

Arena Theater Board of Directors
Wednesday, July 31, 2019, 6:00 pm regular session
Coast Community Library

Present: McFarland, Beattie, McMurtry, Anderson, Joakimides and Archer
Also Present: Boyd, Marrinan and Moseley
Absent: Pratt, Herbert and Fernandez
Minutes: Archer

The regular monthly meeting of the Board of Directors was called to order by President McFarland at 6:03 p.m.

Privilege of the Floor/Correspondence/Suggestion Box – consistent with the vote taken at the June meeting a letter has been sent to Umberto advising him that he is no longer welcome in the Theater because of his prior conduct.

Approval of Minutes from June 26, 2019 meeting – Pratt was not present and the prior meeting's Minutes had not been finalized so this was continued to the August Board meeting.

President's Report – There was a discussion of the fourth Blues on the Coast show which was well-received and well-attended.

Status of Liquor License – McFarland also reported on the efforts to obtain a liquor license. He reported that he has spoken with ABC and that it takes up to 90 days from the date of application to issuance of the license. In the interim, we cannot have any daily liquor licenses. Boyd reported that we have no live shows with planned alcohol sales during the period of November 9, 2019 to February 2020 and that this might be a good window during which our application will be pending and we will not be allowed to sell alcohol at any shows. McFarland added that the timeline to develop and finalize the application would be by early October. It will cost \$700 for the license and it is presently unknown what the annual renewal fee will be. The license that we intend to apply for will include/allow the sale of beer, wine and mixed drinks.

Treasurer's Report – Given Fernandez's absence, it was agreed to continue this Report and the anticipated discussion of the 2019-2020 Budget until the August Board meeting. A copy of a list of Amy's suggestions and the Budget Overview for 2020 were circulated. It was agreed that a more detailed discussion of this would be deferred to the next Board meeting.

Standing Committee Reports –

Fund Development Committee –

Jumpstart Program – Given Fernandez's absence the report on the Jumpstart Program it was agreed to continue this report until the August Board meeting.

Mid-Year Fundraising Letter – Boyd reported on the early results of our mid-year fundraising letter. Responses and contributions are down as compared to 2018 and 2017. As of the date of the Board meeting we had received \$5,400 in contributions and three new memberships in response to that letter. It was noted that this letter went out as school was letting out and it was thought that the timing might have affected the responses and it was reiterated that the Fund Development Committee and the Membership Committee have developed and intend to

follow a more detailed time-line for the drafting and mailing of future fundraising letters and next year's mid-year fundraising letter is scheduled to be mailed in May, 2020.

October Fundraiser – The date for our “Farm to Table” Dinner at Oz Farm was confirmed for October 19, 2019.

Programming Committee –

Cinema – Marrinan reported on the upcoming schedule and confirmed that we will have a new technical person from Bay Area Cinema beginning in October 2019.

Live – Boyd reported on the upcoming live events including “Peace & Love” (August 17), the fifth (and final) Blues on the Coast (August 31), an upcoming live concert from “Mojo Green” (September 14), a private rental (September 30) and a Halloween Concert featuring “La Gente” (October 31). There was a discussion of the development of a Live Event Report form which will be used to track data from live events going forward.

Telecast – There was a discussion of the upcoming Stratford Festival, Opera and The Tempest. It was noted that the last few National Theater Live events did not do well and the Sub-Committee will be looking at past programs to attempt to determine the reason(s) for the decline and how to address it. It was noted that tickets for the next Opera season are now available. Additional upcoming events include Great Art on Screen (August 11) and the beginning of the new Music on Film Night which will begin with a showing of “The Last Waltz” on August 20.

Publicity – Moseley reported that our ad has been submitted to “Soundings”. She also reported that she'd completed the paperwork necessary to have the Theater listed on DLYted, but had not gotten any response from DLYted. Archer will follow-up with DLYted. Moseley also reported that photographs of the Peace & Love rehearsal are now up on our website. There was a short discussion of the radio spots and promo ads that we had been placing with KZYX and Moseley noted that our contract has run out and the cost of renewal has significantly increased. Moseley and Anderson will follow-up on this and report back to the Board. There was also a discussion of developing the annual Publicity Budget and what data would be helpful.

Film Club – There was no report.

Facilities Committee – McMurty reported on the status of the marquee (new panels pending), painting and cleaning the solar panels (to occur on Sunday August 4). The Committee is still looking for a supplier for seat cup holders. There are many different styles available and the Committee is looking for a style that will not interfere with patron movement or be subject to accidental dislodgement and spills.

Membership Committee – Joakimides reported that 32 memberships have been distributed to the graduating High School seniors in Point Arena. Thusfar, there have been no responses. Ten letters to new property owners have been delivered through the realtor. One was returned and it is hoped that this will lead to a new membership. The Member Rewards Cards are now in use and seem to be working smoothly. Mary Cope will be the new volunteer in charge of membership data and update.

Personnel Committee – McFarland reported that there had been no meeting of this Committee in the past month and there was nothing new to report.

Old Business – Staff Reports, Blake’s website recommendations and the quarterly review of the Strategic Plan were all tabled and will be revisited at the next Board meeting.

New Business – There was a further discussion of the responsibilities of the various Committee Chairs and how we will want to develop a more detailed description which will be included on our website and which will be useful in identifying Board candidates and/or Committee members for upcoming elections.

The meeting was adjourned at 6:50 p.m.