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MINUTES
Arena Theater Board of Directors
Wednesday, August 29, 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: Tracy Du Pont, Dean Fernandez, Lisa Joakimides, Mitch McFarland, Tim McMurtry, Barbara Pratt, Jon Sandoval. Absent: Michael Beattie, Ed Connolly.

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

Others Present: Amy Soderman

3. Privilege of the Floor/Correspondence/ Suggestion Box

ATA received two suggestions. Lena Bullamore wrote to ask that at the end of film shown at Film Club, when music is included with the credits, the credits continue to be screened until the end. For some films the credits with music are important parts of the film.

Another suggestion was that when the art display in the front window of the theater has run its course, that Lena be contacted to remove it.

President Du Pont reported on correspondence from Peter Reimuller who passed along a complaint from an anonymous friend about the high sound level at the most recent Blues show. Those present discussed the problem and reviewed the current hearing protection policies and procedures. The Board acknowledged the difficult task of the sound technician and projectionist to adhere to theater goals for loudness.

4. Approval of Minutes of June 27 and July 2018 board meetings.

Director Fernandez moved and Director Pratt seconded that the minutes of both meetings be approved. The vote to approve was unanimous.

REPORTS:

5. President's Report

President Du Pont had no report other than what would be discussed under item 11.

6. Treasurer's Report

Treasurer McFarland reported his analysis of the last 18 months of solar production from the theater's new solar array compared to a similar period before the array was installed. With the array, electric costs plus the loan repayment amounted to \$7,244. This figure represents a net reduction in ATA electricity costs of around \$500.

43 Mitch announced that the summer bulk mailer had resulted in donations of
44 \$11,300 including one \$5000 donation. There were 17 new members who
45 responded and 5 lapsed members who re-joined.

46 *Budget, 1st quarter actual.* Bookkeeper Soderman presented the tentative
47 ATA Budget Overview. She explained her procedures using history to arrive at the
48 figures. Director Sandoval moved and Director Pratt seconded a motion to
49 approve the Budget. The ATA Budget was approved unanimously.

50 *Concessions meeting,* The Board discussed the need to raise prices of
51 concessions and to evaluate the offerings at the snack bar. There is reluctance to
52 raise movie ticket prices. Amy and Dagmar set up a meeting for September 5 at
53 5:30 PM.

54 7. Standing Committee Reports .

55 a. Fund Development Committee

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57 Director McFarland noted that a fund-raising dinner was still under
58 consideration. The dinner may be paired with a musical event.

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60 b. Programming Committee

61 Reports from subcommittees:

62 **Cinema**

63 Phil Marrinan reported that attendance was as usual but some popular
64 action movies were on the schedule. However several showings were missed
65 when the projector power supply failed. A patron, Tara Burkhardt, has offered to
66 purchase a back-up power supply for the theater.

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68 **Live:**

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70 Shauna Boyd announced that the Will Durst comedy show was nearly sold
71 out. She discussed the coming Blues on the Coast shows, and indicated there
72 may be earlier start times for these shows in the future.

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74 Shauna also reported on the results of the Live Show survey that now has
75 154 respondents. Live Show attendees get their information from ATA e-mails and
76 the ICO, as well as word of mouth. Their preferences for music in order are blues,
77 folk, and bluegrass. In looking at past history, those performers who have sold the
78 most tickets are those with national reputations such as Iris DeMent, Greg Brown
79 and Will Durst. It is difficult to find these artists and still keep the tickets below
80 \$35.

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82 **Telecast:**

83 Shauna reported that the recent N.T. Live show and Exhibition on Screen
84 film have done well

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Publicity:

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Film Club:

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Dagmar indicated there was no report from Film Club.

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c. Facilities Committee

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d. Membership Committee

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f. Personnel Committee,

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Director Sandoval announced the hiring of a new snack Bar employee Irene Marrufo following interviews with two prospective candidates.

No progress to date for addressing the issue of special event compensation for box office and snack bar.

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OLD BUSINESS:

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8. Staff Report

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

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The staff will meet September 5 at 4:30. Director Sandoval will attend.

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133 9. ADA compliance for Cinema. Action based on recent vote regarding Cinema
134 accommodation

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136 Director Sandoval announced the results of the recent e-mail votes on the
137 three motions:

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139 Motion 1. The Arena Theater Association shall seek a legal opinion as to whether
140 ATA exempt from the requirement to provide closed captioning and audio
141 description to disabled cinema attendees. The ATA shall allocate a maximum of
142 \$500 for this advice.

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144 Motion 2. The Arena Theater Association will offer open captioning by demand to
145 disabled patrons for one cinema showing per week. If there is no demand for that
146 showing, the film will be shown without subtitles. Patrons will be alerted to the
147 possibility that the designated showing (e.g. Wed matinee) may be shown with
148 subtitles if it has been requested. The public will be advised of this practice
149 through all ATA modes of advertising.

150
151 Motion 3. The Arena Theater will purchase and have installed one closed
152 captioning scoping unit, one audio descriptive hardware unit, four captioning
153 devices and two audio description devices. A targeted fund raising campaign will
154 be mounted to pay for these purchases with a goal of raising at least \$5000.
155 Procedures will be developed to store, distribute and collect devices issues to
156 patrons.

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158 Motion 2 received eight endorsements, Motion 1 three, and Motion 3 two of the
159 eight members voting. The Board discussed moving forward with motion 2 given
160 ramifications for publicity and the need to establish the capability to add English
161 subtitles to a screening. We hope to be able to implement Motion 2 by the end of
162 September.

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165 **NEW BUSINESS**

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167 10. Conflict of Interest Policy Review

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169 Director Sandoval agreed to circulate the ATA policy on Conflict of Interest.
170 Each Board member should read and adhere to this policy. This policy should be
171 reviewed at the May meeting when a new Board begins the fiscal year.

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173 11. Discussion and possible decision on Jumpstart Program

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175 On August 1, the Community Foundation informed the ATA that they had
176 been selected to receive a \$3348 grant to participate in this year's Jumpstart
177 Fundraising Program. The Board again discussed the merits of accepting this
178 grant and reviewed the involvement of ATA personnel and Board members. Amy
179 Soderman reviewed the program with respect to the need for fundraising and the
180 software offered by Jumpstart called Network for Good. Her evaluation was that
181 although this software emphasized fundraising it could also be used for keeping

182 track of membership. Following the discussion, Director Pratt moved and
183 Director McMurtry seconded the motion to accept the Jumpstart Grant and to use
184 Network for Good in place of the software program DonorPerfect the Board had
185 previously approved for purchase and implementation. The motion passed
186 unanimously.

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189 12. Adjournment

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191 President Du Pont adjourned the meeting at 7:55 p.m.

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194 Respectfully Submitted,
195 Jon Sandoval, Secretary,