

Arena Theater Board of Directors

Wednesday, February 22, 2023

6:00 pm

1. Call to Order – 6:04 PM

2. Roll Call – attendees: Michael, Sundance, Tim, Mitch, Blake, Lisa, Harm, Shauna, Dagmar, Phil

3. Privilege of the Floor/Correspondence/Suggestion Box - Nothing

Privilege of the Floor: Mitch McFarland, will step in for Lisa and finish her term and fill her VP seat. if Board is agreeable.

4. Approval of Minutes from November 30, 2022 board meeting – Sundance Made a motion to approve, seconded by Paul – Aye vote by all attendees.

REPORTS:

5. President's Report

Vote to accept Lisa's resignation – No vote deemed necessary

Discussion of board responsibilities – Michael reviewed duties of Board members based on by laws, Tim commented ho we will all need to step up to because we have many upcoming events and Lisa was involved in all of them. Mitch is back but it will take him a while to get up to speed.

Michael made motion, Harm seconded. Unanimous to have Mitch take over Lisa's term.

6. Treasurer's Report

Paul: advised that we are operating in the red every month and if we continue on this course we will be out of operating funds soon. \$12K in the red every year.

None of our ongoing programs, except Film Club are currently making a profit. Paul led a discussion regarding cutting a movie screening for 3-month trial to see if that helps our financial status, this is a Finance Committee recommendation.

Phil: says Cinema does not agree.

Tim asking which screening we would consider cutting if we did. Right now, Friday is the least attended.

Sundance: says he doesn't understand finance well enough to vote on this and hopes to be able to get more involved, so he can make an informed decision.

Paul: suggests all Board Member get better familiarized with finance.

Phil: Spring/summer season coming, move reduction of showings till next winter.

Shauna: Suggests we try to find underwriters and sponsors for Cinema the way we did for NTL. Everyone wants nothing more than to keep the doors open and continue to provide entertainment options for our community.

7. Standing Committee Reports

a. Membership Committee – Lisa: Slight increase in memberships the last two months. Lisa will continue working on contacting lapsed membership people to see if we can get them back to their committee to the Theater.

She believes we need more people working on fundraising. Paul is interested but we would need a new Treasurer.

Annual membership meeting, timeline, and planning

b. Fund Development Committee

Spring fundraiser—Art Auction and Cocktail Party – Lisa: Tentative date, 04/15. Franny's to prepare hors d'oeuvres, but we have to pay for them. Lisa needs someone to take lead, Mitch will help.

Spring Fundraiser Letter – Lisa: Timeline – Needs to get to printer end of April or first of May.

Fall Fundraiser Letter – Lisa: Timeline Needs to be edited, proofed, and approved in October so it can go out early in November.

Shauna: Has all the past letters, suggestion that we try focusing on all the positive things that have happened this year. (Carpeting, sound system, air scrubbers, security lights, etc.?)

Sundance: Volunteers to assist with letter.

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

Cinema – Phil: Playing, A Man Called Otto, upcoming – The Whale, Living, Cinema Shorts

Live – Shauna: Hot Buttered Rum, well attended – we cleared \$1200 after expenses.

Mar 4th – Alex & De los Latos, cumbia, Latino music

Blake – Sign of the Whale is holding a live event with DJ Larry, we may pick up some carryover from that. Said there is a need for more posters in G and PA

Shauna: Blues on the Coast has 4 of 5 acts books.

Mar 18th – Vanessa Collier

April 22 – Almost Fringe Festival (Earth Day) Ross formerly of Flynn Creek Circus approached Shauna about performing his one man show, "Costumes of the Grotesque", fee \$500 (?)

Mitch: suggests a comedy show, but we have no one right now who has the contacts to pull this off.

Science on Film Sundance:

03/29 – Everything, Everywhere, All at Once

Blake: suggests we try to get documentary, Children of the Vine, Local subject about children growing up in the wine industry in our area. Blake will follow up.

Sundance: Hopes to get film about kids in San Jose who participated in a contest sponsored by NASA.

Telecasts:

Most recent, The Seagull, not well attended. Harm sent a letter to former NTL, hoping to draw the back.

d. Facilities Committee

Tim:

- Ice machine, beautiful new blue ice machine installed
- grab bar, installed in ladies' room
- report of toilet overflowing, clear sink drains, both issues resolved. Sewer lines may have to be unearthed to completely resolve the issue.
- trees, tree in front of theater trimmed to prevent possible damage or safety problems in the future. Tim will be the tree Yoda and keep an eye on one tree that is loose in the ground and stabilize if necessary.

e. Personnel Committee – nothing at this time

OLD BUSINESS

NEW BUSINESS:

8. Theater deep cleaning, Blake: thinks we should organize a deep cleaning event. Tim suggests assigning a date for it and see what interest there is. Also, said areas around seats where spillage has occurred needs to be cleaned, he will talk with Shauna about this.

9. Fundraising event for Gualala Community Center, Harm – dropped for now, we have our own financial issues to deal with right now

10. Next meeting date—Wednesday, March 29

Michael: Wants to go back to in person meetings, feels we can better relate and stay more focused. Tabled until next Board meeting.

Dagmar: suggests combining Membership Mtg, with Board Nominees and election on April 26th

Sundance; Motioned, Michael seconded and unanimous vote to proceed with combined meeting in April

Dagmar: will proceed with publicity