons the Symphony would like to introduce more educational and interactive components in the lobbies.

Russell Kelban led the committee through a presentation outlining the areas which the Symphony would propose to upgrade. He said that these proposed improvements are currently in the conceptual phase pending approval from the War Memorial to proceed with fundraising and further development. The Symphony would then return to the War Memorial with specific improvement implementation proposals.

Mr. Kelban presented the proposed front-of-house improvements which include:

- New exterior signage, including LED displays replacing static display case posters;
- New interior LED signage in the box office area above and in between box office windows;
- New wayfinding signage and display banners in lobby areas to assist patrons in locating food & beverage services and restrooms;
- Improve the look, functionality and creativity of lobby lighting;
- Interactive portable digital video screens including interactive orchestra musicians display;
- Interactive robots in the lobby;

- Food and beverage facility upgrades including refurbishing the main bar, replacing the orchestra round railing along the windows with a drink shelf, and new lobby seating;
- Replacing the chain link fence around the exterior parking lot; and
- ADA upgrades at the box office and elsewhere as required.

Following discussion and public comment, and on motion of Trustee Shultz, seconded by Trustee Moscone, the following recommendation was unanimously adopted:

RECOMMENDED, To the Board of Trustees of the War Memorial of San Francisco that it approve the San Francisco Symphony's request for conceptual approval of, and authorization to raise funds for, the proposed Davies Symphony Hall front-of-house improvements, subject to the Symphony returning to the War Memorial Board for consideration and approval of mid-term and final designs of all improvements.

### **ADJOURNMENT**

There being no further business to come before the Building Committee, Chair Pelosi adjourned the meeting at 2:40 p.m.

Jennifer E. Norris  
Executive Secretary