



**Be part of the fun.**

**Third Annual General Meeting  
President's Report (Russ Christianson)**

**Introduction**

Welcome to our third Annual General Meeting. We are holding our AGM to coincide with the second anniversary of purchasing the theatre, on May 26, 2011.

Please take a moment to review our vision, mission, and purpose.

**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 cultural events.

**The Year of Volunteers**

I would like to refer to this past year as "**The Year of Volunteers**". We accomplished so much this year because so many people stepped up as willing volunteers.

- 1. Installing refurbished seats in our auditorium.** This was a long-term project, planned and implemented expertly over two years. I would like to thank Debbie Nightingale for leading the very successful "Take Your Seat" fundraising campaign and Randall Head for leading the seat removal and installation. And of course, we were only able to do it, ahead of schedule and under budget, because of all of the willing and able volunteers who removed the old seats, painted the auditorium floor and walls, and installed the refurbished seats.
- 2. Growing our team of volunteer movie hosts.** We are very fortunate to have eleven dedicated volunteer movie hosts. And, one of the most important innovations they have made this year is organizing their own hosting schedules. A big thank you to Kathy and Tom Dafoe (Volunteer Organizers), Richard Goldthorp, Dawn Hammond, Terry Miller, Bob Orrett, Marcia Perryman, Sandy Pinkerton, Judy Retalik, Joan and Ted Sheppard, Robb Steele, and Bryan Williamson. And yes, we will gladly welcome more volunteer movie hosts.
- 3. Offering great movies and live concerts.** With our digital projector and sound system, we continue to offer Hollywood blockbusters, fabulous **tiff** movies, and amazing documentaries. We have also rented the theatre for many local fundraising events, annual general meetings, and educational programming for our schools. In addition, we have

enjoyed some incredible live concerts, including: Pre-Party for Peck, Community Variety Shows, Yiannis Kapoulas, Kellie Trottier, and Fathead. None of these shows could happen without our staff, volunteers and contractors. I would particularly like to thank Ken Tizzard for organizing the community variety shows and Mark White who has invested hundreds of hours to help organize many successful events at the Aron.

- 4. Serving as board and committee members.** As a not-for-profit business, all of our board and committee members volunteer their time to make sure the Aron Theatre Co-op doors stay open to provide the best possible entertainment experience for the money. I want to thank our board of directors for meeting monthly to keep improving our theatre: Mark White (Vice President), Joan Sheppard (Secretary), Kirsten Ingram, Debbie Nightingale, Jim Orr, and Earl St. Jean. We also have active Finance, Marketing, and Operations Committees and thanks to Mike Anderson, Dawn Hammond, Mark Higgins, Shain Jaffe, Martha Murphy, Anne Marie Taylor-Powney, and Elizabeth Renaud for their time and energy.

## **Our Staff**

I would like to thank our former General Manager, David Lyon, for his efforts over the past year. He was originally hired as our first movie host when our theatre went digital and as the year proceeded, David took on further responsibilities, culminating in the job of General Manager.

David has decided to shift his focus back to his own art and we have recently hired James Smith as our new General Manager. Welcome to James, who has enthusiastically thrown himself into his new job.

I also want to thank Theresa Aldcroft for her hard work as our Facilities Co-ordinator and lead concession staff person.

## **Financial Results**

We have owned and operated the theatre for two years. Our financial year-end is December 31 and I draw your attention to the financial statements for the years ending December 31, 2012 and December 31, 2011.

Please refer to the Income Statement for 2012. You can see that our total revenue was \$261,605, with \$154,980 from ticket and concession sales, donations, sponsorships and rentals. We also received grants in the amount of \$106,625: \$36,900 from the Campbellford/Seymour Community Foundation and \$36,900 from the Trillium Fund to purchase the digital projector; \$26,733 from the Canadian Co-operative Association to help us organize and document events; and \$6,092 from the Municipality of Trent Hills for facade improvement (including the LED lights for the marquee). Our cost of goods sold includes film rental and delivery fees, concession purchases and the artistic and sound system costs related to live shows. Our expenses include staffing costs, amortization on our building and equipment, interest accumulated on Aron bonds, insurance, property taxes, maintenance and utilities. The resulting net income for the year ending December 31, 2012 was \$49,581.

The Balance Sheet for the year ending December 31, 2012, shows a healthy bank balance coming into the new year in preparation for the expected one-week closure to install the refurbished seats. The main change in assets was the purchase of the digital projector and sound system (\$95,616 in March and April 2012). Our current liabilities include a small balance of trade payables and HST. We continue to

meet our mortgage obligations, and the main increase in 5-year bonds was from the \$22,000 purchase by the Municipal Fund at the Community Foundation to pay for the new sound system (built by local contractors). The interest on Aron bonds is accumulating and if we meet our budget targets this year, we will be able to make our first bond interest payments.

I would like to thank Pam Moran, our bookkeeper, and Mark Higgins for their work on making sure these financial statements are timely and accurate.

I want to take a moment to let you know that while these financial statements look good, the operating reality for the Aron is that we need to continue to control our expenses, raise grant revenue for capital improvements and we need our members to do three things:

1. Renew your annual membership and encourage your family, friends and neighbours to become members.
2. Attend our movies, concerts and special events. In the end, the theatre will only be successful if we sell enough tickets. Our benchmark for average movie ticket sales is fifty

per night, and we have a way to go to meet that objective.

3. Volunteer at the Aron to help us maintain the building, organize special events, or serve on the board or committees.

I welcome your questions on the financial statements.

## **Future Plans**

In the coming year, we have plans to:

1. Renovate the existing washrooms and build a wheelchair accessible washroom.
2. Replace the old wooden front doors with accessible (automatic) steel doors.
3. Install new sound insulation on the theatre walls.
4. Continue to work with members to organize great events at the theatre!

Please take a moment to think about how you can *be part of the fun* at the Aron by volunteering some of your time to meet these objectives in the coming year.