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**MINUTES**  
**Arena Theater Board of Directors**  
**Wednesday, February 27, 2018**  
**6:00 pm regular session, Coast Community Library**

1. Call to Order: The Monthly Meeting of the Arena Theater Association Board of Directors was called to order in the Conference Room of the Coast Community Library at 6:04 p.m. by President Du Pont.

2. Roll Call: Present: Michael Beattie, Tracy Du Pont, Elizabeth Herbert, Lisa Joakimides, Mitch McFarland, Barbara Pratt, Jon Sandoval. Absent: Dean Fernandez, Tim McMurtry.

Staff Present: Dagmar Moseley, Phil Marrinan

Others Present: Steven Archer, Blake More

3. Privilege of the Floor/Correspondence/ Suggestion Box

No suggestion appeared in the lobby suggestion box.

No one asked for the privilege of the floor.

4. Approval of Minutes from January 30, 2018 board meeting.

Director Joakimides moved and Director Pratt seconded a motion to approve the January minutes. The vote to approve was unanimous with an abstention by Sandoval.

**REPORTS:**

5. President's Report

President Du Pont no report.

6. Treasurer's Report.

Treasurer McFarland announced that the new logo stickers will initially be used as a thank you gift for approximately 65 donors who have given at least \$500 to the theater. Thereafter they will be sold for a \$3 suggested donation at the snack bar. The board discussed ways of collecting money at the snack bar and settled on a locked donation box. President Du Pont agreed to purchase one for the theater at TAP on her next tip.

39 7. Standing Committee Reports.

40 a. Fund Development Committee/ Jumpstart Program

41

42 Director McFarland indicated he had heard from Director Fernandez that  
43 the emphasis in the Jumpstart program recently is on how to reach out to major  
44 donors rather than smaller holiday oriented messages.

45

46 Action item: Discussion/possible decision on Dlyted fundraising opportunity  
47 was postponed.

48 The board discussed the possibility of signing up with the Dlyted fundraising  
49 system. Visitor Steven Archer explained how the system works by selling pre-paid  
50 gift cards with rebates coming to the theater. Two issues came up in the ensuing  
51 discussion. Are we a large enough community connected to the theater to justify  
52 joining or be accepted by Dlyted? And will this fundraising effort and the attendant  
53 publicity compete with and decrease motivation to participate in other fundraising  
54 efforts that would bring in more money. Steven Archer reported he will look into  
55 the size issue and report back to the board. Board members decided to revisit this  
56 opportunity at a later date.

57 b. Programming Committee

58 Reports from subcommittees:

59 **Cinema:**

60 Phil Marrinan indicated that cinema attendance is steady and there were no  
61 outstanding issues.

62

63 **Live:**

64

65 Director Du Pont announced the upcoming live show for March: *Shawn Holt*  
66 *& the Teardrops*. The last two Live shows in February were quite successful.

67

68 The board discussed the proposal from Peter Reimuller to present a local  
69 slideshow presentation by Doug Nunn called Climate Reality, an updating of Al  
70 Gore's *An Inconvenient Truth*. Director Pratt agreed to attend a showing in Fort  
71 Bragg to determine if it would be of interest to our audience.

72

73 Director Herbert brought up an issue she observed at a recent live show:  
74 There was no announcement of the location of exits, the exits were often blocked,  
75 and the allowable capacity of theater may have been exceeded. Further, there  
76 were a number of drinks spilled on the dance floor and elsewhere. The board  
77 discussed the issue and agreed to revisit and enforce the standard introductory  
78 speech given at the introduction of live shows. Director Herbert also suggested  
79 the theater look into the issue of installing cup holders in the auditorium. The  
80 board referred these matters to the Live Show subcommittee.

81

82 **Telecast:**

83 Dagmar Moseley listed the upcoming telecasts: Met Opera: *La Fille du*  
84 *Regiment* and *Die Walkure*; the ballet *La Bayadere*; the NT Live *I'm Not Running*.

85 Phil Marrinan reported that there may not be a showing of the opera this  
86 Saturday because he and Tim Balambao have not been able to connect our  
87 antennae to the new satellite used by *By Experience*, our major telecast provider.

88 Director McFarland brought up the possibility of once again offering an  
89 Oscar Party if the event is available by streaming and at low cost or free.

90 **Publicity:**

91 Dagmar Moseley deferred to Blake More and the discussion of the new  
92 website.

93 **Film Club:**

94  
95 There was no report from the Film Club producer. However, there was a  
96 discussion of fact that the volunteer snack bar attendant was unable to get to his  
97 shift with the result of lost revenue. The board discussed possible backup  
98 volunteers, who would need training, but gave staff permission to hire paid staff in  
99 an emergency.

100

101 c. Facilities Committee

102 Director Mc Farland reported that Rick White had agreed to run power to  
103 the new screen winch. The screen should soon be able to be raised and lowered  
104 electrically.

105 Director Beattie announced that all the sockets and gaskets for the  
106 marquee lights were in hand and would be installed.

107 Director Pratt inquired if anyone had checked for a leak in the Green Room  
108 closet.

109 Director Joakimides reminded the group that the theater cleaning was set  
110 for April 2.

111

112 d. Membership Committee

113 Director Pratt introduced a new list of rewards and benefits for people  
114 volunteering to work at the theater. Among these rewards is a theater  
115 membership after a set number of hours in a position. A number of new positions  
116 have been identified and she will circulate here proposed list via e-mail for input  
117 from the board.

118

119 Director Pratt would also like to propose a young person membership at  
120 \$30 for those under 30 years of age. She will bring this before the board later.

121

122

123 e. Personnel Committee,

124

125 Director Sandoval indicated the committee had not met. Director Herbert  
126 attended the last staff meeting.

127

128 **OLD BUSINESS:**

129

130 8. Staff Report

131 Staff present reported no new issues for the Board to address.

132 The staff will next meet March 6 at 4:30.

133

134 9. Membership party/Board Election timeline and planning update

135 Director Pratt asked the board to review the “year in review” copy for a  
136 handout at the membership party to be held on Earth Day. She and Director  
137 Joakimides went on to describe the plans for the event.

138

139 10. Website update, Blake More

140 Blake More reviewed the principles underlying her redesign of the ATA  
141 website. She wanted a good interactive design but also one that could be  
142 managed and updated by staff, particularly Dagmar. These principles required  
143 some trade-offs.

144 The board had been asked to view the site at home and Blake showed it  
145 again at the meeting for discussion. The board was very favorable impressed with  
146 the work and congratulated Blake. Some suggestions came from the discussion:  
147 1) the initial slide shows might be displayed a second or two longer, 2) the header  
148 “welcome to arena theater” might be centered, 3) the mini calendar might display  
149 more information than a dot, 4) there should be a bar “follow us on Facebook”, 5)  
150 more information on disability accommodation should be included, 6) a link to our  
151 extended description of our history might be good, 7) a special announcement  
152 notice should be to the main page as a slide. Some of these suggestions may not  
153 be feasible, but Blake noted them. The board agreed to continue to review the  
154 website and to submit further comments to Dagmar who will compile them and  
155 give them to Blake. The board recommended that the new website go “live” as  
156 soon as possible, and acknowledged Joel Chaban’s tremendous contribution to  
157 the theater by maintaining the website for over a decade.

158

159 11. New cinema ticket prices discussion/decision

160 Director Beattie lead a discussion of the impact of raising cinema ticket  
161 prices. He reported the ticket prices at all of the nearby theaters, most of which  
162 were higher than ours. He pointed out that data from ATA comprehensive cinema  
163 database indicated that by raising the price by \$1 the theater would gain  
164 approximately \$4035. A raise by \$2 would lead to a gain of \$8000.

165

166 The board discussed various options for ticket categories and prices, taking  
167 into account recent economic changes.

168

169 Director Joakimides moved and Director McFarland seconded a motion to  
170 change *adult* cinema ticket prices to \$10, to change *senior* ticket prices to \$9 and

171 to create a youth (17 and under) cinema ticket price at \$6, with the  
172 implementation to be April 5, 2019. The motion passed with 6 in favor and one  
173 opposed to the motion.

174

175

176 **NEW BUSINESS**

177

178 12 Adjournment

179

180 President Du Pont adjourned the meeting at 8:17 p.m.

181

182 Respectfully Submitted,

183

184 Jon Sandoval, Secretary