

Cheyenne Theater Meeting Minutes



March 6, 2023

Attending: Board Members Pat Cress, Margyre Anholtz, Larry Barnes, Jude Faulkender, and Robert Grace; Manager Jessica Lee, City Council Representatives Dara Carmichael and Leann Lee.

The meeting was held at 6:00 PM, in the *Cheyenne Theater* lobby.

We do have a quorum attending.

The **minutes from the last meeting are approved with no changes.**

Leann gave us a complete financial report. Revenues were down, due to lower ticket sales, and expenses were above January, but we thought it was because of timing issues at the end of month. **The financial report was also approved.**

Larry said that Eddy Schultz talked to him about the Theater adding an insert into the upcoming alumni association invitation mailing. We could use this as an opportunity to accept donations for the upcoming renovation project, where we will need matching funds. We discussed this, and talked about the possible projects that are specific to the renovation.

We decided to do this mailing for St Francis, and **Pat offered to allow us to add the same insert into the Bird City alumni mailing. We approved both.** Leann said the funds would be put into the City's general fund, but earmarked to the theater. The donation checks would go to the City of St. Francis with "Theater" in the memo section. Robert will send out a short document soliciting funds to both associations.

Jessica reported on the new *Square* purchases for accepting payments. She said the new system works well, and has been appreciated by both the staff and customers, who like the quicker credit card payments, which include NFC and tap-to-pay. However, there is an odd connection issue on the old Android tablets that is used in the ticket window. The new tablet and reader for the concessions works fine.

The temporary solution has been to use the more modern tablet from the City Office, but we agreed that we should buy another NFC card reader and a newer tablet so that we can also use the new charging method in the ticket booth.

Robert noted that we might have a slight security issue with the older Android tablets if the problem is that we are using an older operating system that is not being updated any more. A **motion by Pat and second by Larry to purchase the new tablet and card reader was approved unanimously.**

Robert reported that the *Ministerial Alliance* wants to sponsor the tickets for the upcoming movie *Jesus Revolution*. They want to buy the tickets for the opening weekend. We noted that

we have to charge full price for all of the tickets, since the movie companies require this, as they want their percentage based upon a full priced ticket. The *Ministerial Alliance* understands this, Robert said.

The Board was fine with this offer, as it is revenue neutral for the Theater, but could increase attendance somewhat, and therefore increase concessions sales. In addition, the Board noted that we like the fact that movies of this nature often bring in a different crowd than other movies, and that broadens community appeal, which is beneficial to the Theater and to the community.

We agree that we can tally the tickets sold for the 4 weekend showings, and have a check written to reimburse us on Sunday night, so that we can make the Monday morning payment.

A motion by Margyre and second by Jude was approved unanimously.

We also had a request from Jessica Matthies to show a special movie, *Jesus Revolution*, on Wednesday night to a youth group. We noted that our [standard arrangement](#) for special showings requires a minimum of 40 tickets purchased at regular pricing, and that concessions are optional but no food can be brought into the Theater.

Jessica, our manager, said she could get staff to work this night, but she wanted to start the movie at 6 PM, so that the theater staff can get home earlier on a school night. **We agreed to approve the special showing given these constraints, if Ms. Matthies still wants to do it.**

Robert reported that he talked with Dan, the City Manager about proceeding with the theater project. Dan reported that he was new to the plans, but has recently reviewed them. Dan has talked with both John Hathaway, *Architectural Design*, and the City's engineering company, Miller and Associates. Dan hopes to have *Miller and Associates* involved in the bid process, and the Board agreed this would be a good thing, as it requires expertise beyond the scope of the Board. Dan will have more information soon.

Jessica reported that staff will work at the Thrift Store again this Saturday, and that the staff's efforts have now raised \$8,098, including some donations. This money will be earmarked in the Theater fund, hopefully to be used in the upcoming renovation.

Jessica also said that the spare projector bulb which we recently purchased might be the wrong one. We decided to ask Mark from *Claco* to look at it when he is next here. (After the meeting, Robert examined the bulb, and he believes that we have the correct one: it is merely packaged differently than the old one, but we want Mark to confirm.)

Leann and Kenny can now help out when Jessica is unable to find staff to work. Kenny agreed to do this, and Leann said that we can do this since Kenny merely has been deactivated and not deleted from the City's employee list. Jessica also said that she has been cross training on the staff, so that they can all do the various jobs.

We still don't have an assistant manager, and we might move Rachel into this position, pending approval by the City Council. Leann will ask them about this.

We need a cash drawer to replace the old cash register. We can get one from *Square*, but it's expensive. We think that we can call Rodney Ritchey to make a key for the existing drawer, which would allow it to be used without the bulky top portion.

We adjourned at 7:04 PM.