

Cheyenne Theater Meeting Minutes



March 5, 2018

Attending: Board Members Margyree Anholtz, Justin Lohr, and Robert Grace; City Council Representatives Amanda Milne and Lila Whitmore; Manager Cara Hunt, and Assistant Manager Emily Mullins.

The minutes from the last meeting are reviewed. **Motion to approve by Justin, second by Margyre, unanimous.**

Lila then gives a treasurer's report. She says that revenues exceed expenses for the year to date, and the handouts which she provides show that revenue is \$13,971, while expenses are \$11,485, a difference of \$2,486 for 2018. Robert notes that the annualized ticket sales are now at 7,800 per year, which is very good for this early in the year. We believe that better movies are increasing sales, as we hoped. **Robert moves to approve the financial report, Justin seconds, unanimous.**

Robert reports that the *Google AdWords* ad which Grace Flying Service sponsors are apparently working: *Google* reported that in the last month, there were 140 clicks, 7,884 views, 49 subsequent interactions on *Google* maps for the theater.

Cara confirmed that our newspaper ad is in the *Bird City Times* as well as the *Herald*, and the *Bird City Times* ad is actually larger.

Robert gave an updated report on *MoviePass*: he has used it, and reports that it works fine at participating theaters. It is merely a MasterCard, no different than any other credit card, save that it has to be approved within 30 minutes of using it in the proximity of the theater, by using the *MoviePass* phone app. The theater gets the full amount of the ticket purchased, and Robert experienced no reluctance on the part of the theater to accept the card. Lila is somewhat concerned about the issue of accepting the *MoviePass* card and wants to see the written agreement with the company. The Board asks Cara and Emily to explore whether the *Cheyenne Theater* can participate, and to try to get a copy of the said agreement.

There is discussion about the popcorn oil. Cara asks if we can use sunflower oil instead of coconut oil? She says sunflower oil is locally produced by Wrights in Bird City, and Amanda says that oil is available at *Tru-Value* here in town. We agree to purchase a small amount and try it, as we like the idea of supporting local business.

Emily and Cara report that the Shark, a cleaning device, is not working properly and that it is a valuable tool. The Board asks them to shop for a replacement and purchase one. It is noted that the theater uses these devices a lot: several times per week on a large area, so that might limit their useful life.

The Board then goes into executive session for twenty minutes concerning employees. When the Board resumes normal meeting protocol, **Robert moves that we change the manager's job description from a monthly salary to an hourly wage of \$11/hour, and that we try this for three months, and then review it. There is a second by Justin, and it passes unanimously.**

We ask Cara and Emily to allow willing employees to learn to set up the movie on Thursdays, and to start the projector before the movie, so that we will have a maximum number of people trained and current in those operations.

The meeting adjourns at 7:15 PM.