

Minutes of the February 24, 2021 Meeting of the Arena Theater Board of Directors

1. **Call to Order** – Pratt called the meeting to order at 6:02 p.m.
2. **Roll Call** – Present – Pratt, Beattie, Fernandez, Archer, Andersen, McMurtry, Joakimides, Boyd, Marrinan, Moseley and Montag
Absent – Wilkinson and More
3. **Privilege of the Floor/Correspondence/Suggestion Box** – None.
4. **Approval of Minutes from January 27, 2021 Board meeting.** Joakimides moved to approve the minutes and Beattie seconded the Motion. The Minutes were approved unanimously.

REPORTS:

5. **President's Report** – Pratt reported on a webinar about “The Amazon Effect” which is a phenomenon where all service providers and retailers will be judged in comparison to Amazon and suggested that it has lessons that we should be aware of as we go forward with our re-opening.

6. **Treasurer's Report** – Fernandez reported that our Second Round PPP Loan Application has been approved. The first loan was \$19,575 and the second one is for \$18,143 beginning on February 17, 2021. The second round also has greater leeway in how the funds may be spent and still qualify for forgiveness of the loan. Pratt reported that she believes that there will be additional benefits for small businesses (less than 20 employees).

We are updating the Restricted Funds Policy. It has been suggested that we create a Restricted Fund for a new projector and use that as an example going forward. Any Restricted Fund should have a timeline, dollar amount goal to be raised and specify what the funds will be spent on, including what it will be spent on if the goal is met and there is a surplusage. It should also have a caveat to allow the Theater to use the surplusage as needed.

Montag showed a draft summary of the first three quarters of the fiscal year at the recent Finance Committee meeting. This will be finalized and summarized for the March Board of Directors meeting. For the 9 months of our fiscal year, our profit is over \$60,000 (including the first PPP loan of \$19,575).

Fernandez reported that we had no earned revenue in January except for virtual movies, of \$242, but we did have \$1,609 in donations, and \$2,365 in memberships. Operating expenses were the average of \$5,000 that they have been for months, with the addition of the onetime tax return expense of \$2,700 which led to a January loss of \$5,512.

7. Standing Committee Reports

- a. **Finance Committee** – Nothing was reported other than the Treasurer's Report.

b. **Fund Development Committee** – Pratt reported that we are on a second waitlist for a small business relief grant. This waitlist was created because the funding agency is looking for more funding sources.

The California Arts Grants (Impact and General Operating). The Impact Grant is for \$18,000 and we will not know until June/July as to whether we will qualify.

Wilkinson will be handling the Spring Donation Letter and will manage the GoFundMe site.

c. **Membership Committee** – Joakimides reported that donations generally slow down in January and February and that in January were received \$4,954 from 43 memberships and/or donations. Our Winter Fundraising Letter generated a total of \$10,170.

She reminded the Board that the Annual Membership Meeting will be held on April 19, 2021 from 6-7:30 pm. The Committee is intending to have a presentation by Board members as well as candidates. Joakimides requested the Board members and staff email her with information and suggestions re input for the presentation asking: “What do our members need to know about the theater, going forward, and what did we do that was important in 2020?”

The Spring Fundraising letter will address and develop this theme in the coming months. What is the target date? May or June? Pratt also mentioned that a Year-End Review for the Annual meeting could also be incorporated into or provide information the Spring Fundraising Letter.

With regards to ongoing outreach efforts for more diverse Board candidates It was noted that information and invitations have been publicized in the ICO, on our website and in our publicity efforts. So far, only one candidate has expressed interest in joining the Board. Joakimides will run again. Fernandes is undecided. The timeline is:

1. Candidate statements are due March 17, 2021;
2. Notice of the Annual Meeting is due March 31, 2021; and
3. The Annual Meeting will be held on April 19, 2021.

The Committee decided to allow online voting beginning April 5 - 18, 2021 with the meeting to be held virtually on April 19, 2021. Candidate statements will be available as of March 17 and will be on our website and published in the ICO.

d. Programming Committee (includes cinema, live, telecasts, publicity and film club)

General Programming – Boyd reported that we recently received an email from By Experience [BYE] one of our distributors who will be offering selected titles that we can publicize and then we would receive 50% of the proceeds from any online sales. She is soliciting input (and suggested titles) from Jon Sandoval and Peter Reimuller

Cinema – Nothing to report.

Telecast – Nothing to report.

Publicity – Moseley reported that we received “Cinema Saves” decals which we can circulate and distribute. She has placed a request for letters of interest re the Board vacancies in the ICO and the Lighthouse Peddler.

Pratt suggested that we consider setting up a monitor in our lobby which would run trailers for walk-by viewing, to brighten up the windows and to continue to publicize our Theater.

Film Club – Nothing to report.

e. **Facilities Committee** – McMurtry reported that the old heaters will be removed this weekend in anticipation of the inspection by the contractor, to assess if any ducting needs to be replaced or changed for the installation of the new heaters. The evaluation, purchase and installation of air scrubbers remains under discussion. Beattie will forward information about the scrubbers for review by the Finance Committee.

The floors are all scrubbed and sealed. He has found that the new seat cushion covers don't work well so he has begun to clean seat cushion covers. He has bleached out an area where there was mold. He suggests replacing the downstairs carpets with heavy duty carpet tile. He is seeking more information and cost and will forward that to the Finance Committee.

One of the ongoing concerns was to protect the solar panels from damage and he felt that installation of cameras might attract vandalism that could extend to the roof and/or the solar panels. The City is interested in installing cameras to prevent vandalism at the restrooms and the playground.

f. **Personnel Committee** – Archer reported that the Personnel Committee had met recently and begun to address the staffing issues that will be created by our re-opening. The Committee reviewed the current draft of our COVID Re-Opening Plan and will continue to address this issue as it relates to future personnel and payroll needs.

The Committee also began to consider records, where they are kept, how they are kept and what information in the records can and, more importantly, cannot be disclosed outside of the Board.

OLD BUSINESS

8. **Reopening Committee update** – Boyd reported that the Re-Opening Committee continues to meet. There is current draft of the COVID Re-Opening Plan which is based on the template submitted by our Worker's Compensation carrier (which would have to approve of the Plan prior to re-opening). The Plan has details about mitigating risks, training, PPE, cleaning, etc. and is a work in progress. We will also need to certify the Plan with the County and Moseley will handle that aspect of the Plan. Next steps are developing a supplies list, ordering supplies, etc. Moseley has checked with our furloughed staff and they are all ready and willing to return to work as soon as possible.

The Committee also recommended against renting out the Theater unless/until the Re-Opening Plan is approved and in action.

NEW BUSINESS:

9. **Board candidates update** – Boyd reported that as of now we have one candidate, Art Sussman, who has submitted a Candidate Statement. She shared his Statement with the Board. The Board discussed reaching out to other potential candidates in support of our diversity goal.

10. **Next meeting date and time** – March 31, 2021 at 6:00 p.m.

The meeting was adjourned at 7:41 p.m.