

Arena Theater Board of Directors Minutes

Wednesday, September 28, 2022

6:00 pm

1. Call to Order – Michael B 6:02 pm
2. Roll Call – All present and accounted for.
3. Privilege of the Floor/Correspondence/Suggestion Box –
 - Lisa, PAMA sponsoring Halloween on Main St. 10/31/2022 Lisa will be handing out candy at the theater and is asking Board members for donations for purchase.
 - PAMA also sponsoring Hometown Holidays on 12/10. Merchants will be open later and the theater will be showing a holiday themed matinee movie.
4. Approval of Minutes from June 29, July 27, and August 31, 2022 board meetings – June minutes approved Lisa(?) made the motion to approve, were seconded and approved unanimously , July and August were unavailable at the time of the meeting,

REPORTS:

5. President's Report
 - Michael B, Harm will begin taking minutes with Rod as back up effective immediately.
6. Treasurer's Report
 - Paul – overall Theater operation is operating at a loss. Loss of \$5224 in August overall.
 - Cinema is losing money
 - Our bucket apparently has a hole in it
7. Standing Committee Reports
 - a. Membership Committee,
 - Lisa reported membership is up slightly and we have two new sponsors
 - b. Fund Development Committee,
 - Lisa reported that the fall fundraiser at Mar Vista is on for 10/25 from 4PM to 7PM. Donations are coming in.
 - 50 guests maximum at \$100 per person. Reservations early, will be available online or people can send in a check.
 - Shauna is working on the one-day event liquor license, foresees no problems.
 - UNEDA Eats and Lisa will be preparing food
 - Music (live) Voyage
 - Parking limited – shuttle will be available, carpooling encouraged (Tim will work parking)
 - Alcohol will be serviced (Michael B)
 - Poster is in the works (Blake)

Board Members are encouraged to attend and mingle and talk with people about ongoing need of support for the theater.

c. Programming Committee

1. Cinema,
 - closed 09/30-10/06 for carpet installation
2. Hispanic oriented movies and concerts. Blake is organizing the proposed wonderful concert in collaboration with Perla. Sundance is currently guiding the development of periodically showing family-oriented movies targeted for the Hispanic community. The specific movies and timing will be decided by community members. Current focus is organizing an appropriate committee especially including school age participants. Live – Shauna. (Possibly on Friday evenings).
 - 10/22 Rick Estrin
 - 10/29 Kat Delic (Halloween, costume contest)
 - 11/5 Laurie Lewis
 - 11/19 John Primer
3. Science on Screen - Sundance
 - Funded again (YAY)
 - Blake suggested we try to get “Children of the Vine” Local about residents of Napa Valley and how the wineries have affected the people and the area.
4. Telecasts - Shauna
 - 10/15 NTL Prima Facie, NTL is breaking even with the help of our new underwriters.
 - 10/22 Opera Season begins – we are in a push to get some new equipment installed that is required to continue broadcasting the opera. We received some of it but there was one part missing which we hope will arrive soon.
5. Film Club – Sundance (Finance Committee discussion)
 - We have signed up 40 members at \$60 ea. We need at least 50 and will need more to support 12 movies per year. (monthly)
 - Suggestions
 - No discount for Theater members (currently \$3 off ticket price of \$10)
 - \$60 for 12 movies (\$5) per movie is a great deal
 - Membership to Theater +\$60 Film club Membership gives access to 12 movies at \$5 per movie.
 - Discussion about people who have recently purchased Theater Membership and expect to get the \$3 discount, explain, but if they are insistent, let it go.
 - First motion: Motion made by Tim and seconded by Lisa to no longer give \$3 discount to Theater members for film club voted on by Board and passed unanimously.

Arena Theater membership no longer includes a discount for Film Club. Film Club membership is separate and is \$60 for 12 Monday night movies over a period of 6 months. Anyone who is not a member of Film Club can attend a Film Club movie for the regular ticket price.

- Second motion: Motion regarding process of deciding whether to stop or continue film club was made by Lisa and seconded by Susan.
 - Process: The Film Club will show "Fast Times at Ridgemoor High" on Monday October 10. The Theater Finance Committee at its October 17 meeting will make a recommendation regarding the continuation of the Film Club. The Theater Board at its October 26 meeting will decide the future of the Film Club. If Film Club is terminated, Film Club members will be appropriately reimbursed.
 1. Email announcement and handbills in lobby explaining changes.
 2. Film club Membership remains at \$60 which gives access to all Film club movies, up to 12 per annum.
6. Publicity – Dagmar
- Publicity about the new carpeting has received positive feedback from the public, Dagmar requested pictures be taken during the install so she can post updates.
7. Facilities Committee –
- New flooring from the Floor Store in Ft Bragg next week. Theater will be closed. Tim asked for help with cleaning, he will be in and out of the theater all this week while the work on the carpeting proceeds.
8. Personnel Committee –
- New staff are in process of being trained

OLD BUSINESS

- Michael - Discussion regarding returning to in-person meetings
 - Vote of Board Nay with plan to revisit first of 2023

NEW BUSINESS:

- No new business at this time
- Next meeting 10/26