

# Cheyenne Theater Meeting Minutes



**Date: May 5, 2014**

The meeting began at 6:01 PM.

**Attending:** Samantha Beeson, manager; Emily Mullins, assistant manager; Board members Justin Lohr, Jamie Patton, Heidi Plumb, Brent Rueb and Robert Grace; City Council representative Glorianne Milne; and guest Pat Rose.

The minutes of the April meeting were distributed, and **unanimously approved after motion by Justin and second by Heidi**. After Glori answered several questions, there was a **motion to approve the financial report by Brent, and a second by Justin**. Unanimous approval.

Robert handed out the ticket and concession spreadsheet. He noted that in the first eighteen weeks (and 17 movies), the worst movie sold 86 tickets, and the best movie 462 tickets. The median ticket sales was 141 tickets. The highest concession sales per person was \$4.07 at *The Hobbit*.

Brent reported on the lobby-ceiling lighting fixture which was recently damaged and which he is replacing. The new one will be a flush fit on the ceiling, and will have three light fixtures, with wiring for three more, for future expansion. The City is going to install the new fixture, and Brent will call city manager JR Landenberger when the fixture is finished, hopefully next week. The Board thanked Brent for his work.

Samantha gave her manager's report: The new XL popcorn concession combo was discussed, and it is now implemented. When asked if she thinks that we still need to hire another employee, Samantha said, "Yes". She is going to put an ad in the paper announcing the opening. Glori said that hiring a new employee does not need City Council approval.

Samantha and Emily said that the new job of updating the highway sign was working well. There was discussion concerning changing the soft-drink vendor from Pepsi to Coca-Cola products, but Samantha must get more information before we can decide, hopefully at the next meeting.

Emily proposed another concession combo, a "kid's combo", which would be a small popcorn and small drink for \$2.50. There was **a motion by Justin, second by Heidi, and unanimous vote to offer the concession**, which will be available to all ages.

Robert reported that the marquee sign is now fully operational, with an electronic flasher on the chaser lights--instead of the old mechanical one--and this electronic one should be better, according to the installer. *Commercial Sign* has been paid for all of the marquee sign work, and that payment impacted the Theater's bank balance adversely. Robert also reported that house security has been upgraded, and that the spare heat pump filters have arrived, and are stored in the basement, where we have an 18 month supply, changing them twice per year.

There was extended discussion about accepting credit cards at the theater. Many of the Board support the idea, as it will likely increase sales of both tickets and concessions. The proposal is to use the popular *Square Register* device and an electronic tablet. Glori had questions about the mechanics of the payments, and she will report at the next meeting as to how we might adopt this form of payment.

The Board reviewed wages, as mandated by the motion in the November minutes. **Brent moved, seconded by Jamie, that we leave the wages as they are now and review them in six months. Passed unanimously.**

Emily and Pat Rose asked for support from the Cheyenne Theater for the June 7, 2014, *Relay for Life*, which raises money and cancer awareness. They proposed an additional showing of the regular Saturday movie at midnight when the relay ends, with donation cans for the *American Cancer Society* placed in the theater lobby. Free popcorn would also be given to attendees of the movie. The Theater will be given an advertising space on the *Relay's* t-shirt. The Board wanted to support the charitable cause, and it was **moved by Jamie, and seconded by Justin to adopt this plan, and passed without dissent.**

**After a motion by Heidi, with a second by Brent, the meeting adjourned at 7:01 PM.**