

# Cheyenne Theater Meeting Minutes



**Date: March 3, 2014**

The meeting began at 6:02 PM.

**Attending:** Samantha Beeson, manager; Board members Justin Lohr, Jamie Patton, and Robert Grace; and City Council representative Glorianne Milne.

The minutes of the February meeting were read by Samantha, and **unanimously approved as read.**

The City did not have a treasurer's report, but promised to email one to the Board.

Robert handed out his analysis of the year-to-year financial comparison which Jen sent to the Board a week ago.

He noted, when comparing 2013 to 2012, that:

The Theater's total income increased 26%, and expenses increased 21%. The cost of the movies increased a whopping 44%. This increase was likely mostly due to selling more tickets, as the rental price is directly related to ticket sales. Wages increased 11%, possibly due to increased employee hours, although those wages numbers are not easily available to the Board, as the City pays wages.

Ticket sales increased almost 30%, and concession sales were up 20% over the previous year.

Robert then handed out a new spreadsheet which he recently created and which Samantha updates each week. The spreadsheet compiles ticket sales by category, as well as concessions sales. Using the first nine movies of the year as a guide, he noted that 81% of the tickets sold (and 84% of the ticket dollars) were from adult tickets, that the average ticket price is \$6.17. Also, 42% of all ticket sales occurred on Saturday night, and that the Sunday matinee is 10% of ticket sales.

Samantha reports that the new shirts are here and being worn by the employees. She also said that some of the new candy choices are selling quite well.

Robert then reported on the sign repair by *Commercial Sign*. The new crew apologized for the mistakes made previously, and they fixed many of the installation errors. However, the mechanical flasher unit for the chaser lights was found to be "burnt out", possibly due to the previous crew's errors, so they offered to replace it for free. They promised to come back with an operative flasher, and to remove the paint smears from the building, and to fix the letters "n" and "e", which are now unlit. After this is completed, they will be paid.

Despite repeated efforts, JR Landenberger has been unable to figure out why the east emergency light erratically illuminates even when no one is using the exit corridor. Robert proposes that the curtain in front of the emergency exit be made longer and wider, so that the distracting light will

not leak out when the light inadvertently deploys. The Board agrees and Samantha is asked to try and find a replacement curtain.

Robert reports that impressive efforts by Ryan Shay to procure the movie *God's Not Dead* have not been successful, despite additional help from Robert to contact the movie's managers. It is believed that the limited number of prints and special viewing rules makes it impossible for small theaters, such as the *Cheyenne Theater*, to show the movie. It is reported that the movie will be shown in Goodland, which means it will be possible for local people to see it.

Jamie asks that we show the movie *Son of God*. The Board notes that the movie is doing an excellent gross income in the opening weekend, and will therefore likely be popular. The Board agrees with Jamie, and asks Samantha to request the movie from the booker, Brad Bills, if he does not provide it on his own.

**After a motion by Justin and a second by Jamie, the meeting adjourns at 6:32 PM.**