

Minutes of the Arena Theater Board of Directors November 18, 2020 Meeting

1. Call to Order – The meeting was called to order by Pratt at 6:06 p.m.

2. Roll Call

Present: Pratt, Beattie, Joakimides, More, McMurtry, Archer, Boyd, Montag, Marrinan, Moseley

Absent: Andersen, Wilkinson

Minutes: Archer

3. Privilege of the Floor/Correspondence/Suggestion Box -

4. Approval of Minutes from October 28, 2020 Board meeting – Joakimides moved and McMurtry seconded the Motion to approve the minutes of the October 28, 2020. The Minutes were approved unanimously.

REPORTS:

5. President's Report – Pratt reminded everyone about Peter Reimuller's email re Save Your Cinema letters. She recommended that we go to the website and complete the pre-written letter intended to have the federal government issue COVID relief funds for movie theaters. She suggested that we circulate the website information to friends as well to try to get as much community support as possible..

6. Treasurer's Report – Fernandez reported that the Fin Comm will give a more detailed report at the next meeting. Because of the PPP loan, which covered payroll for 6 months we are in pretty good shape. Events have generated \$8,000, Memberships and donations have generated \$20,000 and Grants have added another \$10,000 to our income through this date.

We have three one-time expenses coming up next month (Donor Perfect, CPA and Property Taxes) which should leave us with \$20,000+. For the next 6 months we believe that we will need to raise an additional \$9,000 from 11/1/20 through 4/30/21 from 11/1 – 4/30 if we stay closed. The Fin Comm believes that we can do that with memberships, Talent Show and Drive-In events.

There has been no further confirmation of a second PPP loan as of this date but Montag has prepared and filed the paperwork for our first PPP loan to better position us for a second PPP loan. It is still pending with the Credit Union and follow-up questions may arise.

Our tax return is due by 12/15/20.

7. Standing Committee Reports

a. Finance Committee – Archer reported on the status of the transparency discussion which continues and the Fin Comm will generate a written proposal on this that will become the focal point of the next Fin Comm meeting.

b. Fund Development Committee – Pratt reported on the Quilt Auction beginning on 12/12 at the Talent Show. Wilkinson, Pratt and Boyd will take care of the auction site, photographs and details. It will be rolled out at this next weekend's Drive-In.

Pratt reported that the Fall Fundraising Letter is going to be printed and mailed shortly after Thanksgiving.

c. Membership Committee – Joakimides reported that we have 48 lapsed members who have either renewed memberships or given donations. We have received \$5,525 in renewed

memberships as of this date, we received a Grant of an additional \$5,000 from the Community Foundation on October 20 and we have sold two more Have-A-Seat Goes Green seats for an additional \$2,000. We have also received \$1,015 in donations.

Pratt added that the count on the memberships is really encouraging. 505 members in 9/20 has grown to 575 as of this date.

d. Programming Committee (includes cinema, live, telecasts, publicity and film club), drive-in –

Cinema – Marrinan reported there was nothing to report. Pratt cautioned to weigh the staff time v. potential benefit of the virtual cinema. Moseley is still on payroll and Marrinan is volunteering his time on this project so costs would be limited to Moseley's time. Average viewership varies between 1-10 per movie and some music features are more popular. She reported that there were two music features coming up. Montag reported that 4/1-11/1 that virtual cinema generated \$800.

Live – Talent Show – Boyd reported that posters are done, the information is on our website and we are starting to promote this on social media. This show will be videos only, no live performances because of some technical problems/delays that were encountered using Zoom. Rather than selling tickets we will again ask for donations. The last Talent Show generated \$1,200 in income. We didn't have to pay staff time because that was paid for by PPP. This second Talent Show will have some staff costs.

Drive-In – Boyd reported that the last Drive-In is set for this next Saturday (The Grinch) and we've already sold 24 spots. We will be providing pizza as a thank you to all of our volunteers. McMurtry reported that Tracy DuPont has reported that all of the Grinch decorations have arrived and will be in place for the movie.

Telecasts – Nothing to report.

Publicity – Moseley reported that the Senior Center has expressed interest to see if we could donate any non-perishable goods to them. Moseley will follow up and report back to the Board. Montag suggested that anything donated should be put into an email along with our cost so that she can keep track of this.

Pratt suggested that we send an email to the community to say "Thank You" for all renewed memberships, attendance at Drive-Ins, etc.

Film Club – Pratt raised at the Fundraising/Membership Committee meeting the issue of whether or not we can afford to continue to provide a free Film Club next year. Given our closure this is a good time to discuss this. It was originally decided that it would be free with the hope that it would increase attendance at Film Club. She suggested that we consider this as our current closure provides us with an opportunity to change the no-charge basis for future Film Club after the first of the year.

d. Facilities Committee – McMurtry reported that the sneeze guards are in place and the heaters have been received and await installation. He also reported that he plans to build a rack to store drive in screen and other materials that we use for each Drive-In showing. Everything else in the Theater is working fine.

e. Personnel Committee – Archer reported that there was nothing to report.

OLD BUSINESS

8. Reopening committee update – Boyd reported that the second Re-Opening Committee meeting was held last week. At that time Mendocino County was in the red tier, but has since gone back to the purple tier. The Committee discussed the draft seat map that would allow 44 persons per showing. The Committee is discussing whether seats should be picked through pre-sale or whether we should have ushers to seat people at each showing. The Committee will also discuss whether sales should be non-cash only or include potential cash sales.

The Committee has run various scenarios based on number of potential showings/week once we are able to re-open. Also the information re snack bar sales has not been included in the scenarios. Also under consideration is the amount of cleaning that will be required between showings. The Committee is considering a survey to the community to get more information about possible future attendance. The Committee is also going to create a timeline for re-opening.

NEW BUSINESS:

9. Pratt reported that she will be attending a webinar to evaluate whether we should re-open with video rentals or webcast showing.

10. Beattie has reported that all of the beer has been passed its best buy date and needs to be disposed of.

10. Next meeting date and time – December 16, 2020 at 6:00 p.m.

The meeting was adjourned at 6:54 p.m.