

Arena Theater Board of Directors

Wednesday, January 29, 2020

6:00 pm regular session, Coast Community Library

1. Call to Order President Mitch McFarland

2. Roll Call

Mitch McFarland, Lisa Joakimides, Tim McMurtry, Barbara Pratt, Paul Andersen, Steven Archer, Elizabeth Herbert. Michael Beattie present. Dean Fernandez absent.

3. Privilege of the Floor/Correspondence/Suggestion Box

South Coast Little League banner, Shauna reported the cost for displaying a banner for 2020 would be \$300. Board suggested Shauna offer movie tickets instead of displaying the banner this year.

4. Approval of Minutes from November 20, 2019 board meeting. Paul/Tim/All

REPORTS:

5. President's Report

Liquor License still pending, all paperwork in.

6. Treasurer's Report

Shauna reported the formation of a Finance Committee consisting of Dean Fernandez, Steven Archer, Amy Soderman, and Shauna. It will meet February. 17 at 1:00. All board members are welcome to attend.

7. Standing Committee Reports

a. Fund Development Committee

Timeline Membership Committee

Because of Shauna's announced vacation from last week in May through mid-June it was suggested we consider changing the Mail By date of the Spring Donation letter to the first week of April rather than the listed date of May 1. The FM committee will bring back a final recommendation at the next board meeting. Shauna reported the 2019 Winter Donation brought in \$11,000 of which Cinema Stars brought in \$1,500

Upcoming events update

Elizabeth reported on Valentine's Day event, asked for help in publicity from board members. Elizabeth updated information on the cocktail party planned for March 21, 4:30 to 7:30 pm. The event will be called "Stardust", tickets will be \$40 prior/ \$50 at the door. There will be a Live and Silent Auction. She requests small white string lights to be used for decoration

Grants

Steven reported Community Foundation grant is still pending. There was not enough time to prepare a Community Emergency grant, but information on a generator and possible building rewiring information will be gathered for a future grant application.

b. Membership Committee

Lisa confirmed the April 20 date for annual membership meeting and all board responsibilities are being covered. Tim and Elizabeth will not be able to attend.

c. General Programming meeting update

Elizabeth reported on the structure of the Met Opera program and how well it has performed. A discussion ensued about the Film Club. Membership was reorganized several years ago to include Film Club as a perk. This was partly because the theater could no longer offer a \$1 off on cinema tickets or live concerts. Amy has confirmed it would be very difficult to roll back this perk.

The board concluded it did not want to delete this offering. Dagmar stated that Film Club reports for FC that show members and guest attendance for a year's worth of FC movies can be pulled off the Access database. Barbara offered to gather the financial information on Film Club expenses for 2019 and create an appropriate campaign.

Reports from subcommittees:

Cinema: Tim Balambao has suggested we have a second projector and may have a donor

Live: Considering Friday night dances with DJ. Planning to renegotiate the San Francisco Mime Troupe contract and/or find an underwriter.

Telecast: Looking for additional underwriting.

Publicity: It suggested that a trailer of upcoming weekly special events be created to be shown with the film trailers; Instead showing only the posters or pictures of monthly Theater events, thus cutting down on repeating past events for the entire month in the On Screen Ads. Paul will print posters for the Tuesday Music programs. It was suggested that we cost out posters from Ling-Yen and Jon for all our other posters. Unique visitors for the website for January 2020 are 4,278 as compared to 2019 with 3,936 which is an increase of 342 over the year. It is felt this reflects our new website's success. The email subscribers have increased to 980. Dagmar will submit a request to the Finance committee to make an assessment if it would make sense to change the existing approach (allocating the institutional ads to the budgets for all programs) and instead have a separate publicity budget. Dagmar will supply data for existing ads to the committee.

Film Club: no report

d. Facilities Committee

Tim reported that AmeriCorps kids worked three hours (thank you will be sent), bathroom signs, lighting update, cup holder update, bath room ADA signs update. Working with Tim Balambo to solve lighting problems Tim/Mitch worked in the attic space cold proofing the high proscenium wall. Suggest we purchase a piano bench. Facilities is funded through Restricted Funds plus the General Funds and Grants. Looking for rope lights to use in concessions. Facilities is working with Tim Balambo to solve lighting problems. And Tim And Mitch worked in the attic space cold proofing the high proscenium wall

e. Personnel Committee: no report

OLD BUSINESS:

8. Staff Reports (*Staff meetings are held on the 1st Wednesday of each month*)
9. Strategic Plan quarterly review, Tabled until next board meeting
10. Sexual Harassment Training for board members and staff complete, Shauna

NEW BUSINESS:

Confidential email policy, Mitch

It was agreed that best practice would be for any online email vote that **All Board Members Must Respond** by a date and time set in the original email. Response can be Yes, No, or Not Voting.

Any confidential email between board members must be labeled as Confidential and not shared with the public. Elizabeth will confirm her email address with all board members and staff.

Mitch is creating a packet of information and a brief history of Arena Theater to be given to all new board members.

Executive closed meetings, Elizabeth is requesting a closed session prior to the next board meeting at 5:30pm.

Onscreen ad update, Lisa reported that the On-Screen ads now have 33 advertisers for 2020.

Adjournment

Barbara Pratt, Secretary