

Cheyenne Theater Meeting Minutes



February 2, 2015

The meeting began at 6:02 PM.

Attending: Board members Jamie Patton, Justin Lohr, and Robert Grace; City Council representatives Lila Whitmore and Glorianne Milne; and manager Cara Hunt.

The minutes of the last meeting were handed out and approved, after a **motion by Justin and a second by Jamie, with a unanimous vote.**

Glori handed out the financial report. The bank balance was \$5,803. Glori, when questioned, agreed that there were some logical errors in the financial report's structure, and she agreed to remedy those issues.

We then talked about the ability to accept credit and debit cards, since Roger Jensen, City Councilman, had advised Robert that this procedure had been approved. The Board requested the **Square Register** account be attached to the theater's checking account by the City office as soon as possible. Then the theater will set up the laptop's app to accommodate the various theater concessions and ticket options. We also agreed that we may need to purchase a used iPad so that we can have one device for tickets and another for concessions. We may also need the Square-supplied iPad stand to make the process slicker. The Theater Board does not want to wait until the City office sets up their credit card system, as the two entities have different needs. Lila agreed that the new Square system will be a benefit to the theater and will help get the process started.

The Board strongly believes that this new credit/debit card policy will be very beneficial to the Theater: it will give better accounting of concessions, allow faster transactions, and increase revenue. Robert notes that if as many as 30% of the people who now pay cash use plastic--using the 2.75% fee--it will only take a 1% increase in sales to offset the fee cost. The theater board is confident that the sales increase will exceed that number significantly, both for tickets and concessions.

In fact, the board hopes that we might be able to quit using the existing cash register entirely, in order to have faster transactions and better analysis of sales.

Robert agreed to reprogram the wifi access point with encryption, and it was agreed that the password will no longer be available to the public. This will hopefully free up the limited bandwidth for the use of the theater's billing and other data demands.

It is noted that the movie *American Sniper* will be shown for two weekends, due to the booker's recommendation, based upon the movie's extreme popularity at many theaters. It is R-rated, and this will be the first movie to utilize the new R policy which requires an ID card issued by the City Office for anyone under 17 years of age. The board advises Cara to enforce the new policy strictly,

as written. If some people are turned away, that is okay: it is important to establish the new policy.

Cara reported that the new mop did not get purchased, but that an employee will do it next week. She also reported that the *Headstart* event went very well, with a larger than anticipated attendance of 58 people. The group enjoyed the tour and appreciated the Board's special offer to them.

As to selling lemonade and tea, Cara reported that despite several requests, the Pepsi representative has not been here to repair the machine and consult as to drink alternatives. The Board asked Cara to advise Pepsi that they need to show up and fix machine before this weekend.

Cara also reported that some disruptive behavior was occurring in the balcony. The Board advises that any violation of proper decorum be given one warning, then the miscreants will be asked to leave the movie. The Board will back up the policy to eject movie patrons who don't behave, since such behavior diminishes the movie experience for others.

Robert reports that a person contacted him about buying the old theater equipment, but after Robert sent him photos, he did not follow up. Jamie said that there might be a market in Denver for the equipment.

The Board then **approved a motion by Justin and second by Jamie, after discussion, to begin showing more trailers, beginning at 7:20, so that early movie arrivals will have something to watch while waiting.** The normal two trailers and public service announcements will still begin at 7:30, so that the actual movie time will not be changed.

The meeting adjourned at 7:02.