

Minutes of the September 30, 2020 Meeting of the Arena Theater Board of Directors

1. Call to Order

2. Roll Call

Present: Pratt, Beattie, Fernandez, Joakimides, McMurtry, Andersen, Archer, Wilkinson, More, Boyd, Marrinan, Moseley,

Absent: None

Minutes: Archer

3. Privilege of the Floor/Correspondence/Suggestion Box - Pratt called the meeting to order at 6:08 p.m. There were no correspondence or suggestions.

4. Approval of Minutes from July 29 and August 26, 2020 board meetings – Archer had previously circulated the minutes of the July 29, 2020 and August 26, 2020 board meetings. Joakimides moved that the July 29, 2020 minutes be approved and McMurtry seconded. The minutes were unanimously approved. Andersen moved that the August 26, 20 minutes be approved. The minutes were formally approved.

REPORTS:

5. President's Report – Pratt reported about the Art House Convergence letter re “Do Not Abandon Me” and suggested that it might be a template for a letter from our Board. Pratt suggested we again discuss computer/internet security re our files and potential malware/ransomware. Boyd reported that we have previously taken steps to secure our files and data. Archer asked whether we have adequate insurance coverage and will follow up with Montag. Pratt suggested that Minutes be circulated within a week of the meeting and any changes be noted within 48 hours. Archer agreed to try that for these Minutes.

6. Treasurer's Report – Fernandez reported we are on track to use almost all/all of the PPP Loan funds by the middle of November (\$19,750.00). We might break even with membership and donations. Montag estimated monthly expenses of \$3,000/month increasing by \$3,000/month after the PPP Loan funds are used up.

Fin Comm has reviewed the insurance coverage to increase building value by an additional \$834,000 and by an additional \$100,000 for contents. The premium will increase to \$1,950/year. Archer reported that the increase was based on the insurance company estimator, not an on-site estimation which would cost over \$1,000.

Discontinuing one or more phone lines each of which costs \$45/month. Tim Balambao suggested a VOiP system. Boyd will speak with Balambao to investigate this further and get a price. Archer will discuss with Montag if covered under PPP Loan. Joakimides discussed her VOiP system and how it worked which cost \$5.00/mo (after purchase of necessary equipment). Boyd suggested getting rid of the fax line entirely.

Recommending that we create a Re-Opening Committee charged with developing plans for re-opening.

7. Standing Committee Reports

a. Fund Development Committee – Pratt reported on the status of the Fall Fund Development letter. It has been circulated, revised and approved by Board members. Pratt will need

to finalize in the next two weeks as it needs to go to the printer. The target date for mailing is in mid-late November.

Film Club – Pratt had circulated information. She is concerned whether we are able to maintain it as a perk to our membership next year. She found a potential grant opportunity but it needs some type of program. Archer raised the question of who would develop the “program” and what would it include. Wilkinson discussed the process by which the film club selects the movies it shows. Archer reminded all that the Fin Comm had looked into this and found that Film Club expenses were over \$13,000/year. Pratt suggested that Film Club might become available as a Zoom presentation.

Crowdfunding Programs – Pratt reported that she’d identified 3 potential programs that she and Boyd would investigate further. The Snowball program will print T-shirts, sweatshirts, hats, etc. at a cost of \$16@. They are print on demand and could be sold for \$25@. She will report further on this to Fin Comm.

Have-a-Seat – Boyd reported on the sale of another seat. This is the second sold since the mortgage was paid off and will apply to the solar loan.

b. Membership Committee- Joakimides reported that we have 500 individual members among 300 memberships. We are going to reach out to expired members over the last 5 years in mid-October to the end of November. Boyd reported that she had sent out 80 membership lapse letters and we got over 50 responses.

There was additional discussion of the potential to have a fundraiser showing of “Nomadland” starring Frances McDormand. Ms. McDormand is interested and these discussions will continue. There was a discussion as to whether to include that as a Drive-In friendly movie or whether it would provide a better fund-raising opportunity to show it as a virtual cinema showing.

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

Cinema – Virtual Cinema – Moseley reported that we continue to offer virtual movies, three selections every two weeks. Pratt reported on the very positive and grateful reaction from our community to these offerings.

Live – Boyd reported that the Drive-In has been very well-received. We tried to increase the number of cars from 28 to 30 and will review how that worked at our next meeting. The City Council has approved all of our permit applications. Upcoming films will include Raider of the Lost Ark (October 10) and Coco (October 24). We have permits for November (7 and 21) but have not chosen films for those showings. Wilkinson will provide DVDs of cartoons for the showing. Pratt suggested we need to submit this data and information for Grants. Marrinan suggested we make a video record of the project.

Boyd suggested the next Talent Show be in early December. Andersen has volunteered to help organize the show.

Boyd and Wilkinson have discussed a possible live theater Zoom project. Wilkinson has gotten some interest locally and is trying to decide the type of play with a small cast that might work for us. Not like a readers’ theater, but an actual production. He has spoken with a potential director and is excited about the project. More reported that Gualala Arts has also been exploring this type of project and suggested we might consider partnering with them.

Publicity – Pratt suggested that budget?

Halloween committee update – Andersen reported on a potential Zoom program, very kid-friendly with a Photo Costume Contest, scary stories, Halloween videos promoted as an on-line party. More added that we could include Halloween-related music videos, curated videos and break-outs with 7-10 people per room and then move them around with other groups. Pratt asked that the information be given to Moseley so that she can begin publicity for this virtual event. More will work with DuPont and others on PAMA to make this a joint offering. Beattie raised the idea of using our candy supply as prizes for the contest part of this project. Pratt will raise the issue with Fin Comm as to whether we can use the “loss” of our inventory as a COVID-19 related loss.

Group photo idea – Marrinan raised this idea but decided it is not right for the era of social distancing.

d. Facilities Committee – McMurtry reported that daily checks still occur with sweeping and watering. He has investigated costs for cleaning. The curtain into the auditorium is frayed and could be reversed to “hide” the worn areas. The curtains at the front of the auditorium are very large and could not easily be taken down and cleaned. The carpet cleaner suggested that the best solution is to vacuum the curtain. He also suggested that carpet tiles would be much cheaper for the floors but can’t be used on stairs. McMurtry suggested that carpet tiles would be the best solution.

The new heaters have been ordered. The install date is unknown as of now.

Air scrubbers are separate from the heaters and don’t strain that system. They cost about \$900@ (installed) and we will likely need two of them (one for each heater). Beattie discussed the current generation of air scrubbers and explained how they work. None of the currently available units have been shown to be effective (yet?) on COVID-19 and this is a concern. They can be added after the new heaters are installed. Beattie will get data sheets on the scrubbers installed at RCMS and Archer suggested that this might be a good subject for a Grant Application.

McMurtry reported that the frames for the sneeze guards are completed and we are awaiting pick up of the plexiglass panels to complete.

e. Personnel Committee – Archer reported that the revised Office Manager and Publicity Job Descriptions have been completed. They include shifting some of Rob’s former duties to Shauna and Dagmar and both of them have agreed to the revisions. Archer moved that the Board approve these revised Job Descriptions, Andersen seconded it. McMurtry commented that it was a lengthy project by all involved. The Job Descriptions were approved by unanimous vote.

OLD BUSINESS

8. Timeline and safety protocols for re-opening – Boyd keeps this on the Agenda even though it is not “ripe.” A Committee composed of Beattie, Andersen, McMurtry, More, Boyd and Moseley will be formed and a meeting will be set for two weeks hence.

NEW BUSINESS:

9. Board training – Andersen reported that Wilkinson and More need to take the 2 hour training program. Boyd will provide them the online information for the one hour program (for non-Supervisors). Andersen reported that all of us will need to take this again next year.

10. Next meeting date and time – October 28, 2020 at 6:00 p.m. Pratt suggested that we consider dates for November and December. November 25 is the night before Thanksgiving and we should consider an earlier date (November 18) or a date in December. Pratt suggested that we need both

meetings and suggested November 18 and December 16. The Board approved holding both meetings.

11. Strategic Plan review – Pratt reported that each Committee has reviewed their particular sections. She suggested that Fin Comm should add that once a year it should review insurance coverage and Guidestar to make sure they are appropriate and up-to-date. Pratt suggested that adding it to the Strategic Plan will act as a reminder for this.

Pratt adjourned the meeting at 7:45 p.m.

12. Adjourn to Closed Session—Personnel Committee