

Film Board Meeting Minutes

Date: 4/14/2020

President Calls Meeting to Order

Approval of Last Week's Meeting Minutes

Motion to Approve by N/A

Motion Seconded by N/A

Officer Reports

President

- N/A

Vice President

- N/A

Treasurer

- N/A

Secretary

- N/A

Equipment Supervisor

- N/A

Concessions

- N/A

Advertising

- N/A

Webpage

- N/A

Publicity

- N/A

Community Chair

- N/A

Advisor

- N/A

Committee Reports

Advertising

- N/A

Equipment

- N/A

Judicial

- N/A
- Movie
- N/A

HOW'S THE BOARD?

Old Business

The Action Plan

- Survey Feedback System
 - What we have already done/started:
 - Wads Table
 - Google Forms
 - Free popcorn reward
 - Included information such as year, on/off campus, and how often people went to Film Board
 - This can help us understand demographics of our audience
 - We are also supposed to be getting community advice on movie selection
 - Favorite genres
 - Specific movie recommendations
 - We could use physical slips of paper
 - We could use iClickers
 - That could just annoy people
 - No one will bring iClickers
 - After the movie is over, we could pass out slips of paper asking for reviews & recommendations
 - Ticket Ripper could do this
 - Before or After?
 - Some people may not want to be stopped after
 - People will leave them in the theater if they get them before
 - More important is that they see and engage with them
 - Holding it before the movie starts will give them more time to remember it
 - We could put a table up across from the theater with slips & filling one out gets a bonus stamp or a free popcorn
 - Doing free popcorn may be harder unless you get it immediately after turning it in
 - Any free snack? – might be expensive
 - We have the QR code to “leave a comment” on the office door
 - We talked about putting out a box for suggestions last year
 - We were afraid people might vandalize it
 - Could we put a mail slot on the door?

- Probably not
 - Could have them slid under ticket window doors, but then they might be everywhere
 - Leave a box underneath
 - If we could do something proactive for feedback, that would be a good idea
 - Certain people will go to movies no matter what
 - The people who aren't going are the ones we need to hear from
 - There is a specific section of the action plan focused on this
- Inventory
 - We have started quite a bit of this already
 - We are tracking weekly inventory
 - We need to make a purchasing plan for the Fall of 2020
 - Kevin & Reese dug through receipts from last year (2018-2019) & got numbers on how much we spent on concessions
 - USG wants a better sense on how we buy concessions and a more solid plan for how we will buy concessions in the future
 - Any thoughts?
 - Based on 2018-2019, \$2500-\$2750 would be a good margin for concessions, maybe up to \$3000
 - For 2018-2019 we spent \$6500 on concessions
 - We were down a lot on spending in Fall 2019 from 2018-2019, but we went back up in Spring 2020 (in the first two months, at least)
 - We should try and even out how much is spent per month
 - Part of the problem in Fall 2019 was the lack of attendance
 - Reese has already talked over this with USG
 - When this is turned in, the explanation will be that concessions are bought based on what is running out and what is not being sold
 - When in doubt, include more information
 - USG has a new executive board from the one that originally worked on this plan
 - Do these concessions costs include popcorn and oil?
 - No, popcorn oil prices will be added to the plan
 - We should include every cost we have
- Advertising/Marketing
 - We currently do the following:
 - Involvement Link
 - Instagram & Facebook
 - Student News Briefs
 - Electronic Display System
 - WMTU liner

- Lode Ad
- Daily Bull Ad
- Table Tents/Fliers (cost about \$50/week)
- Film Board Website
- Things we have been recommended to do:
 - Create a marketing committee
 - Should we give this to advertising committee, or should we make a separate marketing/publicity committee?
 - Last year we did a lot of publicity in advertising committee
 - We could have advertising committee be co-run by advertising and publicity chair
 - That might be how it was originally supposed to be
- What other new things can we do?
 - Most of what we do is free or part of a mutual advertisement deal
 - Sticking with free options is good but limited
 - Reach out to secretary of GSG for newsletter
 - There are a lot of professors who think Film Board is just for students
 - Reach out to faculty/staff
 - Put table tents in department offices
 - MTMC (Writing Center) wants to advertise more, could agree to a mutual advertising deal
 - Could we put table tents in lounges?
 - Probably not
 - We should reach out to first years specifically, to ensure they know what Film Board is
 - From the tap data from this semester, around 20-25% of students are from each year
 - The largest percentage was seniors, however, so we should push marketing towards first years
 - We should reach out to orientation groups or give group deals to O-Groups
 - Work with the Wahtera Center
 - Make first year centered events, not just free/discounted movies
 - Film Board does a free orientation movie, we could talk about Film Board before the movie
 - We could reach out to housing to give deals to halls/RAs since most first years have to live in the dorms
 - RAs haven't done much with our current deals
 - Some people don't go to hall meetings or events
 - Is it the lack of attendance or lack of knowledge about the

RA deals?

- Probably a bit both
- RAs definitely aren't that aware of it
- We should reach out to RAs
- Reach out to have it included in next year's RA training
- We typically get the free O-Week movie sponsored; we should discuss this situation for next year
- We could submit posters for the RAs to put up on the hall's board
- We could work with the front desks, as everyone in the residence halls go there for their mail
- We could send out junk mail
 - Would not win our popularity with the desk staff
- Could we set up a text service to text out the weekend movie?
 - Used to cost money, might not anymore
- Once we have a list of movies we will be showing, could we put that list up on poster boards?
- Advertise in communal areas like the SDC, the CDI or the Alumni House
- Collaborations
 - MUB has reached out to us for their Murder Mystery Dinner
 - Any other collaborations?
 - GSG should be reaching out
 - CDI is always open to putting on movies in their social justice series
 - Psychology, Physics, and Math departments will put on movies relevant to their subject
 - Especially target movies that help fulfill the Swank contract
 - Entrepreneurship club was going to show a movie with us this semester, they are looking into showing it next year
 - There's a new aviation club/enterprise that wanted to show a movie
 - Pavlis/Alumni Association are both options that might want to show movies
 - Co-Sponsoring a First Friday Social might help with faculty/staff outreach
 - Wouldn't help much with undergrads
 - Includes most 21+ demographics
 - Collabs that don't involve showing a movie are also good for us
 - Contact Enterprises/Clubs/IT/Pep Band
 - Pep band might sponsor the Bee movie, might draw audiences

- as a meme
 - Foreign Movies/Foreign Film Festival event
 - Film Board avoids subtitles because of blocked views due to other people's heads
 - Subtitles at the top of the screen rather than the bottom will help
- Recruitment
 - Goal number of members
 - Have a list of active members
 - Know how many people attend meetings
 - Recruitment activities
 - K-Day
 - Spring Fling
 - Without a physical Spring Fling it is important that we make a Spring Fling flier
 - Other thoughts?
 - Is K-Day happening next semester?
 - Classes may go online for the first part of next semester
 - A decision for Track B for the summer will be made by May 1
 - Decision for Fall will be made by June 1
 - K-Day is currently being planned as an in-person event, even if that means K-day moves
 - Aim for 30-40 members, although more is better
 - Have another mid-year info session
 - Spring Fling happens so late, most people can't really join afterwards
 - Another, earlier info session would allow people to actually join Film Board before the year is over
- Committee Plan
 - We haven't had success with committee meetings
 - We discussed switching which committee is meeting each week and having them meet after the regular meeting
 - No set members for committees
 - Each member must attend at least three committee meetings per semester
 - Less pressure to attend the specific meetings for the committee they signed up for
 - Three is an arbitrary number, there just needs to be a set number
 - Each committee has to meet, say, five times per semester
 - Issues – judicial committee doesn't always have things to discuss

- Judicial committee was difficult to set up because officers had to be there, and no times worked for everyone
 - If committees met at a specific time, but attendance wasn't set/people weren't tied to a specific committee, it might be easier to make meetings happen
 - One regular Film Board meeting per month with shorter/faster agenda, spend last half hour on committees
 - Movie committee should be considered as separate
 - Movie committee could be done online
 - In-person discussion over movies can be beneficial
- Attendance Tracking
 - We have begun tracking attendance with tap data
 - We will continue to use the ID tapper
 - We would get student and community count through ID tapper
 - USG would like this data per movie showing rather than per weekend
 - This is doable, if tedious
 - Could we just use a sign-in sheet instead of a tapper?
 - It would mean the same thing
 - We wouldn't get demographic info this way
 - Tapper data gets number of students/what year the students are in/on-off campus status
 - Sign-in sheet would be difficult given how late audiences tend to show up
 - Most crowds arrive about five minutes before the movie starts
 - Could we use a student vs. non student tally sheet instead of sign-in?
 - A decent alternative for when we can't get the tapper
 - When we have to use this alternative, we should put the sheet in a place that won't block the entrance to the theater
 - We will likely only have issues getting the tapper the weekend of and the weekend before Winter Carnival
 - Maybe K-Day
 - We could also try and reserve one for every weekend ahead of time

HOW'S THE BOARD?

New Business

Spring Fling is having an online poster contest

- Film Board should do something
- Could we photoshop officers into famous movie posters?
 - It's pirate themed – pirates of the Caribbean?
 - Noah volunteers to be Keira Knightley

- It is due on Thursday
- There is a cash prize for winners
- If anyone would like to create something, that would be great, tell Reese
 - If no one says anything, Reese will try and throw something together
 - We will try our best to stick with the pirate theme

Swank Streaming Service

- GSG is sponsoring this
- This option came to us through Swank
- It was like a week/week and a half ago
- It is an online movie streaming service through Swank
- 250 movies & 10 tv shows
- Thanks to Wesley, who set this up
- Where do we go to access this?
 - It is currently not up
 - Reese is working on setting it up with IT
 - It should go a little past the school year
 - Just be logged onto Tech's wifi
- We should not advertise VPN use, it is not a part of this
- What is the point of this?
 - This is a service for students who are still on Tech's campus
 - It should mainly apply to graduate students, as most undergrads have left

Swank Contract

- Swank has let everyone off the hook for this
- No college that had a contract would be able to finish

K-Day Ideas

- Movie posters
- Cardboard cut-outs for photos
 - Rogers has these and tries to get rid of them, we could try and get them
- What is the K-Day theme?
 - Unknown
- We could make movie trivia
 - Give out candy if they get it right
 - We've done this before & gave out free tickets
- We should have the first movies already picked
 - Make bookmarks (or something) with the list of movies
 - Use cardstock instead of regular paper

- We made bookmarks this year out of regular paper
- We could let students vote for movies
 - Full size movie posters to go with voting
- Advertise the booth as a place to watch movies if you join Film Board
- Offer tours of our equipment/the booth
 - Invite USG to show them the quality of our equipment

O-Week Movie

- No one has reached out to collaborate yet
- GSG has provided money to Film Board beyond what was needed for the streaming service
 - That could partially cover O-Week movie costs
- We could reach out to WMTU because they have sponsored it in the past
 - This year they didn't fully sponsor it
 - 2/3/4 groups working together to sponsor it may allow us to have a free showing again
 - Wahtera Center might help
 - They already sponsor the movie on the lawn
 - They might have ideas for event-planning
 - Career Services might be willing to sponsor
 - They could recommend a company that would be willing to sponsor a movie
 - We used to show many free movies doing O-Week (almost every night) because of company and university sponsors
 - HARO showed a movie this year
- So far no one has asked to show a movie in 135 next semester
- We could look into open domain movies

Keweenaw Rocket Range

- They reached out to see if anyone in Film Board would be interested in producing or editing a video for them
- They would like to start this in the summer and finish it in the fall
- Their submission is due in November
- If you are interested, email Reese
- This could help us to get Film Board's name out
- This could also help with resume/portfolio building

MUB Murder Mystery Dinner

- They would like free advertising of the event
- They would like monetary donations

- We should work with them because they want this to be a huge event
- At the very least, they will put up our logo if we do free advertising
- They plan to make this a full dinner
 - We could provide popcorn to be set at tables as a pre-meal snack
 - If we provide more outside of free advertising, this will get our name out more
 - On-Campus students in particular are likely to go
 - If we provide free popcorn for each table, we could advertise on the popcorn bowls
 - We could put bookmarks on the tables
- What is Film Board getting out of this?
 - Helping other orgs is great, but we should be getting something back
 - Mutual advertising makes sense
 - We're not really in a position to be giving them money
- We could help them set up
- If we had cardboard cutouts, we might be able to use them there
 - We could try and get a backdrop with the Film Board logo

Summer films may be pushed off towards the fall, so we may have better options next fall

Could we embed YouTube videos in emails announcing the movie of the week?

If you are interested in becoming a projectionist next year, we may only have one (at most two) for next year. Please reach out.

Potential to change from one projectionist per day – fit projecting to projectionists' schedules

HOW'S THE BOARD?

Motion to Adjourn by Josh

Meeting Adjourned