

MINUTES OF THE ARENA THEATER BOARD OF DIRECTOR'S MEETING AUGUST 30.2023

Call to Order: Secretary McFarland called the meeting to order at 6:05 p.m.

Roll Call: Present in person: Board members McFarland, McMurtry, Andersen Staff members Boyd and Montag

Present via Zoom: Sussman, More, Crutcher, Vanderwoude, Moseley, volunteer Joakimides

Privilege of the Floor/Correspondence/suggestion Box nothing to report

Approval of the minutes from July 26, 2023- McMurtry moved for approval, Vanderwoude second passed unanimously

Volunteer Joakimides chimed in that she has purchased \$100 worth of candy to give away on Tuesday October 31 to “cute kids” (homely ones need not apply). She offered an invitation to help pay for the candy and to pass it out.

President's Report/Secretary Report: Secretary McFarland sat as President in the absence of Pres. Beattie.. He combined the reports on two matters. The first was the announcement of a Information Packet he prepared with the information relating to the duties and operation of the board. These booklets are available for members to pick up at the office and they will be available for distribution at the next live board meeting. It is envisioned that this compilation will help inform potential future board members of the workings of the group as well as giving board members constant access to the information relative to their service as board members.

The packets include the by-laws of the organization and McFarland is suggesting some by-law changes. These are included as an attachment to these minutes. Shauna questioned whether or not the membership needs to vote on by-law changes. This is addressed in Article XI Section 1 in which board members may amend the By-laws by majority vote after a 14 day notice. The exception is Article II (Membership) changes to which must be ratified by 2/3 vote of the voting membership.

Treasurer's Report Sundance reported that a majority of the Finance Committee feels that the board members have not taken seriously enough the fact that we are operating in the red. He explained the income/expenses charts made available to board members and how they are developed. The First Quarter report shows a loss of \$11,300. He also mentioned that this is not typical of each quarter as Q1 is usually our worst quarter for fund raising, but that does not deflect the fact that we are not making it financially. The charts point out that it is not just cinema that is losing money, but also operations. This was likely amplified by the fact that Q1 income is generally low.

Further, the Finance Committee feels that they should have a greater role in decisions made that affect the financial health of the theater. Sundance cautioned that this could lead to over-management of affairs, but that doesn't take away from the fact that affairs need management focused on the financial health of the Association. Next was a discussion that returned to the matter of what is the best number of movie showing a week. Sundance suggested that a member of the Finance Committee meet with the Cinema Committee to find out the best way forward.

Finally, “The Finance Committee believes it should have a larger role in decisions made and actions taken that have significant effects on the theater's overall financial health” (from Finance Comm. Notes). The committee would like feedback from the board on this matter. They got it. Member McMurtry stated he would welcome suggestions from the committee. Donna asked that the responsibilities of the finance committee as described in the by-laws be read for the benefit of the board. Sundance did so. Shauna asked what specifically would be targeted for increased scrutiny. Tim

mentioned that some programs are worth losing money. Mark acknowledged that but wanted to be sure the board was aware and felt comfortable with the financial loss. The committee thought a form detailing expenses and potential gain should be used. Shauna explained that that is already the case. Blake added that the Live Committee does consider the financial outcome. That is why there is no Halloween show this year. Also, the former annual Chevron Grant was used by board consent to shore up losing shows and we no longer have that. Donna pointed out that her analysis shows that ticket proceeds are not covering the cost of bands. Dagmar stated that she has only heard discussion on cost cutting, not increased fund raising. Also, she would like to know exactly what would be saved by cutting an addition movie showing. She felt ticket prices should remain a matter for the Live Comm. Donna chimed in that she would gladly do the report requested by Dagmar. Donna has looked at the last 7 live shows and determined that ticket prices did not cover the expenses and that the bar and concessions had to make up the difference between profit or loss. Blake pointed out that post COVID things are still in flux making it hard to predict our future, but that the programming committee does carefully consider ticket prices. Lisa would also like to see pre-COVID movie attendance reports and emphasized her belief that we have a commitment to the community to show movies. Sundance responded to Donna's statement about ticket prices by pointing out that the bar and concessions are intended to add to the take at events. Others pointed out that restaurants all count on the bar making the business profitable. Dagmar would like to see us produce a fundraising event where we made more like \$40,000 instead of \$4000.

Standing Committee Reports- *Membership:* Rob is ill and would have given the report, but not so. *Fund Development Committee:* Shauna reported that there will be a Pizza Party at Oz on October 24 and that Rob will be taking the lead on that. Board members should look forward to being asked for assistance. You don't need to wait to be asked. *Cinema:* Dagmar reminded the board of the huge take for *Barbie* and *Oppenheimer*, but cautioned that the studios arbitrarily decide post showing how big a cut they will take, so net income from these shows is undetermined at this time, but that concessions remain fully with the theater. As is well-known in the business, popcorn keeps the doors of movie theaters open. She pointed out that we are entering a slow season and that movie attendance may slow. Lisa's hand was unnoticed during the fund development discussion so she brought up the Have-A-Seat campaign which needs a new focus. Also, we need to be prepared for the Community Foundation Grant. Equipment improvement might be considered. *Film Festival:* Shauna reported that progress is ongoing and that some \$5000 has been pledged in support of the Festival. Sponsorship levels are listed on our website. Shauna also mentioned that Paul is on both the Finance Committee and the Film Festival Committee and so if some review by Finance is necessary for the Film Fest, then he will be a valuable asset to that effort. *Live:* Shauna reported that final numbers for the blues show are not in, but that the Pato Banton was well attended. The Blues on the Coast show was not attended as well as hoped, but the blues series itself is underwritten (not individual shows). No live shows in September, except Monday Night Music which has had good attendance. It makes a small amount of profit. The final blues show is in October- Shane Dwight. *Telecasts:* There are no offerings of interest, except Opera for which tickets are now on sale. Shauna will reach out to Exhibition on Screen folks to see what they have going. *Publicity:* Lisa is a big Shane Dwight fan and hopes we promote the show to the fullest. Phil will do his usual thing on KTDE and Blake said she could do something on KZYX. She emphasized that we need outreach beyond the South Coast. *Film Club:* no actual report, but Paul mentioned that the Cult Classic program is making money and will continue for another quarter. *Pee Wee's Big Adventure* is coming next then *The Rocky Horror Picture Show*. Mitch asked if the shows are making money because attendance is good or the shows cost less in fees. Shauna said both generally, but Paul pointed out that tickets prices are \$15- a bit of an experiment that is showing positive results. Film Club passes are now on sale, but if we don't get 50 people by early October we won't move forward. *Personnel:* committee did not meet.

Rufus was in the hospital and is grateful for the flowers sent by the Board via Shauna. *Facility:* Tim is keeping everything ship shape. He thanks staff for good work keeping the bathroom nice.

Discuss By-law Changes- done previously

meeting adjourned 7:16 p.m.

Next meeting date Wednesday September 27, 2023