

# Film Board Meeting Minutes

Date: 12/4/18

## President Calls Meeting to Order

## Approval of Last Week's Meeting Minutes

Motion to Approve by Ian

Motion Seconded by Josh

## Officer Reports

### President

- Emailed Jessie Stapleton about credit cards
- Guest from the Lode
- One time show next Monday
  - Student psychology organization
  - We will be showing Room (not The Room)
  - Showtime is 8:30 pm
  - Morgan is projecting
  - Need popcorn, concessions, counter

### Vice President

- Next week is poster week
- Picture week, wear Film Board shirt
  - You can buy one if you don't have one

### Treasurer

- Last week we showed House with a Clock in its Walls
- We made \$433 in tickets
- We made \$312 in concessions
- When filling out binders, if you're working the last show of day, make sure to put sum of tickets for the night in appropriate spot

### Secretary

- No report

### Equipment Supervisor

- Nothing is on fire
- Power out on Sunday, everything seems fine

### Concessions

- No more Baja Blast
- Replaced with Pitch Black

### Advertising

- Attempting iOS/possibly android app for Film Board

- Couldn't find a way for free
- Bought developer pack
- Will discuss reimbursement at a later time
- New slide about Film Board, will update after new picture

#### Webpage

- Like/share/retweet

#### Publicity

- Table tents

#### Community Chair

- Banner/Making brooms event
  - Talk to Brendan about Winter Carnival activities

#### Advisor

- No report

### **Committee Reports**

#### Advertising

- Meeting tomorrow at 8 - mandatory

#### Equipment

- No report

#### Judicial

- No report

#### Movie

- Meeting tonight

### **HOW'S THE BOARD?**

#### **Old Business**

#### Constitution

- Better wording, changed criteria, changed liability clause, changed amendment to avoid confusion
  - Projectionists have same requirements as officers, as they have the same level of authority on weekends & should have same level of responsibility
  - Removed four-week limit for exemption
- More changes will be addressed at a later time
- Changes will be enacted next semester
- Amendment passed by 19 out of 20

#### Advertising

- Ideas from advertising committee
  - In committee meeting, discussing a rewards program that is NOT the semester pass
  - Rewards systems work for a lot of businesses

- Idea: stamp 1-2 random tickets per show, tickets with stamps get free popcorn. Stamp will be crossed out when redeemed
- Idea: non-costly reward system – 10 tickets can be exchanged like a movie pass
- Idea: if the non-costly systems worked, could be upgraded to a punch card (1 stamp per ticket bought, 4 stamps on card = free popcorn, 10 stamps = free tickets)
- Discussion
  - Punch card only for the movies, random tickets only for concessions
  - Get auto-stamped ticket rolls vs. manually stamping
    - Won't get professionally printed, too difficult/costly
  - Using a color-coding system because of variation in ticket colors
  - Rewards cards are to get people to show up, so the system should prioritize drawing in the most business (ex. 1 stamp per weekend rather than 1 per ticket purchased)
  - Cards should be inexpensive, easier than ticket collecting
    - \$20 for 200 cards?
    - Multiple people showed support for card over tickets
    - Stamping cards may be preferred to punching
    - People could use tickets they didn't buy
      - Even if they didn't pay for the ticket, someone did, Film Board still got its \$3
  - Cards would have Film Board's name, extra advertising
  - Slides to let people know about it, we can keep the cards available even when ticket windows are closed
  - Ask local businesses to have stacks of cards
  - Inter-campus mail – is it allowed for us?
    - Historically most people at shows lived in the dorms, we have lost a lot of this crowd
    - Could we mail a card to everyone in the dorms?
    - Alternatively, give stacks to front desks/RAs
    - Get every person/room to have a card
    - Possibility of already having one stamp to encourage people to show up
    - “Do you have a rewards card? Would you like one?/Here's one.” at the ticket window
    - Lower price if RAs bring their halls?

## HOW'S THE BOARD?

### New Business

#### The Lode

- Feedback from community since Incredibles 2
- Especially since advertising for Film Board
- Community appreciates family friendly movies
- Official family weekend?
  - LEGO Batman sponsored by credit union
  - Advertise for it
  - Suggested “Family Package”
- People asking lode about movie requests
  - Link on the front page of website
  - Add information on where to submit suggestions to the ad in the Lode
- When movies go to DVD?
  - Is it worth it to show them?
  - The Martian made money post DVD, but most typically don't
- Budget issues with picking movies
  - Perceptions of Film Board affecting funding
  - Working to be a professional organization
  - Funding sources misunderstanding what Film Board is/needs
  - Concerns with administration
- 3 conundrums
  - What movies are out?
  - What movies will draw crowds?
  - What movies can we afford?
- 2 weekend long movies?
  - Blade Runner 2049 (first week – 1200, second week – 400)
  - Depends on movie
  - Ayush suggested getting 4 movies for 4 weeks and playing multiple movies per weekend, same set per month
    - Could cost a lot more
- Suggested standard procedure for selecting movies
  - Movie committee has become more discerning
  - See 3 conundrums
  - Polls are an option, past polls have had issues (low # respondents, unless we offer rewards – reward systems need to be organized)
- Discussion on movie selection is tabled

## **HOW'S THE BOARD?**

**Motion to Adjourn** by Tyler

**Meeting Adjourned**