

Arena Theater Board of Directors

Wednesday, August 31, 2022

6:00 pm

1. Call to Order

2. Roll Call:

- Everyone present aside from Michael who is at Burning Man

3. Privilege of the Floor/Correspondence/Suggestion Box

- None

4. Approval of Minutes from June 29 and July 27, 2022 board meetings

- None to approve yet

REPORTS:

5. President's Report

- Encourage all of us to step up and do whatever we can to help each other and promote the theater, we need all of us
- Important to fill out volunteer-hour-worked sheets weekly, we get \$\$ for this
- The best form of marketing is word of mouth- Spread the word about events, encourage people to join film club. It helps when people are excited about things

6. Treasurer's Report

- July was a great cinema month, we had some big box-office names which certainly helped
 - Ads doubled from \$660 to \$1232
 - Ticket sale increase from \$5,277 to \$8,974
 - Concessions increased from \$1905 in June to just shy of \$4000 in July
 - 1527 to 1874 ticket sales increase
 - Despite increased costs, the cinema had a net *profit of \$2,286 in july!*
- Operations
 - Donations and contributions were down to \$615 in July
 - Overall, with operations costs, theater loss was \$2,732.00 in July which is down substantially for each of the prior 2 months, which is good.
 - Overall, cinema did well last month and saved us in that area.

7. Standing Committee Reports

a. Membership Committee

- We have 294 membership currently at all levels.
- 469 memberships total
- \$915.00 in membership for July, which was down from \$2,650 in June, however June was largely attributed to spring mailer coming back.
- Almost at pre-pandemic levels, but we lost a few big donors which is a difficult loss to reel.
- July 2021 to July 2022, was \$40,178 in membership and \$21,529 in donations, overall.
- Dagmar completed a 5 year analysis from May thru July *thank you Dagmar!*
 - 2020 and 2021 we had really high donations
 - We changed data entry systems
 - We did note that numbers are down, somewhat. We can attribute this to pandemic related things and largely money right now, people are struggling to spare extra costs.
- More to report next meeting

b. Fund Development Committee

- **Fall fundraiser:**
 - Trying to do an appetizer and pizza party at Mar Vista in October with You Need to Eat Catering in October
 - Waiting to hear back from both of them
 - Date TBD, but sometime in October. We are thinking weekday.
 - There will be a limit for how many people and cars can be there, this will determine cost \$.
 - Musicians for live music, looking for donors for wine and beer.
 - The Board: we might need you to come and maybe be servers! Shmooze shmooze shmooze! \$\$
- Grants: Tim is going to give us an update from facilities.
- Community Foundation of Mendocino County is our main grant source in normal times, can people keep their eyes out on other grants?
- Finally, we need to brainstorm more *membership perks*- how can we draw people in? More of a price variance between members and non-members? Any other ideas to create more membership incentives?

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

- Cinema:
 - Doing good, seems back to pre-pandemic in a way, crowds are back and anxious for entertainment
 - **Top Gun** was *biggest movie on the summer*, back this weekend!
 - Next will be animated flick for moms and kids, DC League of Superpets opening 9th of Sept.

- Spiderman: No Way Home is coming back around september 15th for full capacity audience.
 - September 23rd- plan to open 3000 Years of Longing
- Leonard Cohen flick- 91 people came
- **Music on Film night in October** will be the Grateful Dead movie, hopefully David Bowie movie for November?
- Live
 - 2 live events this month
 - Still compiling numbers for last show, doesn' seem like we are getting the crowds or numbers we need to break even, will explore further during meeting next week
 - The shows might have been questionably poorly timed, a lot of the young crowd was tied up at two other social gatherings those nights (rehearsal dinner and a wedding)
 - An aside- does anyone know someone that would be interested in working the lights?
 - In September we have only 1 live event, 3rd Monday music
 - October, last blues show Oct. 22, and halloween show on October 29
- SOS- Science on Screen
 - Funding for 2022-2023 which we think we will get, anticipate having more news about this in September.
- Telecasts
 - No telecasts in September
 - October, the Opera starts
 - We raised prices
 - Have still had people buying tickets
 - We need to buy new opera equipment for this season and need it in place before the October 22 opera
 - \$527 dollars
 - Have to reset satellite dish again for the opera
 - Interest in board exploring re-establishing other satellite dish that's up there?
- Film club
 - Brainstormed movies to have at initial batch of 12, now prioritizing which to show in what order; restricted to movies we can show.
 - We are trying to revise the film club website to make this accessible and user friendly.
 - You don't have to be a theater member to be a film club member! This is different from the past
 - \$60 for 6 months, October to April, 12 showings
 - We want to get the word out!
 - Underwriting for film club? Trying to encourage 50 film lovers to sign up for this: they might commit to providing a donation if the movie doesn't make enough money.
- Publicity
 - We are *online* with events since August 12 and this seems to be working.

- Access database for movies has been fixed so we can develop reports with this now.

d. Facilities Committee

- Tim is our wonderful Facilities Director. He is in the theater almost every morning checking on everything.
- We will be closing starting Monday, October 3rd for ~7 days (thru Oct. 10) in order for the new carpet to be laid in the theater. We are prepared for a successful installation.
- Report from Phil- someone is breaking into the Kiosk thru either the front or back, but Tim says he will get to this- ***Thank you so much for everything, Tim!!***
- Question from Sundance- What if the lights on the stairs take longer? Can we still host something October 10 downstairs? Answer: Absolutely yes.

e. Personnel Committee

- Covid vaccination requirement for volunteers, Dagmar
 - No requirement needed for anything, no further discussion needed.
- Irene is doing great!

OLD BUSINESS

8. Discussion regarding returning to in-person meetings, Paul
 - Postponed til next time

NEW BUSINESS:

9. Occasional weekend Spanish language (English subtitles) family movies
10. Next meeting date—Wednesday, September 28