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DRAFT MINUTES
Arena Theater Board of Directors
Wednesday, November 28, 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: Michael Beattie, Tracy Du Pont, Dean Fernandez, Lisa Joakimides, Mitch McFarland, Tim McMurtry, Barbara Pratt, Jon Sandoval.

Staff Present: Shauna Boyd, Dagmar Moseley, Phil Marrinan

Others Present: Elizabeth Herbert

3. Privilege of the Floor/Correspondence/ Suggestion Box

Director McMurtry introduced Ms. Herbert and described her background in the theater arts. She expressed an interest in serving on the ATA Board or in any other capacity to assist the theater.

President Du Pont indicated that there were two other persons who had contacted us regarding the vacancy on the Board. Director McFarland has developed a set of questions to be completed by prospective Board members. They have been sent to the applicants with responses expected in January

The following suggestion was received in the lobby suggestion box: "Have both bathrooms be both sexes". The Board considered the suggestion but concluded that such a plan would not work given the way our bathrooms are configured.

4. Approval of Minutes from October 24, 2018 board meetings.

Director Joakimides moved and Director McFarland seconded a motion to approve the September minutes. The vote to approve was unanimous.

REPORTS:

5. President's Report

President Du Pont announced that after applications to fill the remainder of Ed Connolly's term on the Board are received in January, the Board will meet in executive session prior to the January meeting time to select a new member.

40 6. Treasurer's Report.

41 Treasurer McFarland reported he had completed a draft of the winter fund
42 raising letter. He will circulate it via e-mail for Board input.

43 7. Standing Committee Reports.

44 a. Fund Development Committee/ Jumpstart Program

45

46 Director Fernandez announced he had met electronically with the Network
47 for Good (NFG) coach about preparing for a "Giving Tuesday" campaign in the
48 future. NFG will also assist with an upcoming campaign in which ATA will report
49 what we have done with previous funds and indicate how we will use funds in the
50 future.

51

52 Director Pratt suggested we pursue personalized fundraising requests
53 aimed at a limited number of previous benefactors. Included in the request should
54 be an expression of gratitude.

55

56 Director McFarland indicated a letter of gratitude might be sent out to
57 patrons at Thanksgiving next year.

58

59 Director Pratt recommended a fundraising calendar be established and
60 consulted during the year.

61

62 Shauna Boyd reported that she has had difficulty getting help from NFG in
63 setting up and using their database. Progress has been slow. More training will
64 take place next week. Problems center around finding the right resource among
65 the NFG staff to answer questions.

66

67 b. Programming Committee

68 Reports from subcommittees:

69 **Cinema**

70 Phil Marrinan indicated that cinema attendance has been normal over the
71 last month but indicated that it should pick up with bigger holiday movies and
72 Academy Award Nominees showing in the early winter.

73

74

Live:

75

76 Shauna Boyd announced the two upcoming live shows for December:
77 SambaDa and the holiday show from the Dell' Arte International. The latter will
78 consist of two performances for school groups. SambaDa will also present an
79 additional matinee show as a school assembly. In addition, the theater will be
80 rented for a dance recital.

81

82 In response to a comment from guest Elizabeth Herbert, the Board
83 reviewed the possibility of reviving the two-week theater arts camp for children, or
84 starting a year-round after school theater class. Director McFarland will explore
85 the possibility of applying for Cal Art funding for such a program.

86 Director Beattie will be assuming the responsibility for live show hospitality.
87 His duties will include responding to the beverage requests of performers. The
88 board noted the role of Oz Farm in housing performers in the past and asked
89 Director Fernandez to convey our thanks to Farm staff.

90

91

Telecast:

92 Shauna Boyd listed the upcoming telecasts: *King Lear* from the National
93 Theater, *La Traviata* from the Met, and *The Nutcracker* from the Bolshoi Ballet.

94 Director McFarland inquired about the use of our portable sign on
95 performance days. The consensus was that it is still possible while the city sign
96 ordinance is under review.

97

Publicity:

98 Dagmar Moseley described an album of pictures from the recent Fiesta
99 Mexicana show she created and posted to Facebook. The colorful costumes
100 displayed should bring favorable responses.

101

102 Dagmar indicated she has been in communication with Blake More, who
103 has been making good progress in redesigning the ATA website. She will soon
104 have sample prototypes of sections to share. Director Joakimides asked to be
105 included among those reviewing the work.

106

107 Dagmar and the Board discussed the issue of sending out thank you letters
108 to patrons and other contributors to the theater.

109

110

Film Club:

111

112 There was no report from the Film Club producer. Dagmar Moseley
113 indicated there had been some progress in finding ticket-taker hosts for the
114 Monday showings.

115

c. Facilities Committee

117 Director McMurtry reported the south and west walls of the theater have
118 been painted requiring 40 hours of labor and less than half of the obtained paint.
119 Painting the rest of the theater will need to wait for a spell of dry weather. He and
120 Director Pratt finished painting the rear stairs and they will now be more visible and
121 safer for those using them.

122 Tim completed the purchase of the "skyscraper" ladder and described its
123 effectiveness in reaching to ceiling of the auditorium and stage. He has created a
124 storage space in the basement for the ladder, which required rebuilding the floor of
125 the "dungeon".

126 Tim led a discussion of the need for a deep cleaning of the theater. The
127 Board agreed to schedule a deep cleaning in the winter and make it a community
128 event/party as has been done in the past.

129

130 Director McFarland reported on his efforts to get estimates for a motorized
131 winch system to raise and lower the cinema screen. All of the estimates are in the
132 \$6,000-\$9000 range. Director Pratt suggested that a grant to Cal Arts might be
133 successful since they do have a category for equipment.

134 Director Beattie reported his efforts to facilitate the replacement of faulty
135 marquee lights. He has been in communication with the Energy Alliance
136 Association who are responsible. Their subcontractor CEZ electric has delayed
137 scheduling appointments this fall.

138

139 d. Membership Committee

140 Director Pratt stressed that the committee is still waiting to determine if the
141 NFG software will adequately address the theater's need to track memberships.

142

143 The Board discussed the annual April membership meeting as a possible
144 benefit to members. Director Joakimides suggested it might be revived as a
145 community party with more emphasis on entertainment. She is willing to assist in
146 the planning for this year.

147

148

149 e. Personnel Committee,

150

151 Director Sandoval indicated the committee had received a suggestion from
152 our insurance provider that we obtain a legal review of our employee handbook.
153 The ATA has not developed such a handbook and should have one for legal
154 protection. The consensus of the Board was to develop one if it can be done
155 inexpensively.

156

157 Director Sandoval also reported that, for health reasons, he would be unable
158 to continue taking minutes as Board Secretary for the foreseeable future. Director
159 McFarland agreed to take minutes in the interim.

160

161

162 **OLD BUSINESS:**

163

164 8. Staff Report

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

166 The staff will meet December 5 at 4:30.

167 9. Rental Rates

168

169 The Board reviewed the ATA Rental Policy. The consensus was that the
170 rates are too low, particularly for For-Profit groups and for weekend rental. They
171 also noted that hourly rentals are not covered in the policy. The For-Profit rental
172 rate should be increased for weekends. There was agreement that renters should
173 be members of the theater or join at the time of rental.

174

175 The Board asked Shauna Boyd to prepare a new rate policy listing and
176 submit it via e-mail for a vote on a revision of our 2014 Policy.

177

178 **NEW BUSINESS**

179

180 10. Adjournment

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182 President Du Pont adjourned the meeting at 7:31 p.m.

183

184 Respectfully Submitted,

185

186 Jon Sandoval, Secretary