

Cheyenne Theater Meeting Minutes



June 6, 2016

Attending: Board Members Brent Rueb, Robert Grace, and Bridgette Anholtz; City Council representative Lila Whitmore; and manager Cara Hunt.

The meeting started at 6:02 PM. **The minutes of the previous meeting were read, and approved by unanimous vote.**

Lila gave the treasurer's report and summarized by saying that the theater is doing very well. She explained that since the City's accounting system is unable to properly handle discounts, the recent free tickets for the *Angry Birds* movie for the school children will be shown as expenses, thereby slightly reducing the Theater's spending budget in the "fund accounting" system being used. We thanked Lila for attending, **and approved the treasurer's report.**

We discussed the issue of the failure of the movie being played for the schools, due to a mechanical problem. The Board regretted this failure, but has no good way to fix it. The system is complicated and had been working immediately before the children arrived, then failed. Even with technical assistance from Claco, the staff was unable to get it working in a timely manner.

In order to make amends for the movie failure, free tickets to the *Angry Birds* movie were provided to the students as a compensation. Robert explained that the decision to do this had to be made immediately, since he was approached by two people about 45 minutes before school dismissed for the year. (When they left school there would be no way to inform them of the ticket offer.) Robert was in consultation with one Board member, Justin, at the time that the decision was made, and Justin agreed with the decision. More importantly, the school representatives were happy with the compromise. But the entire situation highlighted some of the problems with the House Rental program.

After discussing the above mentioned problems with the House Rental program, and the new issue concerning a revised understanding of the copyright issues in showing DVDs, **Brent moved to suspend the House Rental program indefinitely. Robert seconded it, and it passed unanimously.** The Special Showing program is still available.

The board discussed the *BankWest* proposal which was made at last month's meeting by Skylar Goodwin of *BankWest*, concerning discounted tickets. The Board agreed that the proposal seemed like it was a good program for the Theater, as long as the theater gets paid full price for the tickets, and there is a link on the *BankWest* website to <http://cheyennetheater.com>. In addition, the Board felt like the arrangement would have to be non-exclusive, in case others wanted to provide similar services. However, since the City's accounting system is so inflexible, we will ask Skylar to come to the next meeting to finalize the details, as there are some potentially difficult accounting issues with the tickets being sold outside of the theater.

Robert handed out the tickets and concession spreadsheet, and gave a brief analysis of the numbers from January 1 to Memorial Day weekend, comparing 2015 to 2016. Both ticket sales and ticket revenue had decreased in 2016, by 6.7% and 9% respectively. Concession revenue was up 10.2%, and concessions per person was up 19%. The Board agreed to revisit these numbers during the September meeting, and consider both ticket and concession price increases at that time, since the ticket prices have not been changed for several years.

Cara reported that Jason fixed the theater laptop, which was an easy fix, and that he cleaned it up and charged a minimal fee. She also said that The theater's wifi has been not working correctly, and we finally got it fixed by Eagle: the Eagle equipment had apparently been damaged by a storm. The working wifi is welcome, as it allows the use of Square for credit card sales, and is also used by the motorcycle museum.

The next meeting will be on July 11th, instead of the 4th, to avoid that holiday.

Robert offered to reprogram the thermostats to allow the air conditioning to run slightly more, in order to reduce the humidity issues evident in the building at the time of the meeting. The humidity was an issue last spring, too, so we are concerned about moisture damage to the building and contents. Robert will also work on replacing the marquee down-light bulbs with LED lamps, and fixing the one that is not working.

We discuss new board members and Bridgette says that Margyre Antholz would like to join the Board. She will attend the next meeting.

The Board discussed the June 18th free movie which is being shown for the Alumni and to celebrate the opening of the Motorcycle Museum. Cara reported that we are waiting to find out from Brad how much the fee will be to show the Alumni board's choice, the "The World's Fastest Indian." We hope to be able to honor this commitment, but it depends upon the size and structure of the movie's fee.

The meeting adjourned 7:16 PM.