

Cheyenne Theater Meeting Minutes



October 7, 2019

Attending: Board Members Justin Lohr, Brent Rueb, and Robert Grace; City Council representative Amanda Milne; and Assistant Manager Emily Mullins. (Bridgette Antholz, Margyre Antholz, and Lila Whitmore previously emailed that they would be unable to attend.)

Meeting is held at 6:00 PM, in the *Cheyenne Theater* lobby.

We have a quorum attending.

The minutes of the last meeting are approved as read.

We read the financial report from Lila, and there is **a motion by Brent, second by Justin to approve it. Unanimous approval.**

Robert reports that the issue with the payment to the theater company with consideration of the sales tax is--and has been--handled perfectly by Jen. This was a follow-up from the last meeting.

We discussed the previously tabled letter from Jade, and decided not to act.

We also **decided to show the *Cheyenne County Kansas Community Foundation* trailer**, as we did last year, and as they requested. We think that we have the digital file, but we need guidance as to when we should show it. Emily will check on this for us.

Emily reports that the theater needs a new multi-purpose printer, confirming Lila's pre-meeting email. The **Board approved the purchase, as long as it is below \$500, with a motion by Justin, second by Brent, unanimous approval.**

We also agreed to raise Rachel's wages--since her 90 day trial period is almost up--to the amount agreed upon at her hiring, and Robert will contact Lila with this information.

We agreed to **again use the *Herald* newspaper for theater advertising.**

Emily showed us a copy of the *NW Kansas Today* magazine which has a nice mention of the Cheyenne Theater.

The popcorn machine is failing, with a leaking issue. Jessica and Emily researched replacing it with a like model. Merely buying a new kettle is \$600, and a whole new machine is \$1,576. We note that the machine itself has had repair work in the past, so **Robert moves, and Justin seconds a motion to buy a whole new machine. Unanimous approval.**

Amanda will ask the City Council for approval and Jen will order the new machine.

We discuss the near-flooding which occurs when heavy rain falls during a movie. The parked patrons' cars divert the water up onto the sidewalk, sometimes all the way to the entrance door. One possible solution suggested by the staff is a water filled portable device called a

Hydro Barrier, which would cost \$150 to \$285. **The Board is okay with trying this, but decides to order it in the spring**, as they think that flooding season is likely over for this year.

There have been requests for booster seats for children, and Emily shows us some that are designed for theaters, and which cost \$13/each. **The Board authorizes the purchase of six booster seats.**

Emily reports that Dennis, the technician, says that we will **soon need a secure clock battery**, as ours is timing out. We don't know how much that will cost, and Emily or Jessica will attempt to find out.

We discuss the issue of when to show 3D movies, because the booker sometimes discourages us from doing this. Robert reports that he analyzed the entire 2018 year for 3D movies only. In that year, about 35-40% of the movies were in 3D, and we show two 3D showings and two 2D showings. But the 3D revenue was 62%, and the total ticket sales were 57%, which seems to indicate that 3D is popular. This test isn't perfect because there could be naturally more people attending on Friday and Saturday than on Sunday.

Robert also notes that 3D is something which the Theater can offer than is not as easy for people to have in their home theater. He also notes that the Theater makes some money on the 3D upcharge, and that is a positive effect.

The Board determines to continue the present 2D/3D schedule, but to show the summer-only Thursday night movies in 2D instead of 3D.

Emily reports that Jen would like to see us buy two *Square* registers, with their accompanying iPads, to replace the existing register and cash drawer in the ticket booth. The new *Square* registers would centralize all of the transactions with *Square* as opposed to now, where only credit card transactions go into the *Square* system.

Having the new registers would allow cash sales to also go into the *Square* system. Emily says that she doesn't think this would be any easier for the Theater staff, but it might be easier for the City Office to reconcile the nightly sales.

However, since the new *Square* registers are over \$1,000/each, and we would need two of them (one at concessions and one at the ticket window), this is a major purchase. The Board decides to table the issue until the next meeting, when Jessica can be there and give her opinion.

The Board also feels like it needs guidance from the City Council on this issue: if this is something that City wants, the Board will support it.

There is a motion to adjourn at 7:00 PM.