



April 2, 2015

Carter Booth  
SLA Committee Co-Chair  
Community Board 2  
3 Washington Square Village, #1A  
New York, NY 10012

Dear Carter:

In preparation for our meeting with Community Board 2 on April 9, 2015, I wanted to clarify a few items raised by you and other members of the community at our meeting on March 12, 2015.

The purpose of this letter is to detail the intended service of beer and wine within the Sheen Center, as well as to clarify operational procedures raised as points of concern by Community Board 2 and other members of the community. It is the Sheen Center's intent to make every attempt to strictly adhere to the goals and objectives outlined below, and as such, this agreement is between the Archbishop Fulton J. Sheen Center for Thought and Culture (Sheen Center), a 501 (c) (3) organization and Community Board 2 (CB2).

I am copying the other community members who expressed some concerns at our meeting on March 15, 2015, as well as a few other appropriate parties. It is understood that amending this letter will require notification to CB2, further discussion with CB2 and appropriate community members prior to any approval from CB2.

As you know, we have two theatres – The Loreto Theatre containing 293 seats and the Black Box Theatre containing 80 seats – and an art gallery in the Loreto Theatre Elizabeth St. Lobby.

1. General Information

a. Operating Hours

- i. The Sheen Center is normally open 7 days a week from 9am – 11pm.
- ii. Occasional permission is given to groups who wish to conduct rehearsals or technical rehearsals outside of the normal opening times.
- iii. Events involving an audience are required to end by 11pm.

**Archbishop Fulton J. Sheen Center for Thought and Culture**  
**18 Bleecker Street, New York, NY 10012-2402 \* (212) 219.3132 [www.sheencenter.org](http://www.sheencenter.org)**



- iv. Loading in and out of the Sheen Center will occur only during the normal operating hours of 9am – 11pm.
  - 1. Full theatrical sets or large amounts of production equipment that require large trucks will not be allowed to load out past 9pm. The Sheen Center requires large load-outs to begin and end the following day from 9am – 9pm, so as to avoid post-show load-outs.
  - 2. Smaller load-outs that are going into someone’s car or minivan will be allowed until the Sheen Center closes at 11pm.
  - 3. Under no circumstances will any load-out/in occur prior to 9am or past 11pm.
- b. Contact Information
  - i. Administrative personnel who are available via phone during open hours staff the Sheen Center. This person is stationed at the main operating entrance on Elizabeth St.
  - ii. The phone number for the Sheen Center is 212-219-3132. Dial 0 to speak with the administrative staff on duty.
- c. Staffing at The Sheen Center
  - i. The Sheen Center is comprised of the following staff, which is subject to change.
    - 1. Executive Director: William Spencer Reilly
      - a. Executive Assistant: Mary Ann Randazzo
    - 2. Director of Production and Operations: Benjamin Williams
      - a. Associate Director of Production: Aaron Mack
        - i. Freelance Production Personnel: Various positions as needed.
      - b. Facilities Manager: Ray Cuddy
        - i. Full-Time Porter: Charles Oliver
      - c. Front of House Manager: Kyle Leacock
        - i. Other House Managers
        - ii. Ushers
        - iii. Concessions/Bar Staff
        - iv. Box Office Staff
      - d. Administrative Front Desk Staff
      - e. Marketing Associate: Sean Leo
    - 3. Programming Manager: Mandy Rinzel
    - 4. Managing Director: Currently being filled
    - 5. Director of Film, Television, and Mission Outreach: Currently being filled



6. GBCA Producing and Programming Consultants: Gary Bernstein and Jessica Bashline
2. Beer and Wine Service Plans
    - a. Service Stations
      - i. The Sheen Center will have a total of 4 service stations
        1. Black Box Concessions Area (1)
        2. Loreto Theatre Bleecker Lobby (1)
        3. Loreto Theatre Gallery Lobby (1)
        4. Loreto Theatre Mezzanine Lobby (1)
      - ii. The Black Box concessions area, and the Loreto Theatre Bleecker Lobby are both fixed service areas. The Loreto Theatre Gallery Lobby and the Loreto Theatre Mezzanine Lobby will contain one mobile cart each. The mobile carts will have a fixed location when in use, and are only mobile for storage needs when not in use.
    - b. Beer and Wine Service Times – Only on the following occasions:
      - i. Live Performances
        1. 30 minutes prior to the beginning of a performance.
        2. Intermission (if there is an intermission).
        3. The service stations will be closed during the performance, and immediately following intermission.
      - ii. Special Events/Fundraising Galas
        1. The Sheen Center will occasionally hold post-show receptions in which wine and beer will be served. These receptions will not last longer than an hour past the performance, and patrons will not be served any beer or wine past the closing of the building (11PM).
        2. It is anticipated that The Sheen Center will host fundraising galas approximately 4 times a year. Beer and wine will be served at the galas. Galas will not serve beer or wine past midnight. CB2 and local community organizations will be notified of all such galas no less than 10 ten days in advance of each occurrence.
      - iii. Gallery Openings
        1. Once a month, or once every other month (depending on the length of a gallery show), the Sheen Center will host a gallery opening for the presenting artist.
        2. The Gallery openings normally occur on a Thursday evening from 5:30pm – 7:30pm and are by invitation only.
        3. At no time will a gallery opening overlap with another event that uses the Loreto Gallery Lobby, and as such,



there will not be two events attempting to be served wine or beer at the same time at the same service station.

- iv. Film Screenings
  1. The same procedure as a “Live Performance” will be followed (detailed above).
- v. Festivals
  1. The same procedure as detailed under “Live Performance” will be followed for festivals.
- vi. Matinees and Festivals Times
  1. On matinee and festival days, no wine or beer will be served prior to 12:30pm.
  2. Wine and beer will only be served 30 minutes prior to each performance, and during intermission, if applicable. At the end of intermission, service will be suspended.
3. Customer/Community Complaint Procedure
  - a. Contact the Front Desk at 212-219-3132 x0
  - b. Depending on the nature of the complaint, the front desk will alert the appropriate manager on duty.
  - c. All complaints, comments, concerns, actions taken and resolutions are logged at the end of each shift and are reviewed by the Director of Production and Operations daily. Appropriate follow-up action is taken if required. All incidents are recorded via a closed circuit camera system and are reviewed by the Director of Production and Operations.
4. Access to Various Parts of the Sheen Center
  - a. Only ticketed patrons are allowed access to the relevant theatres and areas.
  - b. The Sheen Center Front of House staff is responsible for the monitoring and directing of patron movement.
  - c. Guests that are residing on the 4<sup>th</sup> or 5<sup>th</sup> floors, renters of rehearsal studios, and groups in theatres during non-performance times do not have access to the areas where beer and wine are served.
  - d. All fire exits and egress paths are strictly adhered to and the separation of spaces throughout the building does not affect the egress paths used by anyone attempting to exit the building in the event of an emergency.
5. Sidewalks and Exiting
  - a. Sheen Center staff will make every attempt to keep the sidewalks surrounding the building clear and as quiet as possible.



- b. A post-show announcement will remind patrons of the residential neighborhood and direct them to subways and appropriate locations to hail a cab.
- c. Ushers will be stationed at the exits to help move people in and out of the building and answer any questions regarding directions, area restaurants/etc. as well as monitor congregating and noise levels on the street.
- d. The front of house staff will make every effort to immediately respond to congregating or noisy patrons. The Sheen Center cannot take responsibility for other people using the public sidewalks, cab services, etc. or others that are not affiliated with the Center's operations, or others who congregate in public areas around the building.
- e. Buses will be instructed to park only in legal spaces while loading and unloading passengers. Furthermore, while waiting, buses will be instructed to turn their engines off.

It is The Sheen Center's hope that this letter clarifies the intended use of the applied-for beer and wine permit, and provides clarification on issues raised by the Community Board 2 and other members of the community. The Sheen Center agrees to strictly adhere to the policies put forth in this letter, and I trust they will meet with your satisfaction. Kindly let me know, Carter, if you need any further clarification concerning this license. I look forward to seeing you and the others at the April 9 meeting.

Sincerely,

William Spencer Reilly  
Executive Director  
The Archbishop Fulton J. Sheen Center for Thought and Culture

CC: Tobi Bergman, Chair, CB2  
Bob Gormley, CB2 District Manager  
Bob Ely, CB2 SLA Licensing Committee Co-Chair  
Ara Fitzgerald – Bleecker Street Resident  
Zella Jones, NOHO Bowery Stakeholders  
Joe Gervasi, Property Manager, 25 Bleecker Street  
Joe Rosenberg, Director of the Catholic Community Relations Council  
David Brown, Director of Real Estate, Archdiocese of New York  
James McCabe, Esq., General Counsel, Archdiocese of New York

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