

Cheyenne Theater Meeting Minutes



November 6, 2017

Attending: Board Members Justin Lohr and Robert Grace; and Manager Cara Hunt and Assistant Manager Emily Mullins.

The **minutes of the previous meeting are reviewed and approved** as written.

We have financial printouts from Lila at the City Office. Our newest bank account balance, after paying wages, is quite low: \$67.49.

Robert reiterated his previous comments on using the bank account balance as financial indicator: it does give trend information, and is valuable for that usage. However, since many of the major expenses of the theater, including utilities, community donations, major maintenance, and capital expenditures are not included in that number, there is a danger to over-reacting to a low number, especially when the balance is near zero.

Based on the magnitude of those unaccounted-for expenses, Robert believes that the theater's actual balance is hundreds of thousands of dollars in the red--calculated collectively over the last thirty years--beginning with the 1988 purchase and major renovation of the building.

Robert said that seeing a checking account balance go from \$3,000 to \$60 over two months seems ominous, but the reality is that the balance actually dropped from perhaps a negative \$233,000.00 to a negative \$232,932.51, and that the actual numbers give a better perspective, because a "zero" balance seems somehow more significant than it really is.

We decide to try and use only the theater's gmail email address--and none of the other addresses--so that communication between the board, the manager and assistant manager, the booker, and the City office is less confusing.

We note that we will soon show "Bad Mom's Christmas" and the new Thor movie, both of which we hope and believe will have improved attendance and improve revenues.

There is a **motion by Robert and a second by Justin to stop showing Thursday night movies immediately**, since the attendance has been very poor. The motion passes.

Emily presented the results of the informal written survey that she had done over several weeks, allowing movie-goers to vote on (1) do they like having Thursday night movies, and (2) should those movies be shown in 3D? The results were interesting: 22 people voted "yes" on the first question, 2 voted "no", and 2 said they didn't care. On the 3D question, six voted "yes" and 15 voted "no".

Cara reported that Lila confirmed Jorge's wages had been increased to the same as Lavern's in May following Jorge's 90 day trial period.

Cara reported that on slow nights, she has four people open the theater, and then two of them go home, to reduce wage expenditures. Robert commented that he liked this method, as he feared that not having enough people to handle the concessions rush period when the movie begins will be a negative experience for our customers and might ultimately reduce attendance.

Justin moved and Robert seconded a policy change in the R-rated movie passes.

The program will function in basically the same manner, but we will now let the theater staff also **issue the ID passes, in addition to** the city office. It was noted that the present policy is particularly onerous for the Idalia and Bird City customers. The motion passed.

Justin mentioned the idea of possibly reducing the price of the matinee, and it was discussed and tabled, as we are concerned about the accounting issues that it would engender.

We re-visit the existing policy concerning using the theater to play video games. We decide to continue the present policy of not offering this service, for a variety of reasons which were consistent with our previous discussion on the issue.

Cara and Emily note that lobby climate control fans don't seem to be working. The board examines them and agrees, and asks that they call *Heartland*, who installed them, and see if they can check them and possibly repair them.

The board adjourned at about 7:15 PM.