

Keefe Auditorium Commission
Thursday, October 9, 2025
Nashua Public Library Large Conf. Room
4:30 PM

The Keefe Auditorium Commission met on the above date, called to order by Chairman Dennis Schneider at 4:35pm. In attendance were Dennis Schneider, Shawn Smith, Alicia Gregg, Joseph Olefirowicz and Daniel O'Donnell. Also in attendance were Megan Caron, Liz Hannum and Peter Lally.

Approval of Prior Meeting Minutes

Approval of Meeting Minutes of October 25, 2025. Motion by Alicia Gregg, seconded by Joseph Olefirowicz, to accept minutes. So Voted.

Meeting Overview

Peter Lally of Spectacle provided his view of the Keefe Auditorium compared to the Performing Arts Center (PAC). Since it has double the seating capacity of the PAC, it would attract acts for which the PAC is too small. He noted the following are very important to include in any future Keefe use: good technical capability (lighting, sound, etc.), access to loading area, a green room, sufficient restrooms, parking, lobby space and concessions. He said the tech installed in the PAC would work with Keefe.

Peter went on to say the Keefe could be compared with various similar sized venues, such as the Plymouth (MA) hall, Concord (NH) Hall and Count Baisey (NJ). Plymouth hosted about 40 shows last year and was used for 100 days total, but its tech is limited. Lowell Auditorium (MA) has about 130 events per year. Massachusetts subsidizes its Arts Communities with funds from Gaming Licenses. Aside from costs associated with shows, we should expect about \$1 million in overhead costs per year.

There are several methods/models that could be followed with Keefe:

- A management firm runs the building and contracts all performances, runs the box office, concessions, marketing. (Similar to Nashua Performing Arts Center)
- A separate entity – such as an independent non-profit - runs the building, box office, marketing, and manages / programs all performances. (Similar to Palace Trust, Capitol Center for the Arts)
- A separate entity – such as an independent non-profit - runs the building, box office, marketing, and management firm contracts some performances.

The Commission discussed the importance of community impact a future Keefe Auditorium might bring, especially parking. Currently about eight or nine weeks per year

use by the Arts community are expected. This would increase significantly if activity were increased similar to the PAC.

After Peter's input, the Commission discussed how to proceed with the candidates who responded to the RFP. A copy of the RFP was provided to the Commission. The RFP was issued on September 12, 2025 for "Limited Design Services for the Keefe Auditorium"

Members of the Commission were cautioned on the compliance requirements of New Hampshire's Right to Know Law, RSA Chapter 91-A.

Law text: <http://www.gencourt.state.nh.us/rsa/html/NHTOC/NHTOC-VI-91-A.htm>

NH Attorney General Right to Know Memorandum

<https://www.doj.nh.gov/resources/forms-publications/right-know>

Action Items

Appropriate personnel in City Hall will conduct a credentials comparison of all bidders to RFP issued on September 12.

Dennis Schneider will contact managers of other venues, (e.g., Palace Theater, Capital Theater), can visit the Commission to provide their input.

Next Commission Meeting(s)

The next commission meeting is scheduled for Thursday, October 23rd at 4:30 PM to continue discussions on the RFP scope.

Adjournment

O'Donnell motioned, seconded by Gregg, to adjourn the meeting. So voted at 6:18pm

Respectfully submitted – Shawn M. Smith, Commission Secretary