

Film Board Meeting Minutes

Date: 2/18/2020

President Calls Meeting to Order

Approval of Last Week's Meeting Minutes

Motion to Approve by Kevin

Motion Seconded by Ian

Officer Reports

President

- The tapper:
 - If someone sees the movie, regardless of payment, tap in
 - This includes Film Board members & friends they bring
 - If you're not watching the movie, please do not tap in
 - The more accurate these numbers, the better for us in the eyes of the university
- The girl scouts are coming to the 2:30 show on Sunday
 - Unsure how many will attend
 - Number will be confirmed by Thursday
- Paper airplane trivia
 - We can win \$500 as a student organization
 - 27th from 7-8:30
 - This is a Thursday
 - Up to three members can participate
 - Talk to Reese if you are interested
- Coupons and Vouchers
 - Filled out Rewards Card
 - Take it from them
 - Mark it as a Movie Voucher
 - Orange tickets and Blue concessions vouchers
 - Take it from them
 - Mark it as a Movie Voucher
 - These were made by us, this year
 - Older ones may exist
 - Historically, these would be signed by the president & stamped with the Film Board stamp on the back
 - We will only do this again if it becomes an issue
 - "Movie Pass" is from Husky Hosts
 - Not a Movie Voucher

- Historically has been marked as a Movie Voucher in binders
- We can continue to mark it as such
- Make sure you take this!
 - We get paid by the university for these
- No need to worry about expiration dates

Vice President

- No report

Treasurer

- Joker did well
- \$1200 in tickets, \$400 in concessions
- A few shows were off by about a dollar
 - Please be careful on popular shows
 - Recount if you aren't sure

Secretary

- Once again, thanks to Zong for covering for me!
- No report

Equipment Supervisor

- Show Store has been fixed

Concessions

- No report

Advertising

- MUB ad is rolling
- Waiting to hear back from various other places who might advertise with us

Webpage

- No report

Publicity

- Pass out table tents
- Pass out fliers
- We will continue working on the quality of the table tents

Community Chair

- We received a thank you letter from Blue Key for participating in Winter Carnival

Advisor

- No report

Committee Reports

Advertising

- No report

Equipment

- No report

Judicial

- No report

Movie

- There was an error with the dates for the upcoming movies, one of the dates listed was the weekend people return from spring break
 - Will we want to change Zombieland, since it isn't Friday 13th anymore?
 - Replace with Uncut Gems?
 - Rough tie between Uncut Gems and Zombieland, Frozen 2, and Ford vs. Ferrari
 - Zombieland might have better reputation
 - Zombieland has been out for longer
 - Did they show Uncut Gems up here?
 - No
 - Would have just come out on DVD
 - Other options:
 - Star Wars: Rise of Skywalker
 - Doolittle
 - Doolittle did terribly (15% Rotten Tomatoes)
 - Positivity towards Star Wars
 - How much did The Last Jedi lose?
 - What about Force Awakens?
 - This is over a month away, we can get the Star Wars data and continue the discussion later
 - Motion to keep 1917 on the 20th of March, decide the weekend afterwards later
 - We could send out a survey to Tech students to compare Zombieland, Uncut Gems, and Star Wars
 - Motion Passes

HOW'S THE BOARD?

Old Business

Starting Money

- How do we like the starting money?
- We've now had both busy and not busy weekends since the change
- General positive response
- Kevin motions to officially change the starting money for concessions and tickets to the amounts we've been using, Sarah seconds
 - Motion passes

Wads Table

- USG has told us it would be a good idea to put up a table in front of Wads
- Would people sit at this table?
- What would we do there?
 - USG gave us an action plan (see new business)
 - They want us to get feedback from students
 - Students need more input into the movies we show
 - For example, we can ask them about the weekend of the 27th
 - We could also give out something
 - Candy?
- Will people stop at the table?
 - Include a game/game environment to draw attention
- Could reserve a table in Fisher instead/also
 - More people may pay attention if they are not headed to the dining hall
- Polarized opinions?
 - Set up one movie against another to get strong feelings
- We will need to decide how often this happens
- Star Wars would be a good test run, since we have no clear consensus
- Rent out two tappers, have people tap for the movie they prefer
 - Could we rent two tappers?
- If we plan the table right, we wouldn't have to have people there for a full hour
 - Focus shifts on times with heavy traffic
- Do we want to do this?
 - We need about two people to work it
 - This is a good way to engage with the public
 - We need to engage more
 - Would be a good way to get rewards cards to people without holding up the tickets line
- Test run: Star Wars vs. Doolittle vs. Uncut Gems
 - Could we get a poster for each?
 - Set-up should be eye-catching
- We will probably do this, more information forthcoming

Elections

- It is week six, elections will be held in week nine
- This semester, we are trying something new
 - Nominations via Google Form
 - In-person nominations are still accepted
 - If someone nominates you via Google, Reese will contact you
- We are losing Concessions, Secretary, and Webpage
 - All positions will be up, but these must be filled

HOW'S THE BOARD?

New Business

Action Plan

- USG gave us an action plan
 - We are already working on quite a bit of this plan
 - Dates are either based on allocation or may be used as a filler
- Officer Transition plans: we started this last semester
- Equipment plan: part of our SAF allocation
- Survey system:
 - USG wants to physically see results from a survey system
 - They want us to get more student opinions
 - They want to see proof of this/proof that we're using student feedback
 - They are aware of past failures of this system
- Inventory:
 - Weekly tracking of inventory
 - Better estimate on what is spent on concessions
- Budget Plan:
 - We make a yearly budget
 - Will be reviewed regularly
 - We already do this with our financial advisor
- Marketing:
 - We already do most of their suggestions
 - Get creative
 - They want a written plan
- Collaborations:
 - We do this frequently
 - Advertise collaborations more
- Recruitment:
 - List recruitment goals
 - Provide evidence of recruitment efforts

- We are one of the larger orgs already
- Attendance tracking:
 - We have started this with the tapper
 - Track attendance differences in times/dates
 - Student vs. Community attendance
 - We have three-year old data on student attendance
 - Community attendance has stayed about the same, student attendance has dropped
- They will revisit this next year

HOW'S THE BOARD?

Motion to Adjourn by Tyler

Meeting Adjourned