**Film Board Meeting Minutes**

**Date**: 7 February 2017

**President Calls Meeting to Order** at 6:08 p.m.

**Approval of Last Week’s Meeting Minutes**

**Motion to Approve** by Justin.

**Motion Seconded** by Tyler. Motion passes.

**Officer Reports**

President (Morgan)

* Will be meeting to discuss Hidden Figures with MaryFran on Thursday. Hopefully we will figure out room availabilities and be able to pick the best weekend for all parties.
* GSG is willing to pay for $675 of the license costs for Captain Fantastic in 3D. Also they are giving us $150 for the rights towards Apollo 13. We have confirmations for Apollo 13 and Fantastic Beasts. We are waiting on Captain Fantastic and Moana.
* Universal sent us swag for “Get Out”. We’ve got beanies, 11 x 17 posters, and other stuff. At the same time, they also sent us stuff for “50 Shades Darker” on accident. Morgan asked if we should give the stuff back, and they said we could keep it.
* There was a physics book in the office for over a month, and it was given to Andrew.

Vice President (Dan P.)

* No report.

Secretary (Kyle)

* No report.

Treasurer (Luke)

* The count for the weekend has not been done yet, so these numbers are strictly from the books.
* Tickets brought in $2,266. That gives us a $760 profit.
* Concessions from Dr. Strange and the big game brought in $999.50.
* Fargo is at $780.81.
* Ordered 25 checks, and they will be showing up in 4-8 business days. Checks will be useful to us for paying people instead of giving them wads of cash (like for the Humane Society donation).
* Looking more into the books to check if they were done well or not.

Webpage (Tom P.)

* No report.

Equipment Supervisor (Danny B.)

* Nothing’s on fire.
* Movie isn’t here yet.
* We need a projectionist for ROTC all-nighter. DirecTV will be playing, and we need a projectionist there for the entire time. Heyse volunteers as tribute.

Publicity (Nehemiah)

* Table tents given out. Flier delegations after meeting.

Concessions (Spencer)

* No report.
* Suggestions for concessions: cotton candy (little too complex right now), cookies will go stale, but fruit snacks might be coming soon.

Advertising (Dylan)

* No report.

Advisor (Bryan)

* Matt and Bryan discussed how shipping on popcorn oil is expensive, and it might help us to buy more in bulk. Could ask to see how much shipping costs for larger orders. We have been ordering 4 boxes at a time, and that much usually takes us half a semester to finish. We will look into this.
* One way to save money would be to stop paying for DirecTV. We will discuss this and other money saving options in the next officer meeting, and bring our suggestions to the board next week.

**Committee Reports**

Advertising (Dylan)

* No report.

Equipment (Danny B.)

* No report.

Judicial (Morgan)

* No report. Look for an email to set up a meeting this week or next.

Movie (Morgan)

* Meeting after this.

Winter Carnival (Dylan)

* Committee dissolves for this year.

**Old Business**

Nominations

New nominations were given. If you have additional nominations, email Kyle.

Big Game

About 28 people stayed for the whole game. Lots of people left at 3rd quarter because they thought the Patriots would lose. Matt Heyse brought in hot dogs and buns, etc. Because the game went longer, the last crew of the night had to stay for more than double of the required time. Will Dan P. give them more credit?

**New Business**

Marketing Club

The Marketing Club gave us tremendous help with their marketing plan for Film Board. They presented their report to us at this meeting. Our specific goal is to increase attendance of Film Board movies, especially by bringing in more community members. Our presence needs improvement, and this can be done through more efficient and effective advertising. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). We need a more consistent message: push the slogan, “Quality Movies for Less”! Boosting our social media posts: might be worth the investment.

Make sure we are advertising in our local businesses: 5th and Elm, Cyberia, Econo, Jim’s, Rockhouse, Suomi’s, KBC, Joey’s, the post office, public libraries, SDC ticket office, etc. Be more dependable with flier placements. Continue to utilize the survey! Could make a paper copy too of the survey, put it out on the concessions table with pens, and then we could give them their popcorn right away. **Potential rebranding**: “Film Board” doesn’t sound like a theater. Examples: Husky Cinema, Michigan Tech Movies, etc.

For FaceBook, it’s important to stay relevant in the feed, to stay on top without being a hassle, and to be interactive and enjoyable. Be reliable with consistent postings, give out tickets, incentivize, etc. Maintaining relevance is the goal. Polls for FaceBook, competing tip jars (ex: batman vs. superman). How do we give out free stuff on social media without conducting online gambling? A raffle license? Marketing club will help us look more into what other people are doing, because it definitely happens.

Rebranding: should we include Fisher in the name? People know us by that probably just because it’s the place. Naming our theater also depends on demographics: older people wouldn’t necessarily know about Fisher or where that is. It also could be more of an inside joke where people can recognize it as Fisher later. “Fisher Movies”? It’s important to build on Tech’s credibility whenever possible. Everybody knows Tech, and not everyone knows Fisher. When people hear Michigan Tech, or Husky, etc., they hear quality. We would need to look into how MTU handles names. Essentially we want to capture a reputation with no effort.

Any suggestions for the website? They have suggestions for the website from a marketing perspective, and will be in contact later. Another point: many people in the community feel like our screenings might be only for students. Something like “Movies at Tech” might sound more inviting. We could do marketing research, e.g., sample people at the grocery store, interview them, and give them a list of names to choose their preference.

Can we improve on the information that we give to new students? Newcomers usually don’t know about the movies playing right when they get to campus, and we want to reach out to all new students on campus. Marketing club has recommendations for first years, and transfer students for orientation events. Marketing Club, thank you very much for coming in and for giving us your time!

Rebranding is pretty important. Husky Cinemas? MTU Cinemas? Our name is a big struggle with students and community members when we only refer to ourselves as Film Board. It’s not actually a rebranding, but rather we are finally calling our theater something! Keep Film Board itself. “Film Board presents…”

**Motion to Adjourn** by Eamonn.

**Motion Seconded** by Tom.

**Meeting Adjourned** at 6:57 p.m.