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
        o 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
  o Please be careful on popular shows
  o 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 13\textsuperscript{th} 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 20\textsuperscript{th} 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
  o 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?
  o USG gave us an action plan (see new business)
  o They want us to get feedback from students
  o Students need more input into the movies we show
    ▪ For example, we can ask them about the weekend of the 27th
  o We could also give out something
    ▪ Candy?
• Will people stop at the table?
  o Include a game/game environment to draw attention
• Could reserve a table in Fisher instead/also
  o More people may pay attention if they are not headed to the dining hall
• Polarized opinions?
  o 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
  o Could we rent two tappers?
• If we plan the table right, we wouldn’t have to have people there for a full hour
  o Focus shifts on times with heavy traffic
• Do we want to do this?
  o We need about two people to work it
  o This is a good way to engage with the public
    ▪ We need to engage more
  o 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
  o Could we get a poster for each?
  o 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