

Call to Order

The meeting was called to order at 6:02 p.m. at City Hall by Board President Beattie.

Roll Call Present in Person- Beattie, McMurtry, Vanderwoude, Sussman, Andersen
Present by Zoom- More, Crutcher, Curbelo
Absent- McFarland
Staff Present: Dagmar and Shauna
Guest- Kat Gleason by Zoom

Report from closed session: A discussion of theater finances concluded was that our financial situation this year is robust enough to encourage creative events that have a likelihood of succeeding and hopefully attracting new audience members. The cult movie series and the Short Films festival were cited as models.

Privilege of the Floor/ Correspondence

Kat Gleason presented a concept for selling ATA t-shirts, hoodies and hats. She has gotten some prices from Smooth Prints and will forward to the board. Concern was expressed that the last time the Theater sold apparel, it did not do very well. Kat felt more publicity about the merchandise would help. It was noted that holiday season is approaching, and they might make a nice gift.

Approval of Minutes from September 27, 2023 board meeting approved unanimously

President's Report

Beattie thanked everyone for their work on fundraisers

Secretary's Report

No secretary, no report

Treasurer's Report

Sundance's report had three aspects. The first had to do with our financial condition for the last 5 months. Reports show a loss of \$6619. Projected loss for the year is around \$10,000. Shauna pointed out that our loss might be less this year because of the film festival and cutting a movie showing. Sundance clarified that for the long term we still need to develop creative ways to increase attendance, memberships, and donations.

Donna pointed out that we are using the word “underwriting” incorrectly in our Underwriting Policy. Sundance did some research and agrees. He believes that what we have been doing is fine, we just can't call it “underwriting”. We will need to change our policy. Sundance moves to eliminate our current policy. A discussion ensued as to what underwriting is. No action taken. Finally, there was the matter of our Restricted Funds Policy. The policy itself is fine, but Donna wanted to clarify that both the donor has to specify the restriction and the board needs to accept the donation with that caveat. This applies to unique donations, not standard ones as noted on mailer return envelopes.

Standing Committee Reports

Membership discussion of Fall Fundraising letter. This report blends in with

Fund Development 62 people bought tickets for the Pizza Party and there were very little expenses

Programming **Cinema** Dagmar mentioned that we will be moving the Wednesday show up an hour to accommodate the end of Daylight Savings Time. She mentioned her belief that it would be nice if cinema had some support beyond ticket sales. There was a discussion on the movie ads i.e. how to market them and the relationship with the number of showings of various films. **Film Festival** Shauna reported that all is going well and she expects a great event. **Live** Final Blues show lost around \$500, but the series as a whole was net positive. Bands are requiring more money, so we are looking at raising ticket prices for those shows. Over 100 people came to the Object Heavy show and we broke even or made a slight bit. There was bit of extra cost as housing options evaporated and we had to rent B&B. No shows in November, maybe something in December. Third Monday Music is holding its own and will be in November. Michael pointed doubt that the lack of shows can lead to beer going stale. **Telecast** Opera has started and attendance is a bit down. Exhibition on Screen is coming November 5 **Publicity** Dagmar has been working on the poster for the Film Festival **Film Club** we have 66 members. Sundance had suggested moving film club to Friday while we are not showing on that day. Phil thought that was a bad idea. Dagmar said there are other issues as well. Personnel did not meet. Dagmar wonders if the board would consider informing staff directly when there's a decision made that affects staff as, for example, the cutting of a showing. This could be a representative of the board, the personnel committee, or the committee that suggested the change. This could happen at a staff meeting." She mentioned staff meetings as an example for a place where a board rep or member of the personnel committee could inform staff of such decisions. Before the pandemic we had regular staff meetings with an agenda item "report from the board," and a board member was present on a regular basis.

. Paul pushed back on that idea as there can be overlap between committees and board membership.

Facilities Tm reported that new string lights are up, some windows washed, and everything seems to be running well and south overhang will be addressed soon.

T-shirt proposal, Kat Gleason previously discussed

Walt Rush letter the idea of partnering with local restaurants for and discount evening out was discussed. Tracy DuPont has previously mentioned that we should avoid leaving any restaurant out of the program. Paul wondered about reaching out to Sea Ranch Rentals and other visitor serving facilities. Michael has tried this in Sea Ranch and it is a difficult logistic challenge.

Request for movie passes for Redwood Coast Firefighters, Shauna says that the Redwood Coast firefighters would like tickets for firefighters. We have given passes out to other groups, but usually just a few. The group would like 26 and were told that might be a bit much. Perhaps popcorn passes might be OK. It guarantee some attendance.

Meeting adjourned 7:27 p.m.

Next meeting date—Wednesday, November 29, 2023 (reminder: no December meeting)

