

Cheyenne Theater Meeting Minutes



Date: February 3, 2014

The meeting began at 6:05 PM.

Attending: Samantha Beeson, manager; Board members Justin Lohr, Jamie Patton, Heidi Plumb, Brent Rueb and Robert Grace; and City Council representative Glorianne Milne.

The minutes of the January meeting were read, and after motion by Justin, and second by Jamie, **the minutes were approved unanimously.**

Glorianne presented the treasurer's report. She noted that the bank balance is now \$9,926.30. Brent moved, and Justin seconded a **motion to approve the treasurer's report, followed by unanimous approval.**

Glori noted that the Theater had exceeded the budget levels set by the City auditors, and that this is undesirable. Robert pointed out—again—that the auditor's complaint seems odd, since the Theater's income was increased more than its expenses. This increase was due to higher attendance and other factors. He explained that when more people attend the movies, the income is higher, but the expenses are also correspondingly higher, as more than half of the ticket prices are used to pay for the movie. In addition, there are also increased concession costs. It seems that the City auditors should be happy—not concerned—when the Theater exceeds its budget, as long as income increased more than expenses.

Robert also noted that the only way to "control" the expenses would be to close the theater or limit attendance to movies, to stop people from buying tickets and thereby increasing the Theater's revenues. It was noted by Justin that the simplest solution to this "problem" would be to increase the Theater's budget amount, both income and expenses, by an amount large enough so that even if revenues are up substantially, the budget amounts would not be exceeded. This should be at a level of least 20% above the previous year, and possibly more. This increase was requested by the Theater Board some time ago, and that the Board finds the issue somewhat frustrating.

Glorianne said that she had not known about the wage increases published in the minutes of the last Board meeting, and agreed to implement them immediately.

Brent reported that our raw popcorn costs have increased in price dramatically, but that the new prices are still at or below market price. The old, low prices were due to the supplier providing popcorn at a very favorable price as a way to help theaters and other small businesses. The company has now abandoned that extremely low pricing model. However, given the small amount of money which the popcorn costs—compared to the oil, packaging and labor—the price increase of the raw popcorn will not cause an increase in concession prices.

A survey of Board members indicated that overall community feedback on the new marquee sign was positive, and that the expected cost savings due to dramatically reduced maintenance will be significant. There was general agreement by the Board that the new sign looks attractive.

Robert noted that a portion of the sign installation had not been done properly: Some of the old equipment had not been removed, and the function of the chaser lights had been rendered inoperative, despite the fact that the chaser lights were not part of the new sign installation. He recommended holding the payment the final half of the bill until these problems were corrected. He has contacted *Commercial Sign* concerning this issue, and they have promised to remedy the problems.

Because the new manager, Samantha, had completed her ninety-day trial period, the Board went into executive session for eight minutes to discuss the amount of the raise which had been promised her when she was hired. Upon coming out of executive session, it was announced that Samantha's wages will be increased by \$100 per month. Several Board members complimented Samantha on her performance as manager.

Heidi then proposed the idea of having an *Oscars Night* at the theater. Wide-ranging discussion ensued, and the Board seemed generally favorable to the idea. Brent noted that attendance fees could not be charged due to copyright restrictions, but it was believed that donations could be collected. The Sunday night movie would not be shown. Other options, such as having drawings, contests, and vendors present were discussed. It was agreed that prior to having such an event, the City Council would be advised, and that no alcohol would be served.

The problem of obtaining the television signal for the *Oscar's* broadcast was discussed, and the two likely solutions were either an over-the-air antenna mounted on the roof, or using a satellite dish. The details of either of these solutions needs further investigation. Since the 2014 *Oscars* event is less than a month away, it was decided to table the issue and consider trying it next year, allowing a longer planning period.

Robert mentioned that JR had removed some of the old, unused equipment from the theater, and the Board was appreciative of his efforts.

Robert said that he had purchased some more bulbs for the chaser lights on the marquee sign, and that he'd replaced some of the inoperative flood lights (on the top of the marquee) which light the face of the theater. Robert recommended dispensing with the blue and red lights--which are difficult to see--and replacing them with white bulbs, and the Board agreed with the idea.

The payment of the dues to CBG was discussed, and **Brent moved and Heidi seconded a motion to not to renew the Cinema Buying Guide membership. The motion passed unanimously.**

Samantha gave a manager's report, saying that some types of candy are not selling well, and that she will replace these with other options. Glori recommended selling candy which is close to expiration at a deep discount, to avoid a total loss, and the Board agreed that this was a good idea.

Samantha also noted that some of the new employees did not have Theater shirts to wear while working, and that some of the older shirts were in need of replacement. **The Board unanimously passed a motion by Heidi, seconded by Brent, to purchase the new shirts.**

There was discussion of three upcoming religious movies which had been highlighted by Brad Bills, the Theater's film booker. The first, *Son of God*, will be released on the last day of February, and the Board agreed to show it if the booker recommended it or if there were enough requests from the community. The second movie, *God's Not Dead*, was unlikely to be shown, as it requires a commitment of 500 tickets--which would cost \$3,000--and prior request by a church group to the movie producers to obtain one of the 500 prints planned. It seems unlikely that these requirements will be met.

The final movie is Sony's *Heaven is For Real*, which will be released in mid-April. The booker recommends waiting to see how many prints are available and what special requirements might be mandated by Sony before deciding on this one.

There was a **motion to adjourn by Heidi, seconded by Brent**, and the meeting adjourned at 7:08 PM.