



August 28, 2024
Arena Theater Board of Directors
Meeting Minutes

Call to Order at 6:03 pm

Roll Call Present: Lisa Joakimides, Mark Vanderwoude, Paul Andersen, Blake More, Tracy DuPont, Tim McMurtry, Steve McLaughlin
Absent: Michael Beattie, Rod Curbelo

Staff Shauna Boyd and Dagmar Moseley

Guests None

Privilege of the Floor/Correspondence None

Approval of the Agenda Steve moved approval, Blake seconded. Motion adopted unanimously with Michael and Rod absent.

Approval of the Minutes of the July 31, 2024 Meeting Mark moved approval, Tracy seconded. Motion approved unanimously with Michael and Rod absent.

President's Report Lisa stated that she found the differing backgrounds and skills of individual board members to be a strength of the board. She stated it was important to be respectful of one another.

Secretary Report Paul advised he would not be available in person for the next two months but would attempt to attend the meetings and complete the minutes. He may need to call on someone if he cannot.

Treasurer's Report Mark reviewed the current financial situation. He explained that in July the theater earned approx. \$15,000, expended approx. \$18,000, which provided a net loss of \$3,165. Mark stated that July was the end of the first quarter of the fiscal year. The theater had income of \$55,942, expenses of \$65,271 which was a net loss of \$5,329. He noted that for last year's first quarter, the loss was \$1,448. Shauna explained that a one-time grant of \$2,000 made the first quarter of last year better than it would have been otherwise. Lisa said there was a current expense we incur every three years, which is also skewing the numbers a bit. The budget information for July and fiscal year-to-date are attached.

Standing Committee Reports

Membership & Fund Development Arena Theater has 316 memberships covering 501 individuals at the end of July. There has been discussion of offering a reduced cost membership of 15% for new and expired memberships during the Short Film Festival. At the Aviator Stash concert, Rod was soliciting membership and had success with the \$30 for 30 program among the younger audience, suggesting that a membership booth at live shows could help improve membership numbers. For gifts, the Theater earned \$4,885, which is lower than the previous month (which included returns from the fundraising letter). There was discussion of a fall fundraiser being rescheduled to the spring due to the vastly

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increased time spent on the Short Film Festival and concerns about stretching the board and volunteers beyond capacity. She noted that the Theater's accountant had expressed concern about not having a fall fundraiser. Lisa stated the film festival brought in approx. \$7,000 for the Theater last year; the previous fall fundraisers brought in \$6,000 and \$5,000 each year. She stated that there is discussion of a wine-and-food tasting fundraiser in late winter or early spring. Tracy stated that there are only so many volunteers, including Board members, to put on events and Steve remarked that unless there is a cash flow issue, having the fundraiser in the spring makes sense. Work has begun on the Fall fundraising letter, which will likely be sent at the beginning of November. Lisa suggested including Blake's poem from 2022 in it and Tracy supported.

Programming

Cinema Dagmar reviewed the upcoming lineup for cinema showings and noted the challenges of finding successful first-run movies. Shauna updated the board on preparations for the Short Film Festival in November with nearly \$12,500 raised (compares to \$10k last year) and at least another \$3,000 pledge. She noted expenses will be higher due to stipends and lodging for festival filmmakers to attend. Shauna noted it was a very successful event last year and helps promote visitation to Point Arena.

Live There were two recent successful events: Aki Kumar which generated \$1,400 and Aviator Stash earned \$500 after expenses. Shauna noted that live events are doing well with increased ticket prices. Upcoming live shows are Zepparella September 28, Hot Buttered Rum on October 18, and Fourth Position on Halloween night.

Opera Subscriptions for the upcoming season have begun coming in. There will be eight showings this season.

Exhibition on Screen Four events have been scheduled for the year.

NT Live Two performances have been confirmed: Waiting for Godot and The Importance of Being Earnest. There have not been any screenings in the past year.

Dagmar noted that some programs have expenses in advance of showings, such as publicity, without income having started which is why the financial reports may show an expense without income (yet).

Film Club Steve stated the first six films are set. He received feedback from a member about the lack of dining options on a Monday in Point Arena. Tracy remarked that Pier Place is open on Mondays. The first round includes Moneyball; Election; Brewster McCloud; Touch of Evil; Extremely Loud & Incredibly Close; and The Tale of King Crab. Steve noted that 60 Film Club memberships need to be sold to "break even." The Manhattan Shorts will screen on September 30. Discussion of ticket prices ensued, and Dagmar advised that membership cards should be checked for events like Cult Classics and Music on Film night where there is a member discount for tickets.

Personnel No report.

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Facilities Tim stated that work on repairing the roof has begun with a first layer of plywood installed. He advised that the damaged location was larger than expected so the cost of materials will increase, but there will be no cost for the donated labor to perform the repairs. He hopes to have the project completed in advance of the next Board meeting. He thanked everyone for keeping the Theater look so good.

Old Business

Discussion centric to Cinema losses acceptable/anticipated fiscal 24/25, and suggested reduction from 4 Cinema showings/week to 3 Cinema showings/week for specific months, Mark --

Mark advised that the Finance Committee discussed losses for the current fiscal year. He explained there was an approximately \$4,000 savings from curtailing first-run cinema screenings from 4 showings to 3 showings per week. The loss from Cinema in the first quarter of the fiscal year is approx. \$4,000. He expressed concern about Cinema incurring a \$16,000 loss with an additional \$4,000 loss if screenings are not curtailed again this year. He stated that the Board should discuss how much "pain" they are willing to endure for the Cinema program. He noted that overall the Theater earned a profit of \$25,000 in the 22-23 fiscal year and whether to use that funding to cover cinema losses.

Lisa stated that Cinema's losses for the same period were \$3,100 versus \$4,165 for the same period this fiscal year. Tim questioned if there was too much focus on Cinema's losses when the Theater overall – including other events and fundraisers provide an overall surplus for the Theater. Mark explained that the goal of reduced showings was to stem the Cinema losses to \$10,000, which was achieved with the curtailment of showing to 3 per week which saved approx. \$4,000.

Mark stated that Cinema, unlike other events, does not contribute funds operationally. Tracy questioned whether the curtailment of one showing impacted the potential income that would have been collected for that showing. Mark explained that each showing costs approx. \$300 so a movie would need to earn that to break even, and many recent showings have not met that threshold, resulting in losses. Tracy noted that pre-Covid, the Theater had events most days of the week and that the Theater's activity and publicity have decreased with fewer showings. She expressed concern about the inconsistent nature of showings and remarked that, as a business owner, consistent hours are very important. She suggested not focusing so much on cinema in correlation to other events.

Paul stated that the films the Theater can get on a timely basis are usually movies that do not support four showings. Each showing loses because the turnout is low for many films that are not blockbusters like Barbie. He suggested that curtailing showings for eight months would save the Theater \$8,000 annually and that it was worthy of further discussion.

Steve stated that one of the main missions of the Theater is to provide entertainment options and that films are an important part of that. He also noted that there doesn't appear to be a sufficient audience for the number of showings. That detracts from the film-going experience because there are fewer attendees. Fewer screenings would likely increase the turnout of the remaining three screenings and

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save the Theater money. He stated that Cinema does well when block busters are available, but they don't occur every month. He expressed confliction about a showing with a small audience that loses money versus having a dark theater.

Mark explained that the Finance Committee has looked at the ticket sales for every showing in past years and the weakest night was Friday, which is the night that was dropped during 2023. He stated that Thursdays are usually the best night and thought that would increase curtailing a Friday showing. Mark said that the Board should look at it as an option. He noted that it would free up the Theater for other potential events. Blake stated it would provide more options for live events but Tracy mentioned that Friday cinema showings are usually bumped for a live event. Shauna stated there should be some flexibility if a showing is curtailed, depending on the film's ability to draw an audience. She noted blockbusters do well on Fridays. She also stated that Music on Film Nite, Cult Classics and the Film Club provide choices if a showing is curtailed. Shauna stated that even with one less Cinema film, the Theater is still showing first-run films three times a week and stated that many movie theaters have gone out of business. The industry has changed with the pandemic and films being available on streaming services.

Lisa stated she was not in favor of reducing screenings. Mark stated that when no movie was shown on Friday, the Cinema committee did have leeway for a fourth showing if the film was expected to do well. Lisa stated the Theater needs to be viable for the community and part of that is a consistent schedule. She noted that there have been other programs instituted to help offset the overall Cinema loss.

Dagmar questioned whether she fell under operational expenses. She also questioned the \$4,000 savings and requested the Cinema Committee receive a more detailed breakdown of how the figure was arrived at. Replacement events are not shown enough to make up for the Friday showing. Regular hours are invaluable and should be maintained. She also felt that, while Cinema has losses, the overall Theater is financially healthy. Steve stated that there are still expenses even with a dark theater.

Shauna clarified that none of Dagmar's operations hours are included in Cinema expenses. She questioned the figures used to arrive at the \$4,000 estimate; that original estimate was a labor expense of \$150 not \$300. Mark stated the \$300 number came from the Finance Committee last year. He said he would provide the backup for the figure and that he appreciated the discussion.

Mark suggested tabling the issue and revisiting it at the end of the first half of the fiscal year, which is the end of October. Discussion on the issue will occur at the November Board meeting. There was consensus in favor of the proposal. Further, there was consensus about the importance of maintaining consistent hours.

New Business

Opening the theater for the presidential debate (Tues Sept 10 6pm), Lisa – Lisa stated a Theater member had suggested opening the Theater for the Presidential debate on September 10. She stated the estimated cost for the event would be approx. \$440. The member does not want to rent the Theater and suggested patrons could provide donations. Both of the projectionists have said they are not available that evening. It is also difficult to do streaming, as evidenced by issues with the Oscars

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screening. Steve expressed concern about the cost of the event, the ability for streaming, and the potential of audience disruption. He thought the event was too big an ask, and not part of the Theater's mission. Tracy and Tim remarked that there was no projectionist available, and thus it was a moot point.

Tracy motioned to tell the member there was no projectionist available, Steve seconded. Motion adopted unanimously with Michael and Rod absent.

Adjournment With no further business to discuss, the meeting was adjourned at 8:22 pm.

The next meeting of the Arena Theater Board of Directors is September 25 at 6:00pm.

Financial Report Fiscal Year Aug 2024

Aug
2023

CATEGORY	INCOME	EXPENSES	NET	NET
EVENTS	\$15,605	-\$14,807	\$938	\$4,400
OPERATIONS	\$2,895	-\$6,609	-\$3,714	-\$3,200
TOTAL	\$18,500	-\$21,416	-\$2,916	\$1,200

Events Income = All tickets, concessions, bar, and ads sold

Events Expenses = Specific to events including payroll, movie rental fees, licensing, and creation of ads.

Operations Income = memberships, donations, interest.

Operations Expenses = communications, insurance, heat, accounting, office, property taxes, workers comp, etc.

Included in Events:

Cinema = -\$1,276

Nite/Cult = \$343

Film Club = -\$69

Produced = \$1,880

Exhibits on Film = -\$81

NT Live = \$0

Rentals = \$0

Film Festival = \$0

Total = \$798

Financial Report Fiscal Year
YTD thru Aug 24

YTD thru
Aug 2023

CATEGORY	INCOME	EXPENSES	NET	NET
EVENTS	\$59,645	-\$58,707	\$938	\$6121
OPERATIONS	\$18,798	-\$27,981	-\$9,183	-\$9,841
TOTAL	\$78,443	-\$86,688	-\$8,245	-\$3,720

Included in Events: 2024

Cinema = -5,421

Nite/Cult = \$406

Film Club = - \$683

Opera = \$389

Produced = \$5,867

Exhibits on Film = \$8

NT Live = -\$245

Rentals = \$668

Film Festival =

Total = \$989

Included in Events: 2023

Cinema = \$2541

Nite/Cult = \$1372

Film Club= -\$144

Opera = \$416

Produced = \$886

Exhibits on Film = \$34

NT Live = -\$74

Rentals = \$1,087

Film Festival = 0

Total = \$6,118