

Arena Theater Board of Directors

Wednesday, April 29, 2020

6:00 pm regular session, ZOOM

1. Call to Order 6:07

2. Roll Call

Board Members: Paul Andersen, Steven Archer, Michael Beattie, Dean Fernandez, Elizabeth Herbert, Lisa Joakimides, Mitch McFarland, Tim McMurtry, Barbara Pratt.

Staff and Guests: Shauna Boyd, Dagmar Moseley, Phil Marrinan

3. Privilege of the Floor/Correspondence/Suggestion Box: nothing

4. Approval of Minutes from March 25, 2020 board meeting, addendum decisions via email vote, and 4/8 special board meeting Steve/Paul

REPORTS:

5. President's Report: **Mitch, Theater info booklet is almost ready/done**

6. Treasurer's Report:

Dean, mortgage under \$4,000, working on a bar inventory, Donna Montag is new accountant, Amy will still be consultant (good communication between Amy and Donna), **Patricia will be contacted that we have hired Donna.** Donna has experience working for non-profits such as the Mendocino Music Festival and is familiar with the procedures necessary to maintain reserve accounts

7. Standing Committee Reports

a. Fund Development Committee

Spring/Summer Donation Letter Report and last year's cost estimate:

Ordered 4/20/20 and mail received 4/27/20. Covid-19 campaign included.

2019	\$2459.31	3483 pieces	71¢ each
2020	\$2252.07	3545	64¢ each

b. Membership Committee

Membership meeting discussion: Zoom Membership Meeting, June 15, 6:00 pm

Need 30 members. **Each committee chair will present a report which will coordinate with a Year-in-Review being prepared by Barbara.** Possible Virtual Band.

Lisa is monitoring renewals of lapsed members.

Elections discussion:

Election will be through SurveyMonkey, and ballots that can be printed from the website. Printed ballots will also be available by request. Candidate statement and photo must be in by May 13. The election will open June 1 and close June 14 in order to validate each ballot represents a current member.

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

Cinema: -we've showed three virtual screening room titles so far, no word yet on attendance/money. This info will come from the distributors (Zeitgeist and Magnolia). Other theaters have also reported delays in getting the information, all of this is new territory, so we have to be patient...

Note: the way it works is that Arena Theater signs up with distributors who offer the service. They'll set up an Arena Theater specific website and send us the link and promo material. The streaming itself is done via these distributors. Patrons will sign up on their website, so we don't know how many people went to site to watch. (I have a list of distributors and the emphasis with all is on art house movies)

The committee is looking into additional distributors/titles...

-Arena Theater has signed up for the New York International Children's Film Festival from May 8-17, tickets \$10, films can be watched during a 48-hour window as many times as desired, 70% of each ticket sold will go to Arena Theater. More details (what films, age groups etc..) soon on our website, ICO, May Peddler, and weekly email.

-Pop-up Cinema There have been a lot of emails about this lately; the cinema committee recommends creating a task force of interested people to work on a proposal that can then be presented to the board. This should include technical issues such as cost of a projector, sound, screen as well as issues concerning location, cost and necessity of permit(s). Explore cost for movies, how to sell tickets, etc. The cinema committee thinks this will enable the board to make decisions based on facts.

Live: Virtual Live Talent Show and Fundraiser by Zoom and video, date TBA

Telecasts: several free telecasts have been offered on Facebook and the website

Publicity: -since theater closure (March 13) we've had several general interest stories concerning the theater published in the ICO plus announcements for Met Gala, (our opera person Jean Ohman loved the gala!), our first virtual screening room feature and NT Live announcements

-next story or ICO coming up: report on AT Covid-19 funds (GoFundMe, and Covid-19 thru the newsletter), grant received from Arthouse Convergence, the theater has applied for PPP and EIDL loans from the SBA

-announcing that **Kat Gleason will now maintain our Instagram page** and post on Facebook hoping for increased traffic specifically on Instagram

-ongoing reports/ads in weekly email, on website, ICO on National Theatre Live streaming offers and this just in, Exhibition on Screen! The Met is continuing their weekly streaming and I've added donation buttons to weekly emails/announcements

d. Facilities Committee

Ongoing daily security check of theater during closure, upstairs toilet replaced (Name ??of Michael's company donated), 2 motion sensors installed on stage, balcony floor mopped, concession cache basin cleaned, refrigerators unplugged and doors open, ice machine cleaned and turned off. Concession refrigerator still running as are the heater fans. Still working on marquee. . It was suggested that ceiling fans in the auditorium be run occasionally to keep air fresh in the building.

e. Personnel Committee

Update on staff progress for UI: not all have applied, five don't qualify

Discussion on hours for staff working after May 1 (Dagmar, Shauna, Rob, Phil, Donna, Amy)

Personnel Committee will work with each employee. Phil has volunteered to maintain projector.

Discussion on Tim Balambao's maintenance work (Phil will contact Tim to see what his plans are as he is a independent contractor. Possibly negotiate lower fee. Recommend Tim get PPP loan.

OLD BUSINESS

8. Discussion/status of CARES loans and grants, Go Fund Me and Covid-19 Fund--Steven and Barbara

SBA site has crashed, no updates on loans.

Art House Convergence has given Arena Theater a \$2,500 grant (**publicity coming**)

COVID-19 Fund.... GoFundMe \$710 as of 4/29/20

COVID-19 Fund.... In House and Donation Letter....amount not available yet

Agent.... This fee should be covered in PPP forgiven loan although, Steven has suggested he may take this as a tax-deductible donation to the Theater.

9. Discussion of use of remaining Operating Reserves Fund—Steven

Arena Theater has used 40% of the Operating Funds.

Motion: The board reluctantly and regretfully will be furloughing all nonessential employees as of May 1. Steven/ Elizabeth Board unanimous

The personnel committee will meet in the next two days to determine if certain employees can be brought back with reduced hours.

NEW BUSINESS:

10. Election of officers at June 24 board meeting—Barbara

After the election of officers on June 15, there will be an election of Board Officers and Committee Chairs on June 24. Board agreed.

11. Timeline for re-opening: Cinema, Concessions, Bar, Personnel, Facilities—

Barbara suggested each appropriate staff or board member start preparing what will be needed for a reopening of the Theater and Barbara will compile it to a Timeline that can be changed as needed. This will be a safeguard in case of illness of critical employees and thoroughness of planning. Re-opening will also be subject to state protocols.

12. Safety protocols for re-opening, hand sanitizers—Elizabeth

This suggestion will be covered in the Timeline Planning

13. Modeling of budget through end of year: expected expenses vs. possible outcomes—

Barbara suggested the Finance committee prepare budgets that would reveal Best, Normal and Worst Scenarios. This would give the board some indication of actions needed. After completed it is understood this will be a working document and therefore need to be updated consistent with needed data for board decisions.

14. Communicating with the public: report from Board President in weekly email, on website—

Barbara reported the FM committee recommends Mitch write an email newsletter to the membership communicating how the COVID-19 Pandemic has effected Arena Theater. What has changed and what is planned. Every week there should be a concentrated update on any major Board decisions.

15. Concessions thoughts and questions—

Barbara suggested concessions reconsider storing of certain items in June so as not to lose value of certain items.

16. Next meeting date and time

May 27, 2020, 6pm Zoom

17. Adjournment

Prepared by Barbara Pratt, Secretary

Note: Red indicates an Action Item for an individual or committee