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**MINUTES**  
**Arena Theater Board of Directors**  
**Wednesday, July 25, 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 6:08 p.m. by Vice President Beattie.

2. Roll Call: Present: Michael Beattie, Dean Fernandez, Mitch McFarland, Jon Sandoval. Absent: Tracy Du Pont, Ed Connolly, Lisa Joakimides, Tim McMurtry, Barbara Pratt.

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

Others Present: None

3. Privilege of the Floor/Correspondence/ Suggestion Box

There were no suggestions received. Shauna Boyd reminded the Board she had sent out a notice of a National Conference for Historic Theaters to be held in Portland, Oregon on September 12-13.

4. Approval of Minutes of June 27, 2018 board meeting.

There was no quorum present for the meeting so the Board could take no action.

**REPORTS:**

5. President's Report

President Du Pont was absent

6. Standing Committee Reports

a. Finance Committee

Treasurer McFarland did not hold a Finance Committee meeting but distributed a Budget Overview for the 2018 Fiscal Year showing a loss of \$8,490.76. There will be a budget review at the October meeting.

Mitch asked that the agenda be modified in future to include a Treasurer's Report following the President's Report in place of a Finance Committee Report.

b. Fund Development Committee

Director McFarland noted that the Summer fund raising letter had been sent out but it is too early to know the returns. He reported he had met with the owners of a new local business and encouraged them to support the theater.

43 c. Programming Committee

44 Reports from subcommittees:

45 **Cinema**

46 Phil Marrinan reported that attendance was as usual for the summer.

47

48 Director Sandoval distributed the comprehensive Movie Analysis for the last  
49 four months showing the incomes for the last 17 films shown. *Black Panther*  
50 earned the most and *Lean on Pete* the least (in spite of a high critic rating).

51

52 **Live:**

53

54 Shauna Boyd announced the next Blues on the Coast show, Albert  
55 Castiglia Band, and reported that the SF Mime Troupe earned a small profit with  
56 the help of sponsorships. She noted that Director Pratt often provides hospitality  
57 but is unable to do so in the future and Shauna will be looking for volunteers.

58

59 **Telecast:**

60 Shauna reported that the recent N.T. Live show broke even. She noted that  
61 the Metropolitan Opera tickets are now on sale and that the Ballet has received  
62 \$1000 in underwriting permitting the scheduling of 4 performances this season.

63

64 **Publicity:**

65 Dagmar Moseley discussed her work in putting together a flyer and  
66 *Soundings* advertisement listing all of the telecast dates for the upcoming season.  
67 The flyer will be distributed to housing rental agencies.

68

69 Dagmar also discussed her efforts at coordinating publicity information with  
70 the Point Arena Merchants Association's social media sites.

71

72

73 **Film Club:**

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75 Dagmar indicated that she had sent data on Film Club attendance to the  
76 chair but had not yet received a report for the Board

77

78 d. Facilities Committee

79

80 Phill Marrinan reported that Director McMurtry had done repairs to the  
81 double entrance doors and cleared out the sink drains at the snack bar. He also  
82 informed the Board that Tim had borrowed a three level scaffold to use in repairing  
83 interior lights and looking into ordering dimmable bulbs.

84

85 Director McFarland asked about progress in redesigning storage for the  
86 snack bar either using a cart or improving ventilation in the storage closet. He  
87 would like to continue to work with Dagmar and others to move this project along.

88

89 e. Membership Committee

90

91 Shauna Boyd indicated that the membership database has not been moved  
92 to the new system yet. Director McFarland observed that ATA has applied for a  
93 grant from the Community Foundation that might include membership software.

94

95

96 f. Personnel Committee,

97

98 Director Sandoval announced the resignation of one of our weekend snack  
99 bar attendants. A search for new staff has already started.

100

101 He also mentioned the Personnel Committee would take up the issue of  
102 supplemental pay for extraordinary shifts such as those occurring on traditional  
103 holidays.

104

105 The Board suggested the need for a reminder to be sent to employees  
106 outlining the importance of keeping to staffing commitments.

107

108

109 **OLD BUSINESS:**

110 7. Staff Report

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

112 The staff will meet Aug. 1 at 4:30. Director Sandoval will attend.

113

114 8. ADA compliance for Cinema.

115

116 Director Sandoval introduced and discussed three motions:

117 Motion 1

118

119 The Arena Theater Association shall seek a legal opinion as to whether ATA  
120 exempt from the requirement to provide closed captioning and audio description to  
121 disabled cinema attendees. The ATA shall allocate a maximum of \$500 for this  
122 advice.

123

124 Motion 2

125

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

132

133

134 Motion 3

135

136 The Arena Theater will purchase and have installed one closed captioning scoping  
137 unit, one audio descriptive hardware unit, four captioning devices and two audio  
138 description devices. A targeted fund raising campaign will be mounted to pay for  
139 these purchases with a goal of raising at least \$5000. Procedures will be  
140 developed to store, distribute and collect devices issues to patrons.

141

142 Since there was no quorum, the Board decided to submit the motions to an e-mail  
143 ballot when Board members are available.

144

145 9. Adjournment

146

147 Vice President Beattie adjourned the meeting at 7:17 p.m.

148

149

150 Respectfully Submitted,

151 Jon Sandoval, Secretary,