



October 29, 2025
Arena Theater Board of Directors
Meeting Minutes

1. Call to Order @ 6:03pm

2. Roll Call

Present: Lisa Joakimides, Michael Beattie, Mark Vanderwoude, Tim McMurtry, Steve McLaughlin

Via Zoom: Paul Andersen

Absent: Tracy DuPont, Blake More, Fer Dumpert

Staff: Shauna Boyd & Dagmar Moseley

3. Privilege of the Floor/Correspondence Shauna announced that the office will be closed during her upcoming vacation. Steve reported that Google has offered to create a free interior walkthrough of the theater for inclusion in Google Maps.

4. Approval of the Agenda Steve moved approval, Tim seconded. Motion passed unanimously.

5. Approval of the Minutes of the September 24, 2025 Meeting Lisa moved approval, Michael seconded. Motion passed unanimously.

6. President's Report Lisa congratulated the Board for a good job on the Oz Farm Pizza Party fundraiser.

7. Secretary Report Nothing to report

8. Treasurer's Report Mark reviewed the September 2025 financials, noting a positive net result of \$3,075, compared to a loss of nearly \$2,000 in September 2024. Year-over-year comparisons for individual program areas are listed on the bottom section of the report.

Year-to-date figures through September 2025 show a net loss of \$4,600, an improvement over the \$6,700 loss recorded through September 2024.

A separate cinema fiscal-year report (FY25–26) was presented, outlining actual monthly gains/losses, running averages, and a linear projection for the next 12 months. For September, the cinema posted a loss of \$1,830, with a running average monthly loss of \$1,525. Based on current trends, the projected annual loss exceeds \$18,000.

Mark noted that with October marking six months into the fiscal year, the Board may need to determine an acceptable level of cinema losses and develop a strategy to keep operations within that target, as current trends are unsustainable despite the benefits of offering first-run films.

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Lisa discussed the importance of sustaining the cinema program, noting she is a strong supporter of all cinema offerings—first-run films, Film Club, and the Film Festival—and views them as central to the theater’s mission. The Board emphasized the need to evaluate all operational options, including adjusting ticket prices and reducing the number of weekly showings, while ensuring staff remain appropriately compensated despite rising costs.

The Film Club was cited as an example of a program that previously operated at a significant loss but was ultimately stabilized through adjustments and persistent effort. The point was made that each component of the cinema program is valuable, and that thoughtful adaptations can help maintain both financial sustainability and program quality.

9. Standing Committee Reports

- a. **Membership/Fund Development** Steve reported that ATA membership remains strong, with 307 active memberships representing 495 individual members as of the last meeting. Membership levels fluctuate month-to-month, but overall remain stable. The Committee continues to promote membership at public events.

The recent Pizza Party Fundraiser was highlighted as a major success. Net ticket revenue totaled \$5,000, with expenses of \$434, resulting in \$4,565.65 in net income. Much of the food was donated, and local businesses—including Oz Farm (venue support) and Uneda Eat—were thanked for their contributions. Volunteer participation was strong; notably, Tracy sold \$1,000 in raffle tickets. The raffle prize, originally donated for last year’s Film Festival, proved highly effective.

The Committee is now preparing the end-of-year fundraising letter. A second draft has been circulated for review, reflecting updates discussed at the Committee meeting. The letter will emphasize the high level of community and business support—nearly 500 individual members—and the value members place on supporting the theater itself. The planned mailing date is just before or just after Thanksgiving, depending on timing considerations and recent fundraising activity.

b. Programming

Cinema Dagmar reported mixed attendance trends for recent films. The most recent feature, *One Battle After Another*, experienced fluctuating turnout: a strong opening on Friday, a dip on Sunday, and an unexpectedly high attendance of 50+ at the Thursday screening. There had been informal discussion about potentially holding the film over for an additional week, though no decision was made at the time.

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Attendance for the current feature, Eleanor the Great, has been lower than anticipated, despite the lead actor's previous film drawing strong numbers earlier in the year. Only three showings were scheduled for this title.

The next feature will be Roofman, screening Sunday–Wednesday–Thursday (with no Friday show due to Halloween). Dagmar noted that the schedule adjustment was made in coordination with staff availability, and that Halloween weekend was not expected to draw strong attendance.

During the Film Festival week, no feature film will be shown. Regular features will resume afterward with Bugonia. Beyond that, no additional titles are yet confirmed, and the Committee will be meeting again as new options develop.

Film Festival Shauna reported that the Film Festival program booklets have arrived and look excellent. The design work by Annelise Jeske was completed smoothly, and printing through Vistaprint resulted in significant cost savings compared to previous years. Festival T-shirts have also been received.

Annelise met on-site with Tim and Schmidty to review all film program materials and ensure technical readiness. A small number of films presented issues, but significantly fewer than in the prior year. Updated files have been requested from the filmmakers, and the Committee expressed confidence that all preparations are on track as the festival enters its final stage.

Live Shauna reported on the recent Zach Nugent / Grateful Dead tribute performance. Because the booking carried a high cost—a \$4,500 band guarantee—the show was sponsored by the community member who originally suggested it. The sponsor contributed \$3,600, allowing the event to break even once ticket sales (approximately 60 attendees), overhead allocations, and bar revenue were included. All parties were satisfied with the arrangement.

There was a community inquiry regarding the higher ticket price (\$35 in advance, \$40 day-of). Staff explained that pricing reflects the high artist guarantee and is consistent with similar touring acts, which often cost substantially more in other markets.

Upcoming and recent live events were reviewed:

Halloween Show: “Mama Grows Funk” will perform this Friday with a \$700 guarantee and \$20 ticket price. Multiple competing Halloween events are happening locally, but the Committee hopes patrons will include the theater as part of their evening plans. The event will include a costume contest and additional themed activities.

- No live shows are scheduled in November.
- A Holiday Open Mic is planned for December.
- A blues show is scheduled for January.
- A mentalist performance is planned for February.

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The Committee noted that live programming will slow down through the holidays before picking up again early next year.

Telecasts The long-delayed showing of Dr. Strangelove drew approximately 40 attendees. The October screening incurred a small loss of about \$100, which was fully offset by two sponsors contributing \$50 each, resulting in a break-even outcome.

The Committee also reported that the Met Opera season launched successfully last weekend. The theater is now using a new delivery system that allows for live capture/recording in addition to playback, replacing the prior satellite-based setup.

An upcoming opera scheduled to air live on the Saturday of the Film Festival will be recorded instead and presented the following week. This scheduling adjustment allows the Film Festival to remain fixed on the calendar, with the opera season adapting accordingly. As a result, two opera presentations will occur in consecutive weeks, which was deemed the most workable solution.

Publicity Dagmar reported that activity has been very high due to Film Festival preparations and other ongoing matters.

Film Club Steve noted the season began with two screenings: Paper Moon and Petrified Forest. Both were well received, drawing good audiences and strong engagement. Attendees expressed appreciation for seeing classic films presented in a theatrical setting, with notable discussion following the most recent screening. Steve emphasized the Film Club's mission of bringing classic films back to the big screen rather than limiting them to home viewing. The Club successfully met its season pass goal, with 72 paid passes sold (excluding guest attendance).

- c. **Personnel** Nothing to report
- d. **Facilities** Nothing to report.

10. Old Business

Board Retreat Shauna revisited the need for a long-range planning process, noting that efforts have stalled for nearly a year due to difficulty securing an outside facilitator. Several members expressed concern that waiting for an ideal facilitator has become a barrier to progress. The consensus was that the Board should consider self-facilitating the process if external support cannot be secured, with different members taking on portions of the work as needed. Members emphasized the importance of identifying the organization's direction over the next 5–10 years and agreed that planning should begin in early winter (January or February). Potential local resources were discussed, including the West Business Development Center, the Community Foundation, and other regional organizations that might

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provide facilitation or planning guidance. Some outreach has already occurred, but additional follow-up may be warranted. Further discussion was deferred until all Board members are present.

11. New Business

City request to install new NVR on the Theater roof Under new business, the Board received an informational update regarding the City's request to install a new Network Video Recorder (NVR) at the theater. The City is contracting with Further Reach to replace and manage security cameras at the pier, the theater, and City Hall. The NVR would be installed near existing equipment, and Further Reach would manage and maintain the system.

The current plan is to replace or utilize the two existing roof-mounted cameras (covering the parking lot), with no additional cameras proposed at this time. Video would be stored on the NVR for a limited period and also uploaded to the cloud to allow remote viewing and alerts in case of suspicious activity or vandalism. The system has previously been used by law enforcement in similar contexts elsewhere.

No action was taken. The item was tabled to the December meeting, and Paul will inform the City that the Board deferred any decision until then.

With no further business to discuss, the meeting was adjourned at 7:30 pm

Next meeting is December 3 at 6:00pm.