

Arena Theater Board of Directors
Wednesday, June 26, 2019
6:00 pm regular session, Coast Community Library

1. Call to Order ... 6:00 pm

2. Roll Call

Board Members

McFarland, Joakimides, McMurtry, Pratt, Beattie, Andersen, Archer, Fernandez, Herbert

Staff

Shauna, Phil, Dagmar

3. Privilege of the Floor/Correspondence/Suggestion Box

Side Walk Sign is legal because it is temporary as per Andersen

Tracy DuPont sent a thank you letter for her photo given at the Membership Meeting

There was one response to the Donation Letter with no identity (I can't remember what the response was???)

4. Approval of Minutes from May 29, 2019 board meeting

Approved Barbara/Lisa

REPORTS:

5. President's Report

McFarland questioned if the 6pm start time for our monthly meeting. The board agreed it was the best time for the majority of everyone.

6. Treasurer's Report

Fernandez has been in communication with Amy, cinema is down. His goal is to interpret Amy's information so that the board has a better understanding of the theater's finances. At present there is a problem with the subscription to Quick Books. Amy is looking into Tech Soup's rates. Shauna will follow up with Amy.

Fernandez did confirm we could plan a fundraiser (Farm to Table) October 23, 2019.

7. Standing Committee Reports

a. Fund Development Committee/Jumpstart Program

- Sea Ranch get-away fundraiser discussion. Beattie will follow up with information so a date for this campaign can be set.
- Combining a Donor cocktail party with the Oscars was discussed. No lead was assigned.
- Corporate Donors were discussed. Suggested PharmBlue.
- McFarland will revisit the possibility of acquiring a Liquor License.
- Herbert agreed that the Woodstock event in August would be considered a fundraiser for cinema. (Need to get it on the calendar)
- The Board agreed that the goals from the Strategic Plan meeting would be reviewed every three months with the next review in July.
- The Cinema Star campaign will be allocated to the Cinema Fund.
- A Timeline has been developed for all Fundraising events and campaigns.
- A Report Form for all FM activities has been developed which will be dispersed at all monthly Board meetings.

- The FM committee has suggested that the 2020 April meeting be used to elect officers and set committees. The Board agreed.
- The FM committee suggested a more detailed explanation of the duties of each committee be developed. The Board agreed.

b. Programming Committee

Reports from subcommittees: Cinema, Live, Telecast, Publicity, Film Club

Cinema:

- Projectionist Phil Marrinan was given a round of applause by the board and staff in appreciation of his work.
- “Anthropocene” screening vote.... Yes... Sept 25, Wednesday, 7pm, Reducing Carbon Footprint. Jim Koogler and others will be asked to participate from local groups.
- Phil is still working on developing Music Tuesday
- “Bigger Little Farm” documentary was suggested as a possible fundraiser.
- “The Muller Report” was discussed. Possible legal and streaming problems.

Live:

- Schedule of upcoming live programs was presented
- Third Monday reported an incident on June 24. Umberto ? struck Jono ? in the chest after Umberto was asked to leave the theater as he had not paid for entrance. Jono later reported he had cracked ribs. The Board (motion Michael/Barbara....Archer abstained) agreed that Incidence Forms should be available in concessions. Archer agreed to review our present Incidence Forms for appropriateness.
- Herbert reported on the auditions. Three people applied (Mitch, Harm, and John). Still looking for one teenage boy and two teenage girls.

Telecast:

- Schedule of upcoming

Publicity:

- It was discussed and agreed that the website Donation Page and Membership Page should include the appropriate Fundraisers. Dagmar will work with Blake.
- The information has been delivered to Dylted. Roll out is anticipated for the fall donation letter.
- The board voted to have an ad in Soundings at \$130.

c. Facilities Committee

McMurtry reported: Marquee panels not yet finished, review use of LED bulbs, Panic door was Ok'ed by the City (is this correct?), Seat D4 was fixed. Valance will be reinstalled to hide top of screen light bleed, painting of North wall will be done in the fall, Receipts should be dropped in box by the office,

Herbert is still researching the cupholders for the auditorium. Possibility Irwin Seating. McFarland contacted the original people we purchased the seating from and will see if they have suggestions. Phil reported the lightweight tapered cups were a problem.

d. Membership Committee

- Lapsed members will be researched
- Kennedy Realty will have a one year exclusive (starting June 2019) on their clients getting a free Arena Theater membership.

- The Point Arena High School and Pacific Charter graduating seniors all received their letters to apply for a free membership.

e. Personnel Committee... no report

OLD BUSINESS:

8. Staff Reports...Archer reported that staff understood the Reward Card campaign and was enthusiastic.

9. Blake's website additional recommendations discussion and vote.... Tabled

NEW BUSINESS:

10. Develop descriptions for responsibilities of committee chairs Covered in Fund Development

11. Adjournment

Respectfully:

Barbara Pratt

Secretary Arena Theater Board