

Cheyenne Theater Meeting Minutes



February 5, 2018

Attending: Board Members Brent Rueb and Robert Grace; City Council Representative Lila Whitmore; Manager Cara Hunt, and Assistant Manager Emily Mullins.

Lila reported that we are doing well as to finances because of the good movie attendance in January.

We noted that the minutes of the December meeting weren't on the website, as Robert didn't attend that meeting. Lila offered to send her notes concerning the meeting minutes and Robert will post them. Lila summarized her report that as of Jan 1 the Theater is not a separate fund, but rather in the general fund. This is the new accounting format.

The lobby heating system has been repaired and is presently working well. Robert asked *Heartland* to work on it after it wasn't putting out much heat, and they subsequently refilled the system coolant, for the second time.

Cara reported that she wants to hire another person. Tressa is a senior, and will be leaving this summer. Cara has an application from Jaron Berig. We approve his hiring.

Lila reports on Cara's hours as manager, which are lower than the assistant manager. But since the wage structure is such that if the manager takes more hours, and the assistant less, it results in a lower wage expenditure for the theater. We discuss this issue, then table it until next month.

We want to make sure that our newspaper ad runs in both the *Herald* and the *BC Times*, and Cara says that she will contact the *Herald* and check this.

Cara reports that the new *Eagle* fiber internet is working very well, and that updating the highway sign has been much easier, because of the better connectivity.

Robert has analysis of last four years with annualized moving averages. Basically, 2017 had a slow year, especially in the summer months, when we normally have higher attendance. But that didn't happen in 2017, as there weren't good movies, and that was when our

overall attendance sagged well below the previous year. In fact, 2017 was our worst year for the last three. However, the movies have been much better in January and the first part of February, and the annualized attendance numbers are quite good so far in 2018.

We discuss the idea of accepting *MoviePass*, a somewhat controversial new program which allows movie patrons to purchase a card which allows attendance to multiple 2D movies for one monthly fee, which is paid to *MoviePass*. Since the *MoviePass* card is simply a debit card from *MasterCard*, and since the theater would get the full ticket amount for each sale, Robert thinks that it makes sense to accept it, but Lila wants to wait and try out a *MoviePass* card just to see if there are issues with our City-based accounting. Robert has contacted *MoviePass* about obtaining a card and also about setting up the *Cheyenne Theater* to accept the cards, but he has not heard back from them.

Also, Robert has a tentative on-line survey which he designed to both provide public input as well as reminding people about the services that we offer. The idea is tabled, as we hope that the better movies will solve the last year's attendance drop.

Concessions are working well, and the candy specials which Emily and Cara introduced a few months ago are helping to reduce inventory on slower moving items.

Lila asks that Cara always sign the time cards, and she agrees to do so.

We will continue the monthly meetings for now, instead of going to a bimonthly format. The **next meeting will be March 5, 2018.**

Meeting adjourns.