

MINUTES OF THE ARENA THEATER BOARD MEETING JUNE 28, 2023

Call to order- the meeting was called to order by president Beattie at 6:04 p.m.

ROLL CALL: Present- Beattie, More, McMurtry, McFarland, Vanderwoude, Curbelo,  
Sussman

Absent- Andersen, Crutcher

Also- Staff Boyd and Moseley and Member Joakimides

PRIVILEGE OF THE FLOOR/CORRESPONDENCE/SUGGESTION BOX- nothing

APPROVAL OF THE MINIUTES OF MAY 31, 2023 Vanderwoude moved and Sussman  
seconded motion to approve as  
submitted- approved unanimously

PRESIDENT'S REPORT: thanked those who helped at cleaning day- short day

TREASURER'S REPORT: The report was written by Paul, but delivered by Sundance during the transition of the job. There was a \$1200 loss in May including \$2500 in cinema. The Finance Committee has proposed that we cut one showing per week to stem the losses. They included the suggestion that the Cinema Committee choose the showing. Dagmar stated that Friday is generally the lowest attendance. She also pointed out that the Finance Committee took on the idea of making the decision to cut to prevent employees from choosing their own reduction.

Considerable discussion ensued about how to have a movie theater that at least breaks even. Mark wondered if there may be an audience of people who would prepay to have access to movies similar to how Film Club works.

Rod made the point that movie going seems nostalgic to some people and others want a movie theater.

Michael wondered if reducing a showing would put us below possible minimum showings that studios require. Also, since the cult film night (*Big Lebowski*) was a success, perhaps two showing a month would be worthwhile.

Lisa mentioned the enormous response we had for the Go Digital or Go Dark campaign which she felt showed strong support for a movie theater in Point Arena. Also, she said that studios are starting to rethink the idea of having steaming releases and theater releases simultaneously. I may be they make more money by releasing to theaters for short while first. She has a list of underwriters that might be a good place to start fundraising for movies.

Dagmar said she believes that the Programming Committee should have priority over Finance in determining cinema policies. The Cinema Committee is organized under the Programming Committee.

Shauna posed some of the weightier questions concerning theater operations such as how many is too many events in a week? Do people really want to come out to the theater? There seems to be no rule or method to figure that out. If we do cut a showing it should only be for a limited

trial period, such as 3 months.

Dagmar pointed out that we have blockbusters coming in July, so that we should not start then.

Mitch thought that we should sent a frank letter to our membership and perhaps area wide to appraise them of the fact that running a profitable movie theater in today's world is virtually impossible. It can only continue to the extent that members and others are willing to continue to support our fundraising events and letters to a substantial degree. The general public's reaction to cutting a showing could be revealed as well as fielding suggestions on how locals want the theater to be used.

Sundance thought that the letter might have enhanced effect if it were sent out after cutting a showing. He also thought there should be flexibility so that if a blockbuster is coming we add back the showing or more.

Sundance moved and Mitch seconded a motion to cut one showing for 3 months to evaluate the usefulness of that effort. Having already had considerable discussion on the matter we moved to a vote. YEAS: Sundance Mitch and Mark NAYS: Rod, Tim, Michael, Blake,

MOTION FAILED

#### STANDING COMMITTEE REPORTS:

**Membership/Fund Development Committee-** Rod reported a slight increase in membership to 286 memberships with 449 individual members. The committee is looking at the fall fundraiser being at Oz because of its size and willingness to work with us. They also proposed the idea that we charge more and have drinks free.

We sold a seat for \$1000 and brought in around \$3400 so far with the fundraising letter. There was a discussion about refocusing the Hav-a Seat campaign as we have used it to pay off both the building mortgage and the solar loan. It was agreed that a capital improvement project or some other specific goal be chosen. Our 10 year-old board was mentioned as well as our glitchy sound system. There are 43 seats left to be "sold".

Sundance suggested we try promoting rentals more vigorously. Perhaps some changes to the building who make the theater more accommodating for outside events.

**Programming Committees- Cinema-** well covered *Film Fest-* Shauna reported that they met on Monday and that things are still very much in the planning stage. They will be applying for a grant from the Mendocino Tourist Commission. Mitch asked if submissions were being solicited. Answer: yes.*Science on Screen-*

Sundance reports that the series is over. No further scheduling is anticipated at this time.

*Telecasts-* Shauna said no more shows until October Opera. *Publicity-* Dagmar

mentioned that July 17 is Music on Film with world renowned fiddler Itzhak Perlman.

Dagmar asked and Sundance agreed to contact some friends who might be interested in this showing. She also pointed out that Carol Williams is returning to her Sunday afternoon box office duties. A happy occasion. *Film Club-* no report

**Personnel Committee-** did not meet.

**Facilities committee-** Tim initiated a discussion on the tree growing along the sidewalk at the north end of the marquee. Besides the potential to block our marquee he is concerned about liability as it grows over parked cars. He would like to remove a major branch to balance out the tree. As a sometime tree hugger himself he is reluctant to

imagine removing the tree but will consult with the City (which planted the tree) as to how to proceed.

OLD BUSINESS- Shauna led a discussion of the return to in-person meetings. Several members expressed a strong desire to meet in person, but accessibility continues to be an issue. We are looking at a few ground level locations that has sufficient internet to provide hybrid meetings. The Library has a volunteer, Larry Riddle, who will stay and lockup after our meeting ends at 8:00 p.m. (or sooner), but not next month as the room will be in use. City Hall may be an option depending on scheduling. A suggestion was made to possibly change the date of our meetings. We will check and see if the By-laws specify meeting dates.

NEW BUSINESS- no new business. Beattie adjourned the meeting at 7:25. Next meeting July 26 location to be determined. Rod informed the group he will miss that meeting.