



June 25, 2025
Arena Theater Board of Directors
Meeting Minutes

1. Call to Order at 6:03pm

2. Roll Call

Present: Lisa Joakimides, Michael Beattie, Paul Andersen, Mark Vanderwoude, Tim McMurtry, Jennifer “Fer” Dumpert, Steve McLaughlin, Tracy DuPont

Absent: Blake More

Staff: Shauna Boyd & Dagmar Moseley

3. Privilege of the Floor/Correspondence

4. Approval of the Agenda Tracy moved approval, Mark seconded. Motion passed 8-0.

5. Approval of the Minutes of the April 30 & May 28, 2025 Meeting Tracy moved approval, Fer seconded. Motion passed 8-0.

6. President's Report Lisa delivered her report, encouraging Board members to use their community connections and influence to support the Theater and to assist in recruiting potential new Board members. She noted that sponsorships were being sought for the upcoming Short Film Festival and that advertisers were needed for On-Screen Ads.

7. Secretary Report Paul stated that he will make an effort to complete the minutes in a more timely manner.

8. Treasurer's Report Mark reported that finances for the first month of the fiscal year (May 2025) were generally positive, with events showing a net gain of \$2,800 and operations a net gain of \$3,600—both improvements over May 2024. He noted that part of the difference was due to the timing of the annual membership mailing and its alignment with the fiscal year. Financial reports for May 2025 are attached.

9. Standing Committee Reports

- a. Membership** The newly reconstituted Membership Committee had not yet met. Steve reported that memberships were up compared to the previous May. The Board discussed the cost of the fundraising mailer in relation to the income it generated. Shauna noted that the mailer serves a dual purpose, functioning both as a fundraising tool and a means of publicity.

b. Fund Development See above

c. Programming

Cinema: "Mission: Impossible 8" underperformed compared to expectations, while "Lilo & Stitch" had a strong first week of its two-week run. Frugal Fridays began on June 13, and Dagmar reported they have been popular with audiences. The next Cinema Committee meeting is scheduled for July 7.

Film Festival: Sponsorships for the Film Festival currently total \$4,200, with an additional \$2,500 pledged. It was noted that the economic climate has impacted some businesses that previously sponsored the event. Tracy observed that, similar to fundraising for the annual fireworks festival, people seem to be waiting closer to the event before contributing this year.

Live Events: Shauna reported that first Saturday Open Mic Night was a success, drawing 70 attendees. The Kelly McFarling show attracted 96 people, many of whom were from out of town, and generated approximately \$500 in revenue. Michael noted that few locals were in attendance. Tracy mentioned that ticket sales for the slightly higher priced Anthony Paule Soul Orchestra BOC show have been slow and needs 100 attendees to break even. There is one last Blues show scheduled for September 27. Shauna added that no live shows are scheduled for July, though two are planned for August.

Telecasts: The NT Live telecast Dr. Strangelove did not occur due to technical issues and will be rescheduled for Aug. 23. The Opera season has concluded, with ticket sales for the upcoming season now postponed until August.

Cult Classics: Paul reported that "Wayne's World" performed poorly. He and Shauna raised the question of whether the Cult Classics series should continue. Lisa expressed support for continuing, and there was general consensus to move forward with the program. Upcoming screenings include "Stand By Me" on July 12 and "The Matrix" on August 16. Dagmar noted that the Independent Coast Observer failed to print the 2nd publicity article for Wayne's World. Steve informed the Board that the paper has a new editor. Dagmar stated she plans to meet with the editor to introduce herself. Paul announced that "Becoming Led Zeppelin" will be shown on Saturday, August 2.

Publicity: There was discussion about publicity for "Becoming Led Zeppelin." Dagmar then noted some issues at the snack bar. UNFI, the Theater supply distributor's website was hacked and remained down for an extended period, which nearly prevented necessary orders from being placed. Michael mentioned a decline in product availability at local markets.

Film Club: Steve reported that the film selection committee has begun identifying potential titles for the upcoming season. There was discussion about the recently concluded season, with Steve noting that some films attracted more guests than series members.

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d. Personnel: No report.

e. Facilities: Tim reported that all facilities are functioning well. The floor seal around the toilets was re-caulked successfully taking care of a strong odor which had been permeating the women's restroom.

10. Old Business

A. Discussion regarding Cinema financials (continued from last meeting), Mark

Mark initiated the discussion of cinema showings by reviewing the previous three fiscal years' results for cinema. There was \$16,000 loss three years back, \$9,000 two years back, and \$17,500 last year. He emphasized the need for proactive measures to address future losses. He suggested discussing individual tolerances for future losses and the potential impact of current trends.

Lisa inquired about an acceptable loss leader, questioning the high loss figures. Mark suggests \$1,000 a month as a starting point for monitoring losses. There was discussion of the importance of being proactive and monitoring running averages. Tracy highlighted the need for consistency in our schedule if we reduce showings during certain months so that our membership wouldn't be confused by the changes.

Tracy discussed the unique position of non-profit theaters to fundraise compared to privately owned theaters. Lisa suggested engaging the community for support and donations to subsidize losses. Dagmar pointed out that none of our on-screen programs support themselves in ticket sales, with cinema being the most loss-making. There was discussion about the impact of streaming and the changing theater industry on cinema's performance.

Mark discussed the importance of evaluating historical data to inform future decisions. Michael suggested looking at the percentage of net income lost by cinema over the years. He stated that the current data provides an analysis of the inherent loss in cinema due to ticket prices.

Tracy made a motion to cut showings to three per week for four of the slower months of the year, choosing the upcoming October & November 2025, April & May 2026. Steve seconded the motion and it was approved 7-1 with Michael opposed and Blake absent. The board agreed to reevaluate the decision after the trial period in June 2026.

B. Board Retreat

Tracy suggested aiming for a fall or winter retreat, noting that securing a facilitator has proven challenging.

With no further business to discuss, the meeting was adjourned at 7:47 pm

Next meeting is July 30, 2025 at 6:00pm.

Financial Report Fiscal Year
May 25

May 24

CATEGORY	INCOME	EXPENSES	NET	NET
EVENTS	\$19,327	-\$16,515	\$2,812	-\$1,285
OPERATIONS	\$9,120	-\$5,517	\$3,603	-\$1,391
TOTAL	\$28,447	-\$22,032	\$6,415	-\$2,676

Included in Events: 2025

Cinema = -\$2,942
Nite/Cult = \$625
Film Club = 0
Opera = \$2,738
Produced = \$2,220
Exhibits on Film = 0
NT Live = -\$36
Rentals = \$269
Film Festival = 0
Total = \$2,812

Included in Events: 2024

Cinema = -\$2,917
Nite/Cult = \$106
Film Club= 0
Opera = \$567
Produced = \$1,255
Exhibits on Film = -\$208
NT Live = -\$89
Rentals = 0
Film Festival = \$6,938
Total = -\$1,286