

Minutes Arena Theater Association Board 10/30/24 (v3)
Yellow Room, Arena Theater

Call to Order: President Lisa Joakimides called meeting to order at 6:01 p.m.

Roll Call: Board members present: Lisa Joakimides, Michael Beattie, Mark Vanderwoude, Rodrigo Curbelo (via Zoom), Tracy DuPont, Steve McLaughlin, Tim McMurtry, Blake More (via Zoom).

Secretary Paul Andersen was absent; Steve McLaughlin took minutes.

Also present, Arena Theater Staff Shauna Boyd and Dagmar Moseley (via Zoom).

Privilege of the Floor/Correspondence/Suggestion Box:

Steve commented that he had tried the new headphones on the Listen hearing assistance system during Film Club, along with a few other people, and they got good reviews.

Approval of Agenda: Moved, seconded and passed with no changes.

Approval of minutes from September 25, 2024 board meeting: Minutes will be submitted for next board meeting, due to Paul's absence.

President's Report: Lisa thanked board for prompt response to approve rental of the theater for a community screening of "The San Onofre Syndrome: Nuclear Power's Legacy," on Sunday, Nov. 17 at 12:30, before our regular 4 p.m. movie.

Lisa will buy some Halloween candy to pass out on Thursday from the theater, and the Arena Theater Association will reimburse her for the cost.

Secretary's Report: No report, Paul was absent.

Treasurer's Report: Mark reported Arena Theater is in approximately same financial position as last year at this time. He distributed his report.

Membership Committee: Rod's iPad was not working, so Lisa made his report for him. Membership is steadily increasing, with 320 memberships (507 people) in September. Lisa said the committee is discussing perhaps changing the rate for younger members that is now "\$30 for 30" to perhaps "\$40 for [age] 40" but that is still under discussion for future action.

ATA will have a Membership Table at the Arena Theater Short Film Festival Nov. 7, 8, and 9, offering a 15% discount on NEW memberships who sign up right there.

\$6,910 in gifts were received during the month, of which \$4,250 were Short Film Festival sponsorships, \$1,645 in memberships, and other donations received in support of Western Film Nite and unrestricted donations.

Lisa reported the Fall Fundraising Letter is ready to go to the printer. The letter was written by Lisa and Steve, with input from the committee. Blake's "Ode to the Arena Theater" is printed on the back of the letter. About 700 letters will be mailed to current members, donors and recently expired members.

Spring fundraiser is still in conceptual stage. Rod has signed up for a seminar on grant writing, which we hope will result in obtaining more grants.

Fund Development Committee: Charlotte Segerstrom, a lover of the Arena Theater, recently died, and her family foundation has said that it will donate three \$8,000 grants to the theater at one-year intervals. Her family remembers that she particularly loved the popcorn at the theater so the board discussed placing a memorial plaque written by the family in the popcorn seasoning area. There was discussion about possibly replacing our current popcorn machine and commemorating it to her as well. Other ideas for acknowledgement of these generous donation may be sent to Lisa.

Programming Committee:

Cinema: Dagmar reported for Phil about upcoming feature films, including "Saturday Night" and "Conclave," in November. She said cinema equipment servicing is coming up with a visit from technician Stefan Shelley, and subwoofer amplifier must be replaced, because it is blown out. Ian Stinson is loaning an amplifier used by Live Music until the cinema amplifier is replaced.

Film Festival: Shauna showed new T shirts and coffee mugs with Film Festival logo designed by Drew Fagan, which will be for sale at the ATA table during the Film Festival. The board discussed donated beer, wine, and nonalcoholic drinks for Film Festival. Filmmakers will be present, hosted in donated housing.

Live: Shauna reported the "Zepparella" show in September was very successful, with about 200 people in attendance. The band has played several good appearances here. The "Hot Buttered Rum" show, however, was poorly attended – only 82 people – though they have played to bigger crowds here previously. The board discussed possible reasons for this.

Blake reported on the upcoming Halloween party. Lisa asked if kids could come in just for the "Witches Dance" at the beginning of the event, then leave. Blake thought that would be OK.

Tracy reported on Blues on the Coast. She's booked the first two shows, in March, the Ronnie Baker-Brooks Band from Chicago, and in May, the Dennis Jones Band, which hasn't been here for ten years.

Blake also reported that on March 15 the Polyrhythmics from Seattle will play the Arena Theater.

Telecast: Nov 23 will be the opera "Tosca," with an Exhibition On Screen in December.

Publicity: Dagmar had no specific report, except that she has been very busy with the Film Festival and other events this month. She mentioned that after the film festival, we may need an additional person for snack bar/box office.

Film Club: Steve reported that we've made our goal, with 68 season passes, which exceeds our minimum of 60 to launch the season. We're preparing to poll our season pass owners for suggestions of films to consider for the second part of the season. Deadline for suggestions is Nov. 30, so we can poll in December. We want to bring not only classics but also some more recent films that never made it to the big screen here.

Personnel: No personnel matters to report.

Facilities: Tim reported a malfunction of the movie screen which required upgrading of pulleys and cables.

Tim added a new drain line on the roof to divert rain water away from the neighbors' building, and also trimmed an oak branch away from the theater.

Scheduling board retreat: The board discussed holding a day-long retreat in January or February, with a facilitator, at a location away from the theater. Tracy will suggest a facilitator.

Next meeting: Next meeting Nov. 20, 2024 at 6 p.m. (one week earlier than normal, because of Thanksgiving holiday). There will be no December meeting.

Adjourned at 7:03 p.m.