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## MINUTES

### Arena Theater Board of Directors

Wednesday, September 26, 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 6:03 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.  
Absent: Ed Connolly.

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

Others Present: None

3. Privilege of the Floor/Correspondence/ Suggestion Box

ATA received no suggestions.

Director Sandoval informed the Board of Director Connolly's current health status. Board members wished him a speedy recovery and signed a get-well card.

The ATA received a letter from the City of Point Arena on September 21 concerning the enforcement of the City's Sign Ordinance. Issues related to our use of the live music "A frame" sign and the Caltrans right of way were discussed. The future need for a permit for a new sign on the north wall of the theater is also an issue. The ordinance is attached to these minutes.

4. Approval of Minutes of August 29, 2018 board meetings.

Director Joakimides moved and Director Pratt seconded a motion to approve the August minutes as revised. The vote to approve was unanimous with the abstention of Director Beattie.

### REPORTS:

5. President's Report

President Du Pont had nothing further to add to the sign ordinance discussion.

6. Treasurer's Report

Treasurer McFarland noted that Bookkeeper Soderman had submitted the quarterly reports via e-mail to the ATA board. Included are a Balance sheet, a Profit and Loss statement, the Budget Actuals, and the Restricted Net Assets.

42

43           Some of her conclusions were that:

44   - Ticket sales are down

45   - Concession sales are down

46   - Donations are down

47   - Expenses are level/equal to last year

48   - Admin is down due to reduction in Utilities and Mortgage

49

50   7. Standing Committee Reports .

51           a. Fund Development Committee

52

53           Director McFarland announced that he had been working on a design for a  
54   small sticker with the ATA logo. The sticker might be used to distribute to  
55   members to paste in their car windows or elsewhere. Board members discussed  
56   design options and numbers that might be produced. An internet vote will be  
57   taken in the future to get the Board's final approval.

58

59           b. Programming Committee

60                   Reports from subcommittees:

61                   **Cinema**

62                   Phil Marrinan reported that attendance was steady.

63

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65                   **Live:**

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67                   Shauna Boyd reported that 112 tickets had already been sold for the  
68   upcoming concert of the Commander Cody Band. She also announced the Duo  
69   Quartet concert on October 20 and the Halloween show. She reminded the Board  
70   that the theater was used for school assemblies in November and December and  
71   that these were donations to the school district.

72

73                   Phil Marrinan reported that the small folding table used to sell swag at  
74   concerts has gone missing. The Board agreed to purchase a new one if it is not  
75   found soon.

76

77                   **Telecast:**

78                   Shauna reported that the EOS film Renoir had done well and that the NT  
79   Live production of *Julie* was scheduled for September 29. The Metropolitan Opera  
80   will begin in October with *Aida*, *Samson et Dalila*, and *La Fanciula del West*.

81

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84                                   **Publicity:**

85                   Dagmar Moseley indicated we are preparing publicity about the open  
86 captioning changes to cinema, now that the technical details for showing them  
87 have been worked out.

88  
89                                   **Film Club:**

90  
91                   Dagmar indicated there was no report from Film Club, but that the  
92 Manhattan Short film series would be shown October 1.

93

94                   c. Facilities Committee

95                   Sign Discussion.

96                   Director McMurtry led the Board in a discussion more options for creating a  
97 sign for the theater north wall. He will follow up with the City about the implication  
98 of changes to the sign ordinance.

99

100                  Tim announced he had completed the repairs to the women's bathroom.

101

102                  Tim intends to paint the south wall this fall. He has found some workers to  
103 assist him and some scaffolding that can be used.

104

105                  Director Beattie announced he had been in communication with the  
106 company who incorrectly installed LED lights in the marquee. They have agreed  
107 to replace them but ask the theater to purchase neoprene gaskets. This request  
108 seems reasonable.

109

110                  Director Connolly had earlier suggested repairing pin-holes in the copper  
111 roof of the box office kiosk. After discussion, Director McFarland agreed to find a  
112 product to seal the roof rather than replace the copper.

113

114

115                  d. Membership Committee

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117                  Director Pratt indicated that she and staff were waiting for the grant to  
118 provide the assistance for getting the donor and membership software up and  
119 running. It has been slow to start but they are hoping to make more progress in  
120 October.

121

122

123                  e. Personnel Committee,

124

125                  Director Sandoval reported attending the Staff meeting and noting there  
126 was a need for additional guidelines for volunteers working at the concession  
127 stand. The staff members are developing them.

128

129                  He indicated the Personnel committee is working on the issues of  
130 augmented pay for working holidays & birthday.

131 **OLD BUSINESS:**

132

133 8. Staff Report

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

135 The staff will meet October 3 at 4:30. Director Sandoval will not be able to attend  
136 and he invited other Board members to attend.

137

138 **NEW BUSINESS**

139

140 9. Shall we require renters to be theater members?

141

142 Shauna Boyd discussed the pros and cons of requiring those who wish to  
143 rent the theater to be members. She pointed out there are various categories of  
144 renters from hourly renters to daily renters. After some discussion the Board  
145 tabled this item until the next meeting.

146

147

148 10. New snack bar prices.

149 Dagmar Moseley presented the Board with a table of new prices for  
150 concession stand prices. The Board reviewed the items and made some  
151 suggestions for raising some prices and lowering others. Many items were not  
152 raised in price. Those increased were raised approximately 50 cents.

153

154 After discussion and adjustment, Director Sandoval moved and Director  
155 Pratt seconded that the revised price list be adopted. The motion carried  
156 unanimously.

157

158 Director Beattie reminded the Board that cinema ticket prices should also  
159 be examined in the future inasmuch as we charge less than surrounding theaters.  
160 This issue might be examined for the new year.

161

162 11. Adjournment

163

164 President Du Pont adjourned the meeting at 7:48 p.m.

165

166 Respectfully Submitted,  
167 Jon Sandoval, Secretary



## CITY OF POINT ARENA

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September 21, 2018

### Re: Sign Ordinance

The City of Point Arena Sign Ordinance regulates the size and location of commercial signs. Recently, there has been a proliferation of unpermitted signs. This letter seeks to clarify the rights and responsibilities of business and property owners.

### Some of the key regulations include:

- No sign shall be placed in the public right-of-way. This includes all sidewalks.
- Off-site advertising is prohibited except signs erected by public agencies.
- Temporary signs such as flag banners and A-Frames must be displayed on private property and can only be used 42 days per calendar year.
- Signs are to be permanently attached to a building or the ground and are subject to design review.

### Virtually all signs in the City require a permit. The only exceptions are for:

- Permanent, non-illuminated signs that do not exceed 3 square feet;
- Temporary signs that do not exceed 32 square feet.

**All other signs require a permit.** Permit applications may be obtained at City Hall. There is a \$25 fee for processing.

The City, responding to complaints, will be contacting business and property owners in violation of the Sign Ordinance beginning October 1, 2018. Failure to adhere to the rules of the Sign Ordinance may result in administrative citations being issued and the potential for fines and penalties.

The City Council has begun a review of the Sign Ordinance and modifications may be made in the future. However, signs that do not currently conform to the Sign Ordinance must be removed.

Please contact City Hall with any questions regarding this letter or the Sign Ordinance.

**Enc: City of Point Arena Sign Ordinance**

## City of Point Arena Sign Ordinance

### 18.25.290 Signs.

- (1) Signs allowed in all zones without a permit.
  - (a) Noncommercial Signs.
    - (i) Permanent signs shall not exceed two square feet, including residential name plates, safety or directional signs, and "no trespassing" signs.
    - (ii) Temporary signs shall not exceed 32 square feet, and in no case shall the total of display surface of temporary signs exceed 32 square feet per parcel. Any temporary sign shall be allowed for one 42-day period in a calendar year or a total of 42 separate days in a calendar year. Political campaign signs may be allowed for more than 42 days, but must be removed within 10 days after the election.
  - (b) Commercial.
    - (i) Permanent signs which are not illuminated, including home occupation business signs, shall not exceed three square feet.
    - (ii) Temporary signs, nonilluminated, and not exceeding a total area of six square feet, and not more than two in number for residential zones, and nonilluminated signs not exceeding 32 square feet and not more than two in number for all other zones; and, vendor signs which shall not exceed six square feet and shall be displayed only when the operator is vending. Anything greater than six square feet in area shall require a permit. All commercial, temporary signs shall not exceed 32 square feet, and in no case shall the total of display surface of temporary signs exceed 32 square feet per parcel. Any temporary sign shall be allowed for one 42-day period in a calendar year or a total of 42 separate days in a calendar year (including for sale or lease signs).
- (2) Signs Allowed in All Zones With a Permit.
  - (a) Noncommercial signs which shall not exceed 32 square feet, and must be located on the premises not less than 10 feet from any property line. Illumination shall be nonglaring and indirect. Non-commercial signs include signs for schools, churches, clubs and other public organizations.
  - (b) Commercial Signs. Illuminated home occupation signs which shall not exceed three square feet. Illumination shall be non-glaring and indirect.
- (3) Signs Allowed in the Commercial and Industrial Zones Without a Permit. Nontemporary signs within window display areas, visible from the street, nonilluminated and less than two square feet shall not require a permit; however, the square footage of these signs will be added to the entire aggregate advertising area for the parcel. Temporary signs within window display areas are subject to requirements of subsection (1)(d). All other signs within window display areas may be allowed with permit.
- (4) Signs Allowed in the Commercial and Industrial Zones With a Permit. Signs allowed in the commercial and industrial zones with a permit shall be permanently fixed to the ground or building, are subject to design review, and are subject to the following size, quantity, and placement restrictions:
  - (a) Maximum Aggregate Display Surface. The aggregate display surface for any parcel of land shall be one square foot for each foot of street frontage, provided that any parcel shall be permitted at least 20 square feet of advertising area, but in no case shall the advertising area for any parcel exceed 300 square feet in area.
  - (b) Maximum Number of Signs. The aggregate display surface may be divided into not more than six single- or double-faced signs.
  - (c) Maximum Sign Size. No sign shall exceed 50 square feet in area, except signs of unusual size or nature (see subsection (5)).
  - (d) Maximum Height. No sign shall exceed the maximum building height for the zone in which the sign is located, and in no case shall it exceed the maximum height of the structure. Signs attached to buildings shall not project beyond the roof line at any point.