

Minutes of the August 26, 2020 Arena Theater Board of Directors Meeting

1. **Call to Order** – Pratt called the meeting to order at 6:02 p.m.
2. **Roll Call** - Present: Pratt, Beattie, Fernandez, Joakimides, McMurtry, Andersen, More, Boyd, Moseley, Marrinan and Montag
Absent: Wilkinson
Minutes: Archer
3. **Privilege of the Floor/Correspondence/Suggestion Box** – None.
4. **Approval of Minutes from July 29, 2020 board meeting** – deferred to next month.

REPORTS:

5. **President's Report** – Pratt had nothing new to report.

6. **Treasurer's Report** – Fernandez reported that the draft budgets were developed early on in the pandemic and they need to be re-addressed. The thought behind this was to get a more accurate estimate of operating costs, membership donations, grants and operating costs (e.g., Drive-In) so that the Fundraising Committee and the Board will have a better idea of what they will need to address going forward. Montag pointed out that there are some Committees or Sub-Committees that will not need a budget (because they won't be providing any programming while we are closed). Fernandez pointed out that we need to consider if there are operating costs for some of these programs (such as pre-existing contracts, etc.). Fernandez hopes to have an estimated budget that will be reviewed during the next Finance Committee meeting before the next Board meeting.

Need 6-month revised budgets from committees, Dean

7. Standing Committee Reports

a. **Fund Development Committee** – Joakimides reported \$4,200 for Facilities (primarily Drive-In), \$2,620 from Grants, \$460 from renewed Memberships, \$2,170 for Unrestricted Donations for a total of \$9,615.66 from May 1 through August 31, 2020.

Grant Project Detail Work-up – Archer reported that we have just submitted a Grant Application with the Community Foundation for Operating Expenses.

Boyd also reported that we received a Grant of over \$1,700 from the SCIF Grant to be used for re-opening expenses. There is a chance that we might even get a small supplemental Grant. This Grant is for re-opening expenses (i.e., plexiglass, electrostatic sprayer, etc.).

Archer reported that he has identified three additional potential Grants, has reached out to each of the funders and has requested Applications when they become available in October. Pratt reported that she has identified quite a few other potential Grant sources that we could reach out to.

b. **Membership Committee** – Joakimides reported that there were new Membership, a Sponsor and a couple of Sustaining Memberships in the past month. We have updated the letter to lapsed members inviting them to renew their Memberships. She pointed out that we generally begin to work on our Fall Fundraising Letter in August and she invited input from the other Board members.

Donor Perfect data is being reviewed and updated.

Pratt noted that the GoFundMe, the Fall Fundraising Letter and the Board Update Newsletter use three different messages. The copy is coordinated, but not specific to each purpose.

Pratt requested that all Committees review their portion of the Strategic Plan so that we could have a Strategic Planning Meeting just before the October Board Meeting.

c. Programming Committee - (cinema, live, telecasts, publicity and film club), drive-in)

Cinema - Moseley reported on Cinema streaming. We continue to offer a wide variety of interesting movies, many of which seem to have gotten a good reception by our members. We will look at the 3-month data and use it for purposes of developing the budget.

: **Live** – Boyd reported that there have not been any live events in the past month, but the next Live Talent Show will begin development in Committee next month.

Telecast – Boyd reported that we received an email from the Met and they are not sure if/when their new season’s tickets will go on sale. It is on hold for now.

Publicity – Moseley had nothing to report.

Film Club – Nothing to report.

Drive-In – The Sub-Committee reported as a group. Boyd reported that the Committee has been meeting weekly for over two months and they are pleased with the result. The test run of the Drive-In went well and this next Saturday we will have our first public event, “Back to the Future”. All tickets were electronically sold and all tickets were sold out (all 28 tickets) in less than 24 hours. Archer wanted to know what business this might have generated for Cove Pizza and wanted to continue supporting our local businesses. More discussed possible popcorn sales at the Drive-In. Boyd reported that it would be difficult to ticket them electronically order specific flavors of popcorn, but we can have them available at the Drive-In itself.

Pratt suggested that we include membership forms and/or donation forms along with the paperwork that we give to each car entering the Drive-In. Andersen suggested that, at a minimum, we give membership renewal envelopes with the other paperwork.

Boyd reported on the proposed event budget per event at the Drive-In. The Finance Committee will review this and report back to the Board next month. Boyd also pointed out that the event budget included Leela as the projectionist, but she is not able to do this and Tim Balambao filled in for that position at the test run. McMurtry felt that Tim Balambao did it for the last show and will continue to do so as a part of his ongoing monthly stipend. McMurtry will follow-up directly with Tim, especially if this becomes a weekly or bi-weekly event.

Boyd pointed out that the Drive-In was a volunteer-intensive event. The report from the test run showed expenses of \$1,180.84. Even though not all expenses are yet in, between ticket sales and donations it appears as though the Drive-In will make a small profit. Joakimides has solicited \$3,700 in donations and not all of them are restricted funds. The Finance Committee will discuss how those funds should be categorized.

We are also looking into a more expensive projector that would be usable both inside the theater and for Drive-Ins.

Archer suggested that all Volunteers and all persons in cars have their temperature taken and fill out a COVID Questionnaire. Joakimides suggested that the conditions of the Drive-In require that everyone remain in their cars unless going to the rest room. She suggested that the temperature check and Questionnaire were unnecessary for occupants of the cars but appropriate for all volunteers and workers. The Committee will reconsider the opening protocol. Andersen pointed

out that any information that we have that anyone at any of our events is exposed to or comes down with COVID symptoms we need to report it to the County and the County will begin contact tracing.

Andersen reported that some of the City Council members were at the Cove before the test run and were favorably impressed. McMurtry and Joakimides reported to the City Council last week, but there is a remaining question as to when the City Manager might be able to approve further showings.

d. Facilities Committee – McMurtry reported that there is nothing to report. Our solar power during the closure is a source of income because we are able to sell the unused power.

There was an ongoing discussion of cleaning and/or replacing some of the curtains.

Heater Replacement Timeline – Archer pointed out that the Grant had a completion date of October 2020 and suggested that we reach out to the company that gave us the quote for the job to have them order the necessary parts so that we can avoid unnecessary delays when we are ready to begin the project.

e. Personnel Committee – Archer reported on the process of revising the Job Descriptions and suggested that we set our next meeting on the same date as the next Finance Committee meeting.

OLD BUSINESS

8. Timeline and safety protocols for re-opening – Pratt reported that the Drive-In seems to be dealing with these problems, but we cannot predict what additional protocols will be required when we are allowed to reopen.

NEW BUSINESS:

9. Board training – Andersen reported that the two new Board members (Wilkinson and More) need to take the two-hour Harassment Training course.

10. Next meeting date and time – The next Board meeting will be September 30, 2020.

11. Adjournment -Pratt adjourned the meeting at 7:30 p.m.