

Pittsfield Theatre Committee
Meeting Minutes 4/10/2019
Municipal Building Town Council Chambers

- Call to order 1800
- Roll call: Ann Mathews, Amber Quint, Jennifer Watson, Patty Barry, and Donna Dunphy. Excused Jerrylynn Perkins
- Screendollars presentation by Nicholas
 - With the full package of local and national ads we can expect to make \$2,500 annually
 - Can we have our own local ads and run Screendollars?
 - They have a program of only national ads so we would be able to show our own local ads
 - With only national ads we can expect to make around \$1,500 annually
 - We would start on a trial basis (they are flexible) and sign a contract at some point
 - He will send us a sample of the program to view
 - They send programs appropriate for the rating of the film we are showing each week
 - It is ok that we are only open 5 days
 - They provide a free newsletter of the movie industry at large each month
 - They pay on a quarterly basis and we would get the check a month after the quarter ends
 - Motion to recommend that the theatre participate in the full program of Screendollars on a trial basis for 6 months. Seconded. Vote: unanimous yes
- Motion to adopt last week's minutes. Seconded. Vote: unanimous yes
- Old business:
 - Events report
 - Patty provided an events report for Captain Marvel and The Night of Live Music
 - Ann suggested having additional details for the report including:
 - Name of performers and contact information
 - Date
 - Time doors opened
 - Length of show
 - Volunteers' names, hours, and duties performed
 - Ticket sales
 - Concession sales
 - Costs of the performers
 - Who sponsored the event and for how much
 - Number of people in attendance
 - Number of free tickets for promotions
 - Who did the marketing and how much did it cost
 - This will help with grant writing in the future

- New business
 - PA system – table any decisions until our town council meeting
 - Review of volunteers for this weekend’s upcoming events
 - Hop - doors at 1 pm
 - Amber when doors open – end of ticket sales
 - Ann - will play the bunny
 - Comedy Show - doors at 6 pm
 - Jennifer
 - Patty
 - Ann – 50/50 raffle
 - Jerrylynn
 - Arsenic and Old Mace Play - doors at 1:30 pm
 - Amber
 - Jennifer
 - Patty if needed
 - Monday volunteer schedule
 - Would making a schedule be helpful for Donna?
 - Recommendation to take a stack of the monthly calendar to Bud’s Shop ‘n Save to have them placed in the bags
- Discussion
 - Ann:
 - Egg Festival idea to have a cotton candy machine
 - Amber:
 - Had a meeting with Kathryn regarding the monthly reports
 - Amber is uncertain about the fundraising account and the PA system
 - Amber understood from her meeting that if the theatre makes more than the approximately \$100,000 budget, the money does not go to the theatre to use, rather it goes into the general pool for the town – we will want to ask for clarification at the town council meeting
- Adjourned 1930