



Rusthall Community Cinema

Annual General Meeting

11am on 22nd November 2020

Minutes

Attending:	Alain Lewis	Irene Heskett	Peter Kemp
	Amanda Doran	Jessica Pointon	Rachel Bain
	Anne Goldstein	Joe Mendell	Rosemary Romano
	Becca Maher	John Buckle	Sheila Nash
	Carol Mellors	Jon Oram	Sonia Lawrence
	Chris Gurr	Liz Goddard	Suzu Phillips
	David Wade-Jones	Mary Nolze	Toby Odone
	Eugene Gardner (scribe)	Melissa Crawshay-Williams	Victor Hillary
	Gail Featherbee	Michael Lawrence	
	Glyn Balmer	Olwen Wade-Jones	
Apologies:	Hazel Duncombe	Jenny Austin	Kate Burbage
	Kevin Mullery		

Election of Officers.

Joe Mendell, Peter Kemp, Anne Goldstein, and Alain Lewis were thanked for their services as Trustees and were re-elected for a further two years.

Discussion Group Meeting Times.

The current time of 11am Sunday was difficult for some church goers to attend. An afternoon meeting was mooted but this was felt to impinge on afternoon activities too much. Rosemary suggested 11:30am Sunday and this met with almost universal agreement.

Financial Concerns.

- a. Eugene presented the audited Income & Expenditure account for the year to 31st May. As noted on the agenda the Cinema was running at a loss now that Covid precautions were limiting the visitors to the Saturday films. Each meeting attendee spoke about the options listed on the agenda.
- b. The indefinite suspension of the Sunday Film Society was agreed by all, it being the single greatest impact item on the list. There was support for it resuming once its costs could be covered in some way (thoughts noted below).

- c. The option of cancelling films if fewer than a certain number of advanced bookings were received was quickly discounted due to the reputational impact and administrative overhead of maintaining such a system.
- d. Increasing the ticket price from £5 was thought reasonable by many. The balance of opinion was against this though as our charitable goal is to provide entertainment for those with limited means and the increased revenue would be relatively small. It was also noted that a single note is easier to handle than would be the case were additional coins necessary. Free tickets available to potential social prescribers were thought to be worthy of re-introduction.
- e. Increasing the annual subscription from £45 was discussed. It was agreed to be stonkingly good value as it allows attendance for a third of the regular cost for those who attend all 26 films – although few do. Increasing it to £65 (50% of full value) was thought to be too great a jump in a single bound. £50 though was agreed to be the most appropriate value, to come into force when current subscriptions lapse.
- f. The volunteers' meal of thanks was agreed to be an appropriate gesture but out of the question until the pandemic was put to bed.
- g. Asking Volunteers to forego their free entry was discussed extensively. Whilst appreciation was certainly appropriate, the general feeling was that this was too generous in current times. The conundrum of how to treat the disparity between volunteers who were also subscribers and thereby entitled to free entry anyway was noted, and the compromise payment of 50% was thought by most of those who spoke to be the best solution.
- h. Sponsorship and advertising were discussed and agreed to be an avenue we should explore. Jessica mentioned the tax incentives available for sponsors, their payments being seen more as support for a local community than the business contract that advertising implies. Jon, Suzy and others had several good ideas that will be explored after the meeting (NFU & Cook sponsorship, Claque collaboration, Arts Council grant, birthday parties).

Related Ideas.

- i. There was universal agreement for a donations bucket being made available and Gift Aid is probably reclaimable on aggregate sums collected this way (their not being payment for a good or service).
- j. The catering prices were thought to be able to bear a general increase, and Rosemary agreed to review these before the next screening.

- k. Several thoughts were expressed in support of virtual meetings with a guest speaker where cinephiles could compare previously watched (together or separately) films, discuss techniques, and exchange snippets of interest. Groups such as U3A and WEA may like to join forces. This format would lend itself to curated double bills, vintage films, and film festivals.
- l. Also the idea of a virtual quiz was warmly received. Once pandemic restrictions were lifted this could be linked to a single sponsorship arrangement enabling fulfilment of corporate responsibilities, or several small businesses may like to give a prize in kind or offer vouchers for a raffle.

Other Business.

Kevin asked that Eugene say a few words on the state of the hall extension. Planning permission had been obtained and progress was stalled pending receipt of £130,000 of grant money. This would provide a covered entrance to allow those in the queue to shelter from weather, and a permanent projectionists' booth to prolong the life of equipment in a secure location. A small room and internal storage that could contain a lockable freezer for ice cream would also be enjoyed.

A new lighting system had been bought providing 12 multi-coloured Miltec Quad LED PARs. After discovering problems with the initial controller a new programmable one had been bought. These lights allow for smooth transitions into and out of films with appropriate highlighting of a speaker or entertainer. They can be adjusted for party or theatrical use.

Attendees were thanked and the meeting closed at 12:40.