

Cheyenne Theater Meeting Minutes



July 11, 2016

Attending: Board Members Brent Rueb, Robert Grace, and Margyre Anholtz; City Council representatives Amanda Milne and Lila Whitmore; guest Skylar Goodwin, *BankWest*, and manager Cara Hunt.

The meeting started at 6:01 PM. Robert hands out the minutes of the previous meeting, and **Robert moves and Justin seconds a motion to approve them.** Lila gives a treasurer's report. The bank balance is now strong, \$11,062, and we are well within the City budget document confines. **Another motion by Robert and second by Justin approves the treasurer's report.**

We talk about the *BankWest* movie passes with Skylar Goodwin and Lila. We would sell the tickets at normal prices, not a discount, and if the movie is 3D, the person with the tickets would simply pay \$2 upcharge at the window. We would sell children's tickets, too, at \$4. One advantage of buying the tickets in advance is that you could jump the line and give the pre-purchased tickets to the concession counter. Also, the theater might get some slippage when people buy tickets and then don't make it to the movie. *BankWest* would give the money from the tickets to the theater in a timely manner. Lila agrees that this proposal should work with the City's accounting.

Accordingly, Brent moves to adopt the *BankWest* presale option, with a one a year expiration time on the tickets, and if it is a 3D movie, the extra is paid at the door. Robert seconds the motion. *BankWest* agrees to link to <http://cheyennetheater.com> on the *BankWest* website, and we will explain the new program on our website, with a corresponding link back to the bank. We pass the motion unanimously, and thank Skylar and Lila for coming and staying to explain all the details. They leave at this time.

It is noted by Robert that total 2016 ticket sales are down about 14% compared to 2015, year to date. In the same period, concessions are slightly higher despite the notably lowered attendance. Ticket sales in 2016 are down 3% from 2014.

After a discussion of finances, including how long it has been since we've raised ticket prices, **we decide to raise ticket prices by one dollar on adult tickets on Labor Day weekend, after a motion by Justin and second by Brent.** There will be no change in children's tickets or the 3D upcharge. The motion is passed without dissent.

Cara asks for executive session for twenty minutes to discuss personnel. There is no action afterward save to authorize Cara to give a month trial each to two employees for the assistant manager job, as Val no longer wishes to have the job. There will be an ad in the Herald for new employees.

We agree that as is traditional, we will be closed for the Fair weekend, and that our next meeting will be on August 1, 2016.

Robert reports that Square transactions (from credit and debit cards, as opposed to cash) since January 1, 2016, were more than \$2,700. The Square option is seen as a success for the theater.

Robert reports that a very worn disconnect electrical box in the booth has been repaired by *Heartland Electric*. He also says that the reprogramming of the thermostats has helped on the humidity issue in the theater, and Cara agrees with that assessment.

Because Kody Krien, who serves on the local *Dane Hansen Foundation* board has asked the theater to consider applying for a grant, we discuss the lobby climate control upgrade which we have tried to get for more than two years. Robert presents an updated estimate from *Heartland Electric* to do the job, since they provided similar estimates in the past. Then, the theater was unable to raise the necessary funds, approximately \$7,600. The board agrees that we should apply for the *Dane Hansen* grant, after considering modifying the *Heartland* proposal by adding two small units, one in each bathroom. Robert agrees to ask *Heartland* if they think such a change would be beneficial, and agrees to submit the *Hansen* grant prior to August 1, 2016. **There is a motion for this grant application, as potentially modified by *Heartland*, by Robert, seconded by Brent, and it passes without dissent.**

At about 7:25 PM, there is motion to adjourn.