



2024 Annual Meeting & Legislative Reception Summary

June 11, 2024 | Karoub Associates, Lansing, MI

Members Present: Health Poe, Cinemark; Paul Glantz, Emagine Entertainment; Trevor Baker, Emagine Entertainment; Lisa Benic, Ideal Theater; Sandra Wright, Ideal Theater; Corey Robbins, MJR Theatres; Erik Gubert, MJR Theatres; Anthony Taylor, MJR Theatres; and Scott Moore, Moore Theatres.

Others Present: Matt Breslin, Executive Director; Dana Lawrence, Karoub Associates; Alex Rich, NATO; and Selam Ghirmani, Michigan Film & Digital Media Office.

Scholarships

This year, NATO of Michigan received 15 applications from employees at 10 different member theater groups (Cinemark-2, Emagine-2, MRJ-10, Phoenix-1).

Thank you to Braden Allan of Phoenix Theatres and Paul Glantz of Emagine Entertainment, and two staff from Karoub Associates for reviewing and scoring the applications.

The following 2024 NATO of Michigan Scholarship awardees were verbally recognized during the Annual Meeting; you can read more about them at

natoofmi.org/scholarship:

- Addison Chinn, Phoenix State-Wayne, Wayne
- Ciera Corso, MJR Southgate Cinema 20, Southgate
- Brenna Fikel, MJR Southgate Cinema 20, Southgate

Members present at the Annual Meeting meeting recommended that NATO of Michigan continue its Scholarship Program, awarding three \$2,500 scholarships in 2025.

continued



Financials

Matt Breslin presented the financial status of each of the following bank accounts (fiscal year July 1, 2023 – June 30, 2024).

NATO of Michigan (as of June 10, 2024)

- Ending balance: \$20,102.67
- Dues payments received: \$54,650
- Expenditures: \$46,781.87 (Karoub Associates consulting services, accountant contract services, website, meetings/conferences)
- A question was raised about how this budget compares to other years. Matt Breslin answered that is a little more lean, due to the loss of Goodrich Quality Theaters but still doing well for an association this size. He also mentioned the new membership campaign that NATO of Michigan will be launching to strengthen the association.

NATO of Michigan PAC (af of June 10, 2024)

- Ending balance: \$7,379.89
- Contributions received: \$2,500
- Contributions made: \$650 (contributions to the campaign fund of three legislators)

NATO Community Fund (vehicle for accepting contributions from corporations; funds can be contributed to legislative campaigns)

- Ending balance as of: \$2,836.65
- Contributions received: \$2,500
- Contributions made: \$0

NATO Scholarship Fund (after paying out the 2024 scholarships)

- Ending balance: \$8,257.70
- Contributions received: \$6,790
- Expenditures: \$7,500 (three scholarships at \$2,500 each)

Membership

Dana Lawrence shared that NATO of Michigan membership represents 28% of the market share (82 of 288 open move theatre locations in Michigan are members. This provides great opportunity for growth.

continued



Membership continued

NATO of Michigan is preparing to launch an ongoing membership campaign to reach potential new members by:

- Communicating the value of membership through new its brand, new website, social media (coming soon), “about us” one-pager, member-only resources, membership referral program, membership survey
- Broadcasting legislative wins on behalf of the theatre industry and movie-going experience
- Establishing a membership committee to provide boots-on-the-ground insights and suggestions
- Identifying NATO of Michigan ambassadors to help with outreach
- Collaborating with national NATO

Legislative Update

A large portion of the meeting focused on passed and pending state legislation impacting movie theaters, with Matt Breslin presenting on the status of bills he is monitoring (see attached). Matt will continue to update members on legislative happenings via:

- Email
- Quarterly e-newsletter
- Website (natoofmi.org/news)

Guest Presentation

Selam Ghirmani shared how the work of the Michigan Film & Digital Media Office (MFDMO) is supporting the media industries in our state and positioning Michigan as a worldwide production destination. Selam serves as director of MFDMO. She focused on, among other topics, the status of Michigan’s film festivals and the opportunity for theatres across the state to host showings. This discussion centered on the possibility of NATO of Michigan providing MFDMO with a comprehensive, up-to-date list of theaters that Selam could share with film festival coalitions seeking venues for showings.

Legislative Reception

Following the Annual Meeting, NATO of Michigan hosted its annual Legislative Reception, where theatre leadership talked with state legislators and their staff about challenges facing the movie theatre industry and potential solutions. Far more legislators attended the reception than members. In preparation for the 2025 Annual Meeting & Legislative Reception, NATO of Michigan staff will focus special efforts on securing the attendance of more members for these important discussions.