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MINUTES
Arena Theater Board of Directors
Wednesday, April 24, 2019
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 6:03 p.m. by President Du Pont.

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

Staff Present: Shauna Boyd, Phil Marrinan, Dagmar Moseley.

Others Present: Steven Archer.

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 March, 2018 board meeting.

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

REPORTS:

5. President's Report

President Du Pont asked the Board if they were ready to elect Board officers for the next year as indicated by the Bylaws of the Association. After discussion, Director McFarland moved and Director Pratt seconded a motion to postpone the election until next month when all officers were present, and to re-examine the provision in the Bylaws stating the election of officers shall take place at the April meeting (Article VI, Section 2).

President Du Pont had no further report.

6. Treasurer's Report.

Treasurer McFarland had no report.

39 7. Standing Committee Reports.

40 a. Fund Development Committee/ Jumpstart Program

41

42 Director Fernandez brought up the ideal of sending out the fund raising
43 letter earlier in the year and holding a fund raising party during the summer. He
44 noted there were demographic changes in our community.

45 Director Pratt suggested a possible additional party for past ATA donors.

46

47 Cinema Fundraiser idea:

48 Shauna Boyd introduced a proposal to create a Cinema Supporter
49 Campaign which would specifically underwrite our cinema program including
50 equipment maintenance. It would offer popcorn passes and, at the highest level
51 movie passes. She suggested a \$250 level, a \$500 level and a \$1000 level. This
52 campaign would be introduced with the spring fundraising appeal. The Board
53 discussed the proposal and acknowledged the need to raise \$5000 annually for
54 technical support for the digital projection system. The board endorsed the idea
55 but took no formal action.

56 Director Beattie brought up the example of a fund-raising raffle using a
57 vacation stay in the area as a prize. He will report further on the success of a
58 current effort on behalf of the Arena High School Triathlon Team.

59

60 b. Programming Committee

61 Reports from subcommittees:

62 **Cinema:**

63 Phil Marrinan indicated that cinema attendance is steady and there were no
64 outstanding issues.

65

66 Director Sandoval distributed the Quarterly cinema database report,
67 indicating which movies showed a gross profit. Net profit is estimated by
68 deducting approximately \$1950 per week of fixed costs.

69

70 **Live:**

71

72 Shauna Boyd announced the upcoming Talent Show and live shows for
73 May. She noted the Live Programming committee had decided against scheduling
74 a show by a major artist because of the high cost of the talent and other
75 complicating factors, but the committee is interested in pursuing other major artists
76 in the future when possible.

77

78 **Telecast:**

79 Dagmar Moseley listed the upcoming telecasts of the last Met Opera and
80 Bolshoi Ballet. She also passed on a suggestion from Peter Reimuller to screen
81 two musical comedy productions from London: *Kinky Boots* and *42nd Street*. The
82 Board expressed interest in pursuing this idea.

83

84

85

Publicity:

86 Soundings article by Jean Ohlman

87

88 Dagmar Moseley circulated an article on the history of the theater written by
89 Jean Ohlman that appeared in the Sea Ranch Soundings. This article reached all
90 Sea Ranch owners.

91

92 Dagmar noted that our ad has appeared in the Mendocino Travel Guide.

93

94 She also requested that Board Members “tag” any theater images
95 appearing on Facebook.

96

97 Dagmar announced that the new Theater Logo Stickers will soon appear in
98 the snack bar.

99

100

Film Club:

101

102
103 There was no report from the Film Club producer. Director Fernandez
104 asked for a review of how the films were selected for showing.

105

106 The issue came up of the need for better conference calling technology to
107 facilitate committee meetings such as the film selection committee. Director
108 McFarland agree to review our equipment and system and to determine how the
City of Point Arena dealt with teleconferencing.

109

110 c. Facilities Committee

111

Marquee and winch update.

112

113 Director McMurtry indicated the new Marquee panels are in hand and will be
114 installed this week along with new sockets for bulbs. The winch is also ready for
installation now that a new circuit breaker has been put in place.

115

Cleaning recap.

116

117 Director McMurtry reported the theatre cleaning was successful in emphasizing the
118 bathrooms and lobby although both the auditorium and Stage were swept. He
119 recommended twice a year cleaning in the future. Director Beattie noted a
backpack vacuum cleaner had been donated to the theater.

120

Drain and backsplash.

121

122 Director McMurtry reported the problem with the popcorn clogging the snack bar
drain has been addressed along with the installation of a new backsplash.

123

Electrical cover plates

124

The cover plates have been replaced.

125

126

127 d. Membership Committee

128 Director Pratt announced that the Summer letter will announce the 30/\$30 program
129 offering an \$30 membership for those 30 years old and under. There are now 493
130 members in the theater in all categories.

131

132 She also announced that ATA would give one year memberships to the theater to
133 each of the graduating high school seniors in the Arena schools. Steven Archer
134 suggested that a photo be taken of the award for publicity.

135

136 Director Joakimides requested feedback from the Board about the format of the
137 Annual membership meeting. Ideas generated included being sure to thank staff,
138 giving the staff an opportunity to speak, doing fund raising at the meeting, and
139 considering doing it on a Saturday evening with more entertainment.

140

141 e. Personnel Committee,

142

143 New snack bar/box office employee

144

145 Director Sandoval indicated the full committee had not met. However, Director
146 McFarland and Dagmar Moseley had conducted interviews with prospective snack
147 bar employees and selected Valerie Barber for the position.

148

149

150 **OLD BUSINESS:**

151

152 8. Staff Report

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

154 The staff will next meet May 1st at 4:30.

155

156 9. Dlyted fundraiser discussion and vote

157 Director-elect Archer started the discussion by pointing out that the Dlyted
158 system was designed for large groups and would require publicity over social
159 media to make it work. The major question is whether the return in revenue would
160 offset the staff time in implementing the program. Steven Archer agreed to get an
161 estimate of the start-up costs.

162 Director Du Pont expressed a concern by many that the program would divert
163 donors from other, more profitable fund raising efforts ATA might undertake.
164 Users might mistake their purchase price using the card as being equivalent to a
165 direct donation. Director Pratt observed that we might do well to sell gift cards
166 directly around holidays.

167 The Board agree to table this item until the next meeting.

168 10. Discount movie screening discussion

169 The Board conducted a general discussion of the need for a discounted
170 screening for low income community members. Director Beattie and others
171 pointed out that there had been no complaints about the recent price increase.
172 Director Joakimides suggested we consider a Frugal Friday screening using the
173 former rates. Staff pointed out this plan would cause accounting difficulties. Other
174 ideas including donating tickets for the Coastal Seniors lunch raffle. Steve Archer
175 suggested the development of a member benefit card.

176 The Board decided to table the notion of a discount showing until more data
177 could be accumulated following the current change in prices.

178 **NEW BUSINESS**

179

180 11. Strategic Planning session: Barbara Pratt

181

182 Director Pratt pointed out that our strategic plan needs updating. She
183 asked the Board to review the old plan and make suggestions for change or
184 addition. After discussion, the Board agreed to meet and develop a plan an hour
185 before the regular meeting on May 29 at 5 pm.

186

187

188 12 Adjournment

189

190 President Du Pont adjourned the meeting at 7:56 p.m.

191

192 Respectfully Submitted,

193

194 Jon Sandoval, Secretary