

**Arena Theater Board of Directors**  
**Wednesday, May 29, 2019**  
**6:00 pm regular session, Coast Community Library**

1. Call to Order at 6:02

2. Roll Call:

**Board Members**

McFarland, Joakimides, McMurtry, Pratt, Beattie, Andersen, Archer, Fernandez, Herbert

**Staff**

Shauna, Phil, Dagmar

3. Privilege of the Floor/Correspondence/Suggestion Box:

Lena Bullamore complimented the Member Meeting.

4. Approval of Minutes from April 24, 2019 board meeting (Archer/McMurtry)

**REPORTS:**

**5. President's Report**

**a. Election of 2019 Officers:**

**President** Mitch McFarland (nominated by Archer/ Pratt), all approved)

Vice President Mike Beattie (nominated by Archer/Pratt), all approved)

Treasurer Dean Fernandez (nominated by Joakimides/ McMurtry) all approved

Secretary Barbara Pratt (nominated by McFarland/ Joakimides) all approved

**b. Appointment of Committee Chairs: All committee members in attachment.**

General Programming: *Chair Herbert, Members*

Facilities: *Chair McMurtry, Members*

Personnel: *Chair McFarland, Members*

Finance: *Chair Fernandez, Members*

Fund Development: *Chair Pratt, Members*

Membership: *Chair Joakimides, Members*

**c. McFarland reported on the California Arts Council Telephone Think Tank Rural Focus.**

Consensus of the telephone group was 1. Applicants would like to create their projects and have the Arts Council find/or create grants. 2. Rethink Matching Funds as many small communities don't have the resources. 3. Research the term FLP that many in the group were using.

6. **Treasurer's Report:** The Arena Theater Association: 2019 Fiscal Year End Reports: Fiscal Status was sent via email late afternoon to all board members. Discussion will be tabled until June board meeting.

## 7. Standing Committee Reports

### a. Fund Development Committee

Shauna reported that Amy will be importing data from October forward and database should be functional in July.

### Jumpstart Program

Fernandez spoke with Jumpstart counselor and presented suggested changes to the Spring fundraising letter. Color was considered; Jumpstart contacted for advice, but an email vote on Thursday, May 30 resulted in approval of B/W to save money since we will be sending out about 3,800 pieces. Color will be considered for the fall membership letter. The goal is sending the letter to the printer first week of June. Hand addressing will be considered for the Fall letter.

### b. Programming Committee

Reports from subcommittees: Cinema, Live, Telecast, Publicity, Film Club

#### **Cinema:**

- a. Phil presented a report on Feature Film Booking. It cost less for rental of Blu-ray features including less staff time. First Run studio movies are limiting our choices.
- b. Dagmar presented "Anthropocene" as a potential screening/fundraiser. Information will be emailed to board members.
- c. Dagmar will research bringing the Oscars back as a fundraiser.

**Live:** listing of upcoming concerts and events No Summer Camp this summer. Goal is having a live theater program for children/adults. Herbert, (Shauna) Boyd and Andersen will spearhead this program.

**Telecast:** listing of upcoming telecasts Shauna complemented the Ballet telecast results

**Publicity:** Dagmar will create spreadsheet showing all potential publicity information so that board can create a line item budget. She is also going to research how concessions is listed in the budget.

**Film Club:** no report

### c. Facilities Committee

**Marquee** update (incorrect panels sent, returned) **Screen lift** is now functioning and new **Shop Vac** (donated by Pratt), **Old Heaters** (need to plan on replacing, estimate \$15,000), **Propane tank** was repaired, **Painting** will continue, **Roof Deck** needs additional repair, Beattie suggested **dehumidifiers** for additional warmth in green room.

### d. Membership Committee

a. "30 for30" program is in the spring donation letter

b. Archer presented Member Cinema Reward Card, member attends 10 movies and gets the next one free. Details of implementation are being finalized in the office. Motion by Joakimides/ Fernandez All approved

c. Realtor program for new homeowners is being finalized. Kennedy Real Estate will have the program for the first year as a thank you for their participation in our On-Screen ads for the last several years.

### e. Personnel Committee

Archer will attend next meeting.

**OLD BUSINESS:**

8 Staff Reports Staff requested guidance on how far back they should accept passes. Since the passes are not restricted, all passes will be accepted unless they have a date restriction.

9. Dlyted fundraiser discussion (Minimum staff time to implement) and vote (Yes, McFarland, Joakimides, McMurtry, Beattie, Andersen, Archer, Fernandez, Herbert. No, Pratt) Approved

**NEW BUSINESS:**

10. Blake's website recommendations, discussion and vote

a. Payment of \$675 invoice. Motion Lisa/Mitch Approved

b. Pay Pal implementation approximately \$350 Motion Lisa/Paul Approved

c. Search Engine Optimization and ADA requirements not approved at this time, tabled for discussion

11... Adjournment