

Cheyenne Theater Meeting Minutes



October 5, 2015

Attending: Board members Brent Rueb, Justin Lohr, Jamie Patton, and Robert Grace; City Council representatives Jen Blair, Lila Whitmore, and Amanda Milne; and manager Cara Hunt.

The minutes of the September meeting were distributed and read. After a **motion by Brent and a second by Justin, the minutes were approved as presented.** Lila presented the financial data, and after a few questions, **Justin moved and Brent seconded a motion to approve the financial report. Unanimous.** The bank balance is quite low--\$1,176 at the end of the month, and \$1,568 at the end of this week.

Cara reported on feedback from customers on the higher concession prices: some people complained at the latest movie. The previous two movies had little input, but they were poorly attended. The Board listened with interest, but concluded that the *Cheyenne Theater's* prices are lower than any movie theater that we are aware of, and that the price increases were overdue.

Cara then reported on the negotiations with the Coca-Cola representative. The rep said that we can have either a 6 or 8 valve dispenser, and that we optionally may have a separate machine for tea and lemonade. They want us to sign a three year contract which says that we will sell Coke products exclusively during that period of time. The equipment and installation will be provided for free. It was noted that Coke offers both 2.5 gallon and 5 gallon syrup containers, unlike Pepsi which offers only 5 gallon containers. The pricing for 5 gallons is \$78.03, and about \$46 for 2.5 gallons, so you only want to use the smaller ones if you think that you might have to discard product due to expiration dates on the slower selling flavors. Still, the Board agreed that it was good to have the option to buy smaller quantities.

The rep thought that we should have a six valve machine, and use a separate dispenser for tea and lemonade, and the Board agreed. Coke claims to have a larger customer base than Pepsi, and longer expiration time on syrup, so that they should be more profitable. After some discussion, **Jamie moved and Brent seconded a motion to allow Cara to sign the contract with Cola-Cola, and have her confirm with Coke and Pepsi that the transition needed to be done in one week, to avoid any down time.** Cara will also accept the option to have an ice dispenser, if it will work with our counter height.

Cara then discussed the low attendance at several of the recent matinees, and asked about our present policy of showing if only one person attended. The Board said that they think that if one person shows up, the movie should be shown. There was a long discussion about possibly dropping the Sunday matinee, and Robert looked at the 2015 spreadsheet, and found that the average attendance for the matinee is 27 people. The Board then analyzed the direct costs of showing the movie, and the average ticket income, and decided that the average attendance allows for a very small profit, but that the matinee is basically a "break-even" affair. The advantage

of showing it is that some people will attend who will not attend at the evening showing. It was finally decided, due to a lack of Board consensus, to table the issue until the next meeting. It was noted that the 3 or the last 4 movies were poorly attended, both because they were not great movies, and because the fall time period is always poor for the theater due to competing activities.

Based upon the low bank balance, it was agreed that we have a cash deficit. Lila reported that if we go below zero, she would like some sort of motion by the City Council to allow her to continue to pay the bills from a different account. There will be no violation of the auditing rules until December, but the Board decided to attend the next City Council meeting and request a motion to allow the City Office to continue to pay the outstanding bills, in the event that our balance goes negative.

Lila also said that a recent State inspection revealed some minor safety violations, mostly the lack of lighting on a couple of exit signs. She said that JR and the City are aware of the issues and will fix them soon.

At 7:42, there was motion to adjourn by Jamie and a second by Justin.