

# Cheyenne Theater Meeting Minutes

**November 5, 2018**



**Attending:** Board Members Justin Lohr, Brent Rueb, and Robert Grace; City Council representative Lila Whitmore; and Manager Jessica Lee and Assistant Manager Emily Mullins.

**A motion to approve the minutes of the previous meeting, which were handed out in printed form, was made by Justin, second by Brent, unanimous approval.**

Lila gave us a treasurer's report. On a cash basis, the theater is now \$7,991 in the red. In other words, that is the amount that the City has had to subsidize the Theater in the first 10 or 11 months of 2018 for the excess of expenses over income. For comparison, in 2017, a slow year, the Theater had about \$62,000 in revenue from tickets and concessions. In 2016, total revenue was over \$83,000. So we are basically showing a negative 10% profit margin.

**Robert then moved, seconded by Brent to approve the treasurer's report. Unanimous approval.**

Jesse and Emily told us that there is an issue with light bleeding from the men's restroom into the auditorium, and after some discussion, we decided that a door closer on the men's bathroom door would be the best solution. Robert and Brent will work on this.

Emily told us about some unsecured wires that control aisle lighting in the balcony that need bundling. Robert said that he would look at it. She also mentioned the lack of cover plates on some wiring connections in the floor of the auditorium and Robert agreed to fix those, too.

Robert reported that he had recently changed the heat pump (furnace) air filters, a task he does twice per year. Lila will call *Heartland* to see if they can finish the repair on the heat pump unit on the roof which has been down since this summer.

**Robert also moves to play the Community Foundation PSA for the until January 1, 2019, since we now have it in the correct format. Brent seconds, unanimous approval.**

The Board also agreed that only the manager and assistant manager should be allowed to charge for items at the grocery store: no other employees can do this.

We then discussed some of the ideas that Jesse and Emily had for improving the operations from a list that they submitted to the Board. The Board thanked them for their positive input prior to the discussion.

**After discussion, Robert moved to allow the Theater manager or Assistant Manager to dispense R-rated movie passes at the theater, and to continue to also dispense them at the City office. Justin seconds the motion, unanimous approval.**

As to painting the men's bathroom and the floor of the auditorium, the Board agreed these were both good projects which need completion, but we need some way to fund them beyond the present budget, at least for the auditorium floor which requires seat removal, concrete etching, etc. It is a big job.

Part of the reason to paint the bathroom was to reduce light leakage, and we think the door closer will solve this issue.

As to the idea of the Theater having a float in the after-Thanksgiving *Parade of Lights*, the Board thinks this is an excellent idea and authorizes it.

As to soliciting movie requests from the *Facebook* page, the Board notes that in the past, this has resulted in acrimony, even though on the surface it sounds like a good idea. The present system of letting the booker pick the movies based upon financial success in other small towns is the best way to select movies, the Board wants to continue that process. In the long run, this method results in a broad array of movies that are generally what the community wants.

There are several requests to offer "specials" which result in reduced ticket prices. The Board is not against the concept, but is concerned that this will mean that the Theater will have to subsidize the ticket prices to a greater extent than is expected. We need to ask Brad, the booker, about this, as we understand that other theaters, for example, give discounts to seniors and military personnel, for example. But we aren't clear who actually has to pay for this.

For example: If we sell a ticket for \$6 regularly, and the movie house takes 60%, then that is \$3.60 per ticket that the theater has to pay for that ticket. If we give a discount to \$5, does the movie house then only want \$3 (60% of \$5), or do they want the \$3.60 that they would have gotten from a regularly priced ticket?

For a regular \$6 ticket, the Theater would keep \$2.40, and *if the movie house always takes the \$3.60, the \$5 ticket would result in the Theater keeping only \$1.40, which is a 42% reduction in the Theater's take in order to give a 16% reduction in ticket price.* Emily and Jesse will contact Brad and ask about this issue.

The Board agrees that refills on all drink sizes will be allowed for one refill. We presently don't do this on larger drinks, but we agree that most of our cost on a drink is the cup, straw, lid, and ice, and that the actual syrup is small percentage.

As to the idea of giving certain specials for contributions to the food pantry, Lila says that the City Council is concerned about this idea, so we won't do it.

As to new types of concessions, possibly including nachos, pizza rolls, bread pretzels, hamburgers, and ice tea, the Board is okay with them and authorizes the managers to check on availability and pricing. There is discussion about whether we can brew the tea as per our food license, or if we'd have to add it to the Pepsi machine, and we agree to research this issue for the next meeting. It is noted that if we use the Pepsi machine we would lose the ability to sell at least one flavor of soda.

The meeting then adjourned.