

ARON THEATRE CO-OPERATIVE INC.

★ Movies ★ Music ★ Community ★

First Annual General Meeting

President's Report (Russ Christianson)

Introduction

I would like to welcome all of you to the first Annual General Meeting for the Aron Theatre Co-operative Inc.

Please refer to the one page document with the vision, mission, purpose and values.

Vision

Our vision is to transform the Aron Theatre into a sustainable cultural hub, open to everyone in our community.

Mission

Aron Theatre Co-operative is a not-for-profit business owned and controlled by its members. Co-op members participate actively in organizing and successfully running artistic and cultural events. The Co-operative operates with a triple bottom line, ensuring financial viability, community responsibility, and environmental stewardship.

Purpose

Aron Theatre Co-operative brings people together to enjoy movies, music and other events.

Financial Results

We have owned the theatre since May 26, and that night, we celebrated the co-op purchase with a free showing of the classic movie, *Lawrence of Arabia*. I am pleased to report that for our first quarter of operations, we have come very close to breaking even. Please refer to the **Income Statement**, and

you can see that we exceeded our revenue forecasts in selling tickets and concession sales, and we were fortunate to receive almost \$3,600 in donations. Our cost of goods sold and expenses were pretty well on budget, so our bottom line was better than expected.

On the **Balance Sheet**, you can see our bank accounts have a healthy balance and we are making sure we have a well-stocked concession. The purchase of the Aron, including legal fees, cost about \$208,000 in total. We have also purchased state-of-the-art LED lights to relight the marquee. Our total assets are \$257,000 at the end of August. On the other side of the balance sheet, we have a small amount of trade payables, and the Ontario government owes us a refund on HST. The mortgages are being paid down monthly to Paul Imperial and we are accumulating the interest on the bonds. We have some retained earnings from our fundraising efforts prior to buying the theatre, and the current earnings represents grants that we have received from the Canadian Co-operative Association and the Campbellford-Seymour Community Foundation.

I welcome your questions on the financial statements.

September 18, 2011

Achievements

The most important thing that we have achieved so far, is keeping the Aron open. That has been our main objective from the beginning. It's been two years of volunteer work for many of us, and we are now well into our first year of operations. You've heard our financial results, and now I'd like all of us to take a moment to reflect on what we have achieved so far:

1. Completed a feasibility study for the takeover of the Aron by the Co-op.
2. Organized and held our first successful community meeting on November 18, 2009.
3. Successfully applied for \$90,000 in grants.
4. Incorporated as a not-for-profit co-operative in June 2010.
5. Completed a business plan for the co-op.
6. Negotiated a win-win agreement with Paul Imperial to purchase the business.
7. Sold \$141,000 in Aron Theatre Co-op bonds.
8. Purchased \$6,000 worth of LED lights to re-light the marquee, thanks to a \$5,000 grant from the Campbellford Seymour Community Foundation and a \$1,000 donation from the Warkworth Service Club.
9. Organized dozens of volunteers to: Form a Board of Directors, sell memberships and bonds, participate in various committees and task groups, and learn how to operate the projector.
10. Received very favourable media coverage, locally, provincially and nationally.
11. Promoted and held a very successful grand opening on May 26, with a free showing of the classic film, Lawrence of Arabia, two weeks before it was shown at the Luminato Festival in Toronto.
12. Held a number of successful fundraisers, concerts, and live events.

13. Added summer-season Thursday night "Pay-what-you-can" movies.
14. Organized and will premiere our first six Toronto International Film Festival movies this fall and winter.
15. Received a donation of 200 seats from Ontario Place via the Regent Theatre in Picton.
16. Embarked on an ambitious and realistic capital campaign to turn the Aron into a cultural hub for Trent Hills, including: Refurbishing the marquee, front entrance and facade; replacing the old film projector with a state-of-the-art digital projector; replacing the old seats; repainting the inside of the building.

Board, Volunteers, and Staff

All of these achievements would not have happened without the dedication, commitment and hard work of many volunteers, including our Board of Directors, committee members and professionals and trades people who have very generously donated their time and efforts.

I would like to take this opportunity to thank the following people, for sharing our vision and the work of making the Aron a successful cultural hub in our community.

Founding Board Members: Stasha Conolly, Ian Davis, Tanya Orr, Jana Reid, Kathy Smit, Wanda Tucker, and me.

Current Board Members: Stasha Conolly, Howard Herscovici, Gerri Humphries, Rosemarie Mine-Woaden, Debbie Nightingale, Wanda Tucker, and me.

Volunteers: Dave Carlisle, Richard Goldthorp, Mariute Hirvonen, Allan Lylloff, Gerhardt Marzinski, Bev Meyers, Martha Murphy, Bob Orret, Corinne Patterson, Earl

St. Jean, Dave and Nellie Smith, Heidi Schaeffer, Andy Thompson.

The Imperial Family: Paul, Lynn and Dustan

Marketing and Events: Jana Reid and Kathy Smit

Bookkeeper: Pam Moran

Concession Staff: Jaimie-Lee Burlie, Summer Patterson, Taylor Powell, and Natalie Wilmink.

Campbellford Seymour Community Foundation, Canadian Co-operative Association, Municipality of Trent Hills Warkworth Service Club, Paul Stevens, Perfect Print

Membership

Like all co-operatives, The Aron Theatre Co-operative depends on its membership to thrive. To date, we have 45 family members and 260 individual members, for a total of about 450 members. We appreciate your support and we could not have kept the Aron open without you!

Trent Hills has a population of 12,500, so this membership represents less than 4% of our local population. We think we can do better than that, and we have a target of having 1,000 members by Christmas. In order to keep the Aron open in the future, and for our theatre to reach its potential as a cultural hub in our community, there are five things the membership needs to do:

1. Come regularly to the movies, concerts and other events.

2. Renew your membership each year.
3. Encourage your family, friends and neighbours to become members of the Aron Theatre Co-op.
4. Volunteer on committees, task groups or even the Board of Directors.
5. Support our capital improvements by participating in fundraisers, buying Aron Bonds or donating time, materials or money to the cause.

The Future

By working together, we have successfully kept this cultural treasure alive in our community. I think all of us would agree that losing the Aron Theatre would be a serious loss to the citizens of Trent Hills, the main street of Campbellford, and to our social lives.

So far, so good. And, we have a lot more work to do to make the Aron the sustainable cultural hub that it can become.

As a community, and as a co-operative, we cannot rely on a few dedicated board members, volunteers and staff to keep the doors open and offer the best entertainment value in our community. I am asking each and every one of you to think about what the Aron means to you and how you can contribute to making our shared dream of turning the Aron into a bustling, go-to cultural hub in our community.

The time to start is right now. We are circulating volunteer and pledge sheets for you to make a commitment in the best way you can contribute to our theatre. Together we can turn this place into something even more special than it already is!