

Pittsfield Community Theatre Finance Subcommittee
Meeting Minutes
1/25/2019
Pittsfield Public Library

- Meeting began at 1845
- Roll call: Jennifer Watson, Ann Mathews, Amber Quint, Rochelle Varney, and Jim Cianchette
- Rochelle reviewed the work she has done on the 2017 revenue stream, 2018 budget vs. 2018 monthly actuals, 2017 budget vs. monthly actuals, and labor analysis
 - Theatre's best months in 2017 and 2018 were June, July, and August
 - Rochelle is missing data for 2017 and 2018 and until she receives the data we are unable to make recommendations concerning if we should be closing down certain days
 - Looking at the labor analysis we again wonder if it would be possible to staff with volunteers. We will look into other theatres in central Maine to see if they use volunteers or paid employees
- Jennifer brought data from Narrow Gauge and Center Theatre regarding their ticket prices. We decided it would be best to gather data from multiple theatres and the towns' population, median household income, and median age to better assist us in making a decision regarding changing the price of the tickets. Jennifer will gather this data for the next Theatre Committee meeting.
 - Question: how are gift cards tracked (should have a number for each night) and can we get this information?
- Discussed if cuts can be made at concessions. We will need to have an inventory of the items and receipts to assess which items are most popular and if any items do not sell well. Also discussed streamlining drinks options to water, soda, and a children's option such as juice to cut back on extra spending. Waiting on the data before a recommendation can be made.
- Discussed sponsorship of a movie. We need to discuss at the Theatre Committee if we want to have a set number we ask for that will cover the cost of the movie, the cost of the movie plus labor, or take any amount.
 - Need tax ID to provide the sponsor for tax deduction purposes
- Discussed membership. We need to gather data to make a cost and profit analysis to determine what will be included in the membership.
 - We need to have the option to pay online ASAP
- Discussed the need for the credit card machine to be installed and operational ASAP. Amber volunteered to reach out to the Town Office regarding this matter.
 - We also need to know what the fee per charge will be
- Discussed that in order for us to help assist in advising the theatre manager on how to add in the task of picking and ordering movies without the broker, it would be helpful to have a log of tasks and duties performed daily. We understand this is a big change and would like to help make the transition easier.
- Question for the theatre manager at next Theatre Committee meeting: Do we have a policy regarding what type of movies, sponsors, live performers, etc. are allowed? Is

there a policy or contract already used that details how much of the ticket sales and concessions profit goes to the theatre?

- Ann has a meeting scheduled with the executive director at Dover-Foxcroft on Sunday 1/27/2019 to discuss how their theatre is run and get advice for how we may make improvements on our way to become more sustainable.
- Our plan is that once we have all the data we need we will create a list of recommendations to present to the Theatre Committee and from there the Town Council.
- Meeting adjourned at 2030