

Cheyenne Theater Meeting Minutes



February 6, 2017

Attending: Board Members, Margyre Antholz, Justin Lohr, Brent Rueb, and Robert Grace; and City Council representative Amanda Milne and Lila Whitmore. Manager Cara Hunt and Assistant Emily Mullins.

The minutes of the last meeting were distributed, and **approved after a motion by Justin and a second by Margyre.**

Lila handed out the treasurer's report. The checking balance is \$16,616 which includes the \$7,500 earmarked for the lobby climate control project, which we are still waiting on Heartland to install. **There is a motion by Justin and second by Margyre to approve the treasurer's report.**

For the Head Start special showing, the wrong movie was sent to us; it was the second movie in the series, not the first. Since we had keys for the first movie only, this resulted in a short delay in showing, as the "wrong" movie had to be loaded and new decryption keys downloaded and installed. The cost of the movie was \$300, and that amount exceeded the Head Start budget. The solution was that Grace Flying Service donated \$300 to Head Start, allowing them to pay the same amount as last year to see the movie. But it is clear that this is not a long term solution for these types of special showings, because of the high pricing.

Discussion about special showings ensued, and it was noted that the high school has a nice projector and sound system. For many people, using the high school--instead of the theater--makes the most financial sense, although the Board regrets that conclusion, as we . However, if a group really wants to use the theater, **the Board passed a motion to allow that option; It was moved by Brent, and seconded by Margyre, to charge the cost of the movie plus \$200 for these showings, and allow the viewing group to determine if they want concessions served. If the rental group wants concessions, we will provide them at regular prices. The motion passed unanimously.**

There was a wide-ranging discussion about obtaining movies earlier, and why we don't show certain movies. It was noted that in any given year, there are maybe 250 movies created, and we show less than 50 per year in the Cheyenne Theater. As to the currency of movies, we are now showing much newer movies from our current booker than we showed with the previous one. We have shown several first-run movies: The Cheyenne Theater has shown movies that opened nationally on the night that we debuted them.

But in general, this early showing is not possible, because the cost of the movies in the first two or three weeks is substantially higher, and there are often limitations on how many weekends we

have to show the movie. Movie houses with six screens are better able to show new movies and a greater selection than we are.

We also discussed concessions, and the issue of drink syrup expiration dates. Cara and Emily explained that we sometimes retire syrup containers because they have expired, not because they are empty, and that Coca-Cola has a program that provides a provisional credit that might be available on containers that aren't yet empty when they "time out". Cara and Emily will contact Mitch from Coca-Cola and find out if we can get this credit.

As to the newly implemented concessions program that allows free refills on large and XL drinks and popcorn, it is reported that most customers don't take advantage of the refills.

Cara hired another employee: Jorge Olivares, and he will start this Friday, Cara said. The Board approved the hire, and Robert will add him to the website list.

We discuss the fact that the theater staff can't presently update the Facebook page, and since the Facebook page might help move people to the Cheyenne Theater website, which is kept current, **we move to add the theater staff to the administrator credentials of our Facebook page. Motion by Brent, second by Justin, unanimous.** Lila will ask Jen to transfer the credentials to the theater staff so that both Jen and the theater staff can update the Facebook page.

It is noted that the slow, erratic internet is a continuing problem for the theater because we use internet for our Square register transactions, downloading movie decryption keys, ordering products, updating the highway sign, and general communications. This has been an issue for some time, and we have tried to get faster internet from AT&T, but they won't add us due to equipment limitations. But now the theater staff thinks that sharing our service with the museum is further slowing our internet. Robert will talk with JR about this, as he is unclear to what extent the museum impacts the Theater. The board agreed that reliable internet is essential for our operation.

The meeting adjourned at 7:06 PM.