

Cheyenne Theater Meeting Minutes



February 1, 2016

Attending: Board members Justin Lohr, Brent Rueb, and Robert Grace; City Council representative Amanda Milne; and manager Cara Hunt.

Robert handed out the minutes of the last meeting, and they were **approved by a motion from Justin, second by Brent.**

Susan Griffin, from the *Cheyenne Center for Creativity* attended the meeting. She had previously talked to Robert. The CC4C is helping with alumni weekend, and they want to show a movie on the Saturday afternoon of alumni weekend, June 18, 2016. This will coincide with the official opening of the motorcycle museum, which is next door to the theater. The Board had previously discussed sponsoring a film in the theater on museum opening. We discussed the issue that you may not charge for a DVD movie, due to copyright restrictions, which makes the idea of a fund raiser problematic. But Susan thought that they can have the fund raiser at an event at the museum immediately after the movie. We also noted that a movie rated R would mean that no one under 17 could attend. The Board was happy to cooperate with the alumni, museum, and CC4C, as they are all community events.

We scheduled the movie for 2 PM, and Cara will give a theater tour to anyone interested immediately after the (motorcycle themed, but yet unnamed) movie is shown. The theater will have enough staff present to sell concessions. Susan will talk with the alumni and museum board and finalize this event. **The Board voted to waive the house rental fee.**

Cara reported that the new coke machine is great for the theater: it is easier, less messy, faster to fill the cups, and the on-board ice is great. She also likes the Coke representative, and the new clock and menu board which Coca-Cola also provided. She said the general public is not as excited, overall, as the theater staff about the change from Pepsi to Coke. The old machine needs to be removed by Pepsi, as it is now in the basement. **The Board asked Cara to contact Pepsi if it is still there in a month.** It was noted that the machine is many years old and in poor condition, and that theater is not a storage facility. Amanda recommended that Cara contact them in writing, and the Board concurred with this suggestion.

Cara also reported that *Head Start* wants to have another theater family night, as they did last year. They tour the theater and then watch cartoons for a short period of time. Cara is amenable to doing this, and the Board likes it, **so it was approved.**

Cara also that, for temporary family reasons, she might be gone on the occasional weekend. The Board agreed that the staff can handle the theater, and has no issue with this.

Robert handed out extensive financial summaries, partially based upon data that Lila previously provided, which showed both income and expense for the years 2014 and 2015.

The financial data is all positive: both attendance and income are up in 2015, again. There was discussion as to whether these yearly gains can continue, as they have for three years now, given the static population in the county. In 2015, we sold 175 tickets per movie, more than 8,000 for the year, and up 14% from 2014. The most tickets are sold on Sunday, which has two movies--43% of the total. There were 17 3D movies, or 33% of the total, and 59% of the customers watched in 3D. Concessions sales were 25% higher at 3D movies: \$738. PG rated movies were shown 39% of the time, and had 45% of the revenue. PG-13 movies were shown 51% of the time, and had 43% of the revenue. R-rated movies totaled 4 (8%), and were 9% of revenue. There was one G movie, 3% of revenue.

As to expenses, salaries were up 6%, less than ticket sales, but movie expenses were up 18%. We think this is because the movie houses are charging higher percentages for the movies. The total cost for concessions was 4% less than last year, while concessions sales were up 16%. This resulted in the single largest revenue increase for the theater. We think that some of this is due to the concession price increase in October, but probably not the entire reason. It is possible that there are some end-of-year inventory anomalies, since the concessions are purchased sporadically and in large quantities.

The business expenses were \$2,500 higher in 2015, and we think this is because of the expensive server failure and replacement.

The meeting adjourned at 7:16 PM.