

Cheyenne Theater Meeting Minutes



January 5, 2015

The meeting began at 6:03 PM.

Attending: Board members Jamie Patton, Justin Lohr, and Robert Grace; 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.**

Jamie handed out the financial report. The bank balance was \$6,423.70. The income exceeded budget expectations for the year, and the expenses were less than forecast. Glori was not there to answer questions, so **Robert moved, and Justin seconded a motion to approve the treasurer's report. Unanimous.**

Cara reported that the new employees are doing quite well, but there are the normal issues with scheduling due to high school conflicts. She also said that the new laptop is excellent, and has a removable tablet so that it can be used with the square debit/credit card system, as soon as the City implements that payment system for the theater. Cara and Jamie think that the laptop was purchased at a good price.

The Board decided that the demand for the hot dogs justifies continuing selling them.

Robert gave a brief summary of the year-end 2014 **Tickets and Concessions** spreadsheet, noting that for the 52 movies shown in 2014, the average attendance was 153, resulting in \$922 in ticket sales and \$536 in concessions, for a total of \$1,458 per week.

Saturday night--at 33% of ticket sales--is slightly better than Friday nights (29%), and the most tickets are sold on Sunday, with 36% for both showings.

There were nineteen 3D movies shown, with 2,902 total tickets sold, so 36% of tickets were to 3D movies. Also, 65% of the people saw the 3D version—as opposed to the Sunday offering of 2D--which shows good demand for the 3D option.

Robert notes that even with the 50 cent per person charge which the theater pays for the *RealD* glasses, the 3D movies net 80 cents more than 2D tickets, or 21%-31% more, after deducting the movie commissions. Concessions sales were higher on 3D movies than 2D, so there is no apparent drag on concessions sales, despite the higher ticket prices.

In 2014, 37% of the movies were rated PG and resulted in 47% of ticket income; 52% were PG-13 rated, but only 46% of the income. Finally, R-rated movies were 12% of the movies and 10% of the income.

The local *Headstart* administrator, Sarah Betz, left a voice mail for Robert concerning the possibility of a field trip at the theater for the monthly family night. This might include a brief

tour of the booth and projector, and maybe a short demonstration DVD showing. The Board agreed that such a tour was desirable, and after discussion, **Justin moved and Robert seconded a motion to offer to do the tour--along with popcorn and a small drink--for a \$25 charge. The motion unanimously passed.** Cara agreed to handle the event with Emily helping, if the *Headstart* group accepts the offer.

Cara then said that the mop needs replaced, and that they might upgrade to a *Swiffer*. The board told her to go ahead and contact the local hardware store.

Cara also said that they would like to sell lemonade and iced tea as additional concessions, and that the present policy of 25 cents for tap water is causing some problems. After some discussion, the Board suggested contacting Pepsi and seeing if the existing machine can accommodate those two additional beverages, and also have a water option. If it can't, then ask if Pepsi can supply a different machine that will dispense the three additional items. In any case, the tap water will now be free, with bottled water still one dollar.

There was no further business, so at 6:43 PM **Justin moved and Jamie seconded a motion to adjourn.**