

# Cheyenne Theater Meeting Minutes



**January 9, 2017**

**Attending:** Board Members, Margyre Antholz, Bridgette Antholz, Brent Rueb, and Robert Grace; and City Council representative Amanda Milne. Manager Cara Hunt was excused due to illness.

The meeting started at 6:00 PM. The minutes were handed out by Robert. After **a motion by Brent and a second by Bridgette to approve the minutes.**

The treasurer's report was unavailable, but Robert handed out a yearly summary from the last three years. After two years of steady increases in attendance, 2016 was down 9% in total tickets sold. Despite this, concession income was up 4%, and total revenue was down 3.6% from 2015.

As usual, about 10% of the movies were R-rated, and the rest were PG and Pg-13. The number of 3D movies was increased substantially from the last two years, from an average of 18 to 28 in 2016. The Board felt that the ticket decline was mostly due to the quality of the movies which they felt was not as good as previous years. Robert summarized the ticket loss as being approximately 4 tickets per showing.

The Board then discussed an email which commented on concession prices. Robert gave comparison prices for three other theaters, and it was agreed that the Cheyenne Theater's pricing is well below that of larger cities. However, after discussion, **Brent moved and Margyre seconded a motion to give free refills on large drinks and XL popcorn.** The motion passed unanimously.

The Board went into executive session to discuss employee issues. After twelve minutes, they emerged and announced that Lavern Ritchey's hiring was approved, and that the theater is still looking for another employee. They also agreed that, sadly, the theater was not able to hire wheelchair bound employees, because of the limited space behind the concessions counter and the requirement to ascend the staircase to the booth.

Prior to the meeting, Cara had reported that there had been issues with food and drink coming into the theater with patrons. The Board agreed that this is unacceptable, and authorized Cara to talk sternly with anyone who is guilty of this practice. They also want her to post a sign in the ticket booth which says, *"Please: No outside food or drink allowed. Alcohol, tobacco, and other drugs are also prohibited."*

Cara also reported that there have been requests for the upcoming movie "50 Shades Darker". The Board agreed that if the booker reports that the movie is doing well in the box office, and he recommends it, we will show it.

Robert discussed the issue of the front door lock and keys being an issue when they are checked out. He said that a keypad type of lock, with programmable codes might solve some of the

problems. Brent mentioned the issue of code leakage, and it was agreed that we will discuss this at the next meeting, when Cara is present. It was also noted that if the present practice of UPS dropping the movie at the City Office was causing scheduling problems, it might be possible to drop them at *BankWest*. Robert said he would ask Cara if this would be possible and useful.

At 6:37 PM, there was a motion to adjourn.