



Organization	Cornell Cinema
2016-2018 Allocation	\$10.90
2018-2020 Request	\$8.50
Appropriations Recommendation	\$0.00

Rationale of the Committee

The Appropriations Committee recommends funding Cornell Cinema at \$0.00 for the 2018-2020 By-Line Funding Cycle. In so doing, the Appropriations Committee proposes fully divesting Cornell Cinema of undergraduate student activity fee (USAF) funding. We offer our full support for Cornell Cinema in finding other means of financing their enterprise to provide a unique cinematic experience to the Cornell community. We appreciate the value that some students and others derive from an on-campus cinema and we encourage the Provost and other university administrative units to internalize the costs and to provide the necessary funding to the Cinema to cover their large expenses.

Firstly, the Committee recognizes the positive steps Cornell Cinema has taken over the past cycle to accommodate some of our recommended changes and commends them for it. Cornell Cinema's attendance tracking has been improved and we appreciate their efforts to involve undergraduate students more in the leadership of the organization.

However, most of the recommendations that previous Committees have conveyed to the Cinema have apparently not materialized or are not practicable for the Cinema at this time. Two years ago, the Committee recommended "more selectively showing screenings, reducing the number of days that Cornell Cinema is open... and find[ing] alternative mechanisms to reduce their costs."¹ The Committee warned the Cinema that their model is unsustainable two years ago when Vice President Stefanko conveyed to them that "[t]he Committee...question[s] whether or not the

¹ The Committee noted that students would not be receiving an appropriate benefit even at their allocation request of \$8.50. For at least most of the events, students have to pay a ticket fee of \$5.50 on top of the current fee. Their total annual undergraduate attendance was 10,212, and their requested subsidy was \$117,708. While recognizing that 10,212 implies that many students are impacted by the Cinema, the requested subsidy still requires an extremely large per head cost. The cost of the subsidy per attendee is \$11.50/attendee (\$117,708/10,212 attendees). Added to that, the \$5.50 ticket price leads to an estimated true cost of \$17.00 per attendee, which far exceeds the cost of a comparable movie ticket. Another way of conceptualizing the cost of Cornell Cinema is in terms of total cost per attendee. Next year, the projected total expenditures are \$512,263 and total attendance this year (including graduate students and non-students) was 18,743. If attendance remains constant, then average total cost per attendee is \$27.33. This figure is about twice as high as the comparative movie ticket the Cinema itself presented. Of the total budget, 70.498% goes towards wages, which implies a labor cost per attendee of \$19.23.

current model is sustainable given historical trends to request increases from the activity fee and raise ticket prices.”

This year, the Committee was particularly concerned that the Cornell Cinema has been withdrawing as much as \$52,360 directly from the activity fee account to pay staff wages. Last spring, we requested that Cornell Cinema cease that practice immediately. However, for this year (AY 2017-2018), the Cinema is still paying \$37,495 in staff wages. In their projections, they report that they plan to not charge the activity fee account for staff wages, but we have no way of verifying this information. Just because the activity fee is reduced does not mean that no portion of the activity fee would be subsidizing their staff wages. Consider: if it is true that Cornell Cinema would reduce labor costs at all if they received zero USAF funding, then it is necessarily the case that the funding is still going to labor costs.

The Committee also noted that the Vice President for Finance repeatedly requested access to view the specific activity fee sub-account into which the student body currently pays \$150,943. Multiple times, this request was denied because the Cinema was withdrawing staff wages from the account and considered it sensitive business data, despite assurance that the Committee is bound by confidentiality agreements. Nonetheless, the Cinema and the relevant overseeing administrators did not furnish the transactional level details required to verify that the disbursement was spent as reported. The Committee advises that organizations receiving by-line funding be prepared to furnish their activity fee account transactions if provided due notice. That the Cornell Cinema was inappropriately spending over \$30,000 of their activity fee allocation on staff wages is not a sufficient reason to deny a request to review their account, especially when that misappropriation was part of the reason for the request in the first place. In sum, the Committee is incapable of functioning as a good steward of the activity fee if it is unable to verify what the fee is spent on.

It is worth noting that while the Committee supported divesting Cornell Cinema from by-line funding for the next cycle, a sizeable minority expressed the belief that the Cinema should be given a couple of years to ease out of the USAF subsidy. The highest request that any member of the Committee supported was \$5.50 per student, which was defined as covering their fixed costs. The Committee unanimously rejected funding Cornell Cinema at any more than \$5.50.

However, even at an allocation of \$5.50 per student, the Cinema would be projected to run a yearly deficit of -\$77,625. Rather than continue to put USAF funds in an insolvent enterprise, the Committee determined that the Cornell Cinema is not presently the appropriate place for activity fee funds. While we fully acknowledge that the Cinema intended to ease out of the activity fee, we believe that a still large fee per student for only a small discount in ticket prices would not merit continued activity fee funding. The projected time-line for the ease-out which the Cinema presented was tentative and would have required at least 3-5 more years (1-2 more cycles) of USAF funding.

Rather than asking future Committees, Assemblies, and generations of Cornellians to subsidize an insolvent, high-cost, labor intensive enterprise, we propose divesting Cornell Cinema from the activity fee for the 2018-2020 By-Line Cycle – the only cycle for which we are responsible for allocating funding. We urge administrative units that fund Cornell Cinema to assist it as it makes the transition off of the USAF next fall; we pledge our full support in working with Cornell Cinema through that process.

Vote Totals

The Committee votes down, from the highest number proposed to the lowest, to give the group the advantage. The vote totals from the Committee were as follows:

Amount	Vote
\$8.50	0-13-1
\$5.50	6-7-1
\$4.40	6-6-2
\$4.25	6-6-2
\$2.00	6-7-1
\$0.00	7-6-1

Respectfully submitted,

Gabe Kaufman

Vice President for Finance

**Cornell Cinema Proposal to the SA for Byline Funding
September 2017**

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DOLLAR REQUEST PER STUDENT FOR 2018-2020: \$8.50

MISSION STATEMENT

Cornell Cinema's range of programming mirrors Cornell University's motto: "...an institution where any person can find instruction in any study."

CC's primary mission is educational—to offer Cornellians (as well as the general Ithaca community) selections drawn from the full spectrum of film and electronic media, including documentary, classic, independent, international, silent and experimental films, as well as live film-related events that illuminate the cinematic form. As such, much of the work offered by Cornell Cinema is not available anywhere else in the region (within a 75 mile radius). Its secondary purpose is to provide *affordable*, popular film entertainment for the Cornell community.

Through its mission, Cornell Cinema seeks to engage as broad an audience as possible in dialogue with film and electronic media, with the goals of enriching lives, expanding knowledge, and informing ways of seeing, and ultimately, understanding, on both a personal and global level. This is achieved through the presentation of films representing a wide range of subject content, utilizing a variety of film genres and techniques, and originating from a global network of sources. The resulting dialogue is facilitated with program notes, introductions by film scholars, panels with faculty & other experts from the field, and filmmakers engaging in post-screening discussions.

Cornell Cinema is unique in the range of work it offers, the diversity of communities it serves and the vital role it plays in the cultural life of both Cornell and the greater Ithaca area. **The fact that CC's programs allow students to learn about new cultures and evaluate other people's viewpoints coincides perfectly with Cornell's mission to create an inclusive- and global-minded student body.**

Cornell Cinema offers, arguably, more programming per activity dollar spent than any other organization funded by the activity fee, programming that is representative of Cornell's diverse student body, and that reaches the broadest cross-section of students at Cornell. It is a model program in melding together aspects of both student and academic life, in shaping the lives of students who take advantage of its offerings and **providing an unprecedented 5-6 night a week early and late night program option (an alternative to the bar/party scene and an important mental health break) that's open and welcoming to an extremely diverse group of students.**

OVERVIEW:

Established in 1970

Basic stats based on FY16-17:

Total Attendance: 18,743*

Films: 188; Screenings: 299

Guest Filmmaker events: 25 (including 3 via Skype)

Avg attendance per title: 100

Avg attendance per screening: 63

Live music events: 10

Facebook page likes: 4,143

Weekly e-blast list: 4,527

Twitter: > 2200

* Undergraduates comprised 55% of overall attendance (10,212)

Important Note: we had to close early in Fall '16 (Nov 14) for electrical/lighting work to be done in WSH Theatre. If we had operated late Nov/early Dec, as per usual, we estimate that undergraduate attendance **would be at least 1,000 more** (based on # of undergrad admissions we had during this time in Fall '15).

The Cornell Cinema Student Advisory Board Bylaws

Adopted December 2010 (Revised March 2014)

NOTE: We'll be submitting revised bylaws this month for SA approval. The primary change is the addition of a Treasurer to Article V - Officers and Positions, with duties described as:

- Monitor use of SA activity fee allocation in collaboration with Cornell Cinema Manager.
- Prepare financial reports for presentation to SA Appropriations Committee in collaboration with Cornell Cinema Manager.
- Make presentations to SA Appropriations Committee regarding Cornell Cinema's use of SA activity fee allocation.

Article I - Name

The name of the organization shall be the Cornell Cinema Student Advisory Board. The Board is a constituent unit of Cornell Cinema.

Article II - Purpose

The Cornell Cinema Student Advisory Board is an organization of students, both undergraduate and graduate, whose purpose is to represent and promote Cornell Cinema, as well as to advise and assist Cornell Cinema in its overall mission to offer the Cornell and greater Ithaca community a wide variety of cinematic and media experiences, for both educational and entertainment purposes.

Article III - Membership

- a) The Cornell Cinema Student Advisory Board is open to any interested student in the Cornell community.
- b) New Board members shall become official after attending two Board activities in the span of eight weeks. Board activities include: general and committee meetings, lobby tables, chalking, and volunteering for events.
- c) Attendance is required of all Board members at all general Board meetings, as well as at all meetings of committees to which their membership also applies. Excused absences are permitted if the member attends an activity in place of a meeting.
- d) New members may join the Board at any time.
- e) There shall be no expressly stated limit on the number of members serving on the Board. However, the Board's executive officers may deem that beyond a certain size of membership, the Board will be unable to function effectively, at which point they may institute an application or impose a temporary freeze on new membership.
- f) Membership may be revoked after missing two (2) or more consecutive general meetings of the Board, or failing to attend or contribute at two (2) Board activities in the span of eight weeks.
- g) Cornell Cinema's Director and Managing Director will sit on the Board as advisors.
- h) All members are expected to actively participate in general board and committee operations, complete film surveys, attend special events, volunteer for promotional activities and do their best to promote Cornell Cinema's overall mission. Board members are required to participate in at least two Board activities outside general and committee meetings.

Article IV – Committees

- a) The Student Assemblies Relations Committee is responsible for maintaining communication

between the Undergraduate and Graduate Student Assemblies; helping prepare the Student Activity Fee applications in the second semester of funding off-years; and helping and supporting the Cinema during the Activity Fee process in byline funding years.

- b) The Promotions Committee is responsible for creating and implementing promotions for individual screenings, film series, and Cornell Cinema in general. This includes the distribution of posters, managing of lobby tables, and advertising through social media.
- c) The Events Committee is responsible for coordinating events, including but not limited to the Halloween show; helping support other Cornell Cinema events such as the Elegant Party fundraiser; and conducting week-long audience surveys in September and February.
- d) The Programming Committee is responsible for previewing films and reporting impressions to the Director and Board; administering Board-wide surveys of film titles under consideration for upcoming calendars; and developing and maintaining lists of possible film series and cult revivals. All members of the Board sit on the Programming Committee.

Article V - Officers and Positions

Section 1.

The elected positions of the Board shall be

- President/Co-Chair of the Student Assembly Committee
- Vice President/Chair of the Promotions Committee.

The Chair positions of additional Committees, and the office of Secretary, shall be elected if the President and Vice President deem necessary. Officers will assume their positions at the end of the Spring term. In the event that an officer must be replaced, the replacement assumes the position immediately and completes the remainder of the term.

Section 2.

President/Co-Chair of the Student Assembly Committee (Undergraduate)

- a) Shall be responsible for calling and presiding over all general meetings of the Board, as well as meetings of the Student Assembly Committee.
- b) Shall work with the Cinema's Director, Manager, Board committee chairs and other members of the Board to develop an agenda for general Board meetings.
- c) Shall initiate solicitation of new Board members.
- d) Shall regularly meet with Board committee chairs and oversee the functioning of the Board as a whole.
- e) Shall co-chair the Student Assembly Committee and work to foster effective communication between the Student Assembly and the Cornell Cinema Student Advisory Board.
- f) Shall make presentations to the Student Assembly and its Appropriations Committee as needed, particularly during the byline funding process.
- g) Shall work to get board members involved in Student Assembly affairs.
- h) Shall attend meetings of the general Cinema Advisory Board.

Co-Chair of the Student Assembly Committee (Graduate)

- a) Shall co-chair the Student Assembly Committee and work to foster effective communication between the Graduate and Professional Student Assembly (GPSA) and the Cornell Cinema Student Advisory Board.
- b) Shall maintain a working relationship with the necessary GPSA representative(s)

- c) Shall assist the president as needed in overseeing the Student Assembly committee.
- d) Shall make presentations to the GPSA and its Appropriations Committee as needed, particularly during the byline funding process.
- e) Shall attend meetings of the general Cinema Advisory Board.

Vice President/Chair of the Promotions Committee

- a) Shall assist the president as needed.
- b) Shall chair the Promotions Committee and oversee its operation, working to inform the community about Cornell Cinema programming both general and specific.
- c) Shall call meetings of the Promotions Committee, formulate its agenda, assign promotion tasks and follow-up on their completion.
- d) Shall be responsible for overseeing specific aspects of Cornell Cinema's promotional operation, e.g. Facebook announcements, quarter-carding, chalking, lobby tables.
- e) Shall attend meetings of the general Cinema Advisory Board.

Chair of the Events Committee

- a) Shall chair the Events committee and oversee its operation, working to organize a Fall Halloween event and assist with the Spring Elegant Party Cinema Benefit.
- b) Shall direct committee to conduct audience surveys in the Fall and Spring of each year.
- c) Shall call meetings of the Events Committee and formulate its agenda.
- d) Shall serve as Theatre/Cornell Cinema Liaison to the Willard Straight Hall Student Union Board (SUB). The Chair of the Events Committee is expected to maintain communication regarding non-Cinema events in the Willard Straight Hall Theatre and is expected to facilitate the co-sponsorship of pertinent events.

Co-Chair of the Programming Committee

- a) There shall be two Co-Chairs of the Programming Committee, one a graduate student and the other an undergraduate student.
- b) Shall chair the Programming committee and oversee its operation, working to provide advice to the Director.
- c) Shall organize preview screenings for interested board members and collect feedback for the Director.
- d) Shall administer Board-wide surveys of titles in consideration for upcoming calendars.
- e) Shall occasionally organize small groups of Board members to see films off campus that are being considered for Cornell Cinema programming.
- f) Shall schedule a programming workshop with the Director once each semester for any interested board members to review the guidelines put forth in "How to program a film series."
- g) Shall solicit suggestions for film series from committee and other Board members and maintain a running list of these suggestions for consideration by the overall Board when planning a new calendar.

Secretary

- a) Shall maintain an active name and email list of all members.

- b) Shall notify members of the Board about upcoming meetings and events.
- c) Shall develop and distribute meeting agendas in collaboration with the Board President.
- d) Shall keep track of attendance at meetings and determine new attendees eligibility for membership.
- e) Shall keep minutes of Board meetings and submit these for review.
- f) Shall schedule members to work shifts at the promotional WSH lobby tables.

Article VI - Meetings

- a) General Board meetings shall occur on the first Tuesday of each month when classes are in session, at 5PM, in the Willard Straight Theatre.
- b) Additional general meetings may be proposed as needed.
- c) Meetings of individual committees will be organized by their respective Chairs.
- d) The Executive Committee, consisting of the President, Vice President, Committee Chairs and Secretary, will have meetings with the Director and Managing Director as necessary.

Article VII - Elections

- a) All active Board members are eligible to run for any position within the Board.
- b) All active Board members are allowed to vote in its yearly election.
- c) Elections will be held in the spring of each year and be administered by the Managing Director.

Article VIII – Non-Discrimination Clause

- a) The Board shall not discriminate on the basis of actual or perceived age, color, disability, ethnicity, gender identity or expression, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any combination of these factors when determining its membership and when determining the equal rights of all general members and executive board members, respectively, which shall include, but are not limited to, voting for, seeking, and holding positions within the organization.

Article IX

Operational Policies and Procedures

- a) Voting for positions will be decided by a majority of total Board membership.
- b) This constitution and by-laws may be amended at any time by the Board with a two-thirds vote of total Board membership.

ORGANIZATION PROFILE

Student Advisory Board (SAB) officers, FY16-17

Greta Jenkins (gj86): President/SA Committee Co-chair
Nathan Chazan (ndc39): VP/Promotions Committee Chair
Niarra Williams (new35): Events Committee Chair
Emma Newburger (emn52): Secretary
Aidan Page (alp234): Co-chair Programming Committee (undergrad)
Rose Agger (era58): Co-chair Programming Committee (grad)
Elijah Weber-Han (ejw98): Co-chair SA Committee (grad)

of members/Fall '16 semester (in addition to officers listed above), FY16-17: 50

of members/Spring '17 semester (in addition to officers listed above): 42

Student Advisory Board (SAB) officers, FY17-18

Yuji Yang (yy348): President/Co-chair SA Committee
Nathan Chazan (ndc39): VP/Promotions Committee Chair
Adam Bruynesteyn (ab994): Events Committee Chair
Ilse Sweldens (iks8): Secretary
Aidan Page (alp234): Treasurer – new position
Aidan Page (alp234): Co-chair Programming Committee (undergrad)
Jake Walters (jrw378) & Manu Berduc (mb2582) : Co-chairs Programming Committee (grads)
Elijah Weber-Han (ejw98): Co-chair SA Committee (grad)

of members/Fall '17 semester (in addition to officers listed above), FY17-18:

25 attended the first meeting of the semester on Sept 5, but this # may increase after Club Fest

Professional Staff

Mary Fessenden, director
Douglas McLaren, manager
Paul Dimmick, head projectionist [.65FTE]
Teresa Alvis, administrative assistant/shipping manager [.8FTE]
Ross Haarstad, graphic designer [.5FTE]
[FTE = Full Time Equivalent]

Student Staff

Cornell Cinema currently employs about 20 students as theatre managers, projectionists, box officers, concessionaires, blurb writers, publicity assistants, and office assistants.

Student Volunteers

Cornell Cinema has about 10 student volunteers working as ushers & promotion assistants.

Activities, Programming, Events:

Cornell Cinema Selected Programming/Tickets, FY16-17

Please note: total attendance is listed in parentheses, and it was derived from between one and three showings of each title.

Recent Hollywood Fare, Arthouse Hits and Cult Favorites

Nausicaa of the Valley of the Wind (203); **Zootopia** (448); **Captain America: Civil War** (319); **Lobster, The** (138); **X-Men: Apocalypse** (108); **Jungle Book** [2016] (79); **Finding Dory** (273); **Swiss Army Man** (178); **Star Trek Beyond** (67); **Hunt for the Wilderpeople** (107); **Café Society** (85); **Fantastic Planet** (121); **Blue Velvet** (115); **Raiders of the Lost Ark** (69); **Blood Simple** (99); **Suicide Squad** (57); **The Rocky Horror Picture Show** (205); **Kubo and the Two Strings** (349); **Arrival** (479); **Moonlight** (442); **Handmaiden, The** (127); **Oscar Shorts: Animation** (204); **Oscar Shorts: Live Action** (122); **Fantastic Beasts and Where to Find Them** (260); **Amelie** (77); **Doctor Strange** (176); **Moana** (428); **2001: A Space Odyssey** (83); **Godfather, The** (85); **Godfather II, The** (40); **Dr. Strangelove** (90); **18th Animation Show of Shows** (163); **Jackie** (97); **Clockwork Orange, A** (45); **Brazil** (67); **La La Land** (330); **City of Lost Children, The** (59); **Hidden Figures** (513); **Howl's Moving Castle** (139); **Last Waltz, The** (92); **Metropolitan** (216); **Pulp Fiction** (46); **Moonlight [Encore]** (104); **My Neighbor Totoro** (108); **Logan** (144); **Monty Python's Life of Brian** (48); **Get Out [Encore]** (187)

FREE Sneak Previews of new films:

Before the Flood – Leonardo DiCaprio doc about climate change (102); **Get Out** (344)

Free shows offered to *new students* at beginning of Fall '16 semester:

Hidden Fortress, The; Nausicaa of the Valley of the Wind; Beauty and the Beast [1946]; **Zootopia; Walkabout; Some Like It Hot; Dragon Inn; Captain America: Civil War**

Other Free Shows:

An Orientation to Cornell Cinema (54)

Man Who Knew Infinity, The w/intro by Prof Steven Strogatz (180)

Lemonade w/faculty panel discussion: *The Aesthetics and Style of Race, Gender and Politics: Beyoncé's Lemonade* (320)

4 Chinese Documentaries w/filmmakers in attendance (174)

Streit's Matzo and the American Dream w/filmmaker & historian (78)

Collegetown w/filmmaker Hugo Genes '10 (123)

Lampedusa in Winter – about refugee crisis w/filmmakers (72)

Spectacular Now, The w/producer Dan Cohen '05 (53)

Hunting Ground, The w/producer Amy Zierling (42)

Cinema in Sage Chapel Shows with Live Music

Nosferatu w/live music by The Invincible Czars from Austin, TX (432)

Our Heavenly Bodies w/live music by Coupler, a group from Nashville (245)

More Films with Live Music

Fritz Lang's Destiny w/piano accompaniment by Philip Carli (41)

L'Inhumaine (60); **Variété** (56); **Man with a Movie Camera** (85) & **Metropolis** (183) with live accompaniment by the Alloy Orchestra

Page of Madness, A w/live accompaniment by Tenzin Chopak (60)

Nervous Magic Lantern Performance w/live accompaniment by the Cornell Avant Garde Ensemble (100)

Other Special Events

Time to Choose, a climate change documentary w/faculty panelists (84)

A Rocky Horror Picture Show Halloween Party (82)

Casablanca in the WSH Memorial Room w/beverages & piano music (57)

All Governments Lie: Truth, Deception, and the Spirit of I.F. Stone w/Jeff Cohen, Director of the Park Center for Independent Media at IC (58)

Ithaca Premiere of **I am Not Your Negro** (Academy Award nominated documentary about James Baldwin) w/faculty panel discussion (348)

An Elegant Winter Party and Fundraising Event featuring **So This Is Paris** w/live music by Philip Carli (96)

Cat Vid Fest w/Prof Leah Shafer ('94/'99/'08) (Media & Society at Hobart & William Smith Colleges) & Bruce Kornreich, Assoc Director, CU Feline Health Center (586)

More Guest Filmmaker Events:

Nuts! w/awardwinning documentary maker Penny Lane (44)

Angkor Awakens: A Portrait of Cambodia w/director Robert Liberman, producer Deborah Hoard & editor David Kossack (216)

Citizen Koch w/producer Tia Lessin '86 (32)

Where to Invade Next w/producer Tia Lessin '86 (41)

An Evening with Media Artist Jesse McLean (20)

Seoul Searching w/filmmaker Benson Lee via Skype (68)

Decline of Western Civilization w/director Penelope Spheeris via Skype (93)

Shirley: Visions of Reality w/Austrian director Gustav Deutsch & Art Director Hanna Schimek (70)

Certain Women w/Native American actress Lily Gladstone (52)

Glamour & The Squalor, The w/producers & documentary subject DJ Marco Collins (69)

Nervous Magic Lantern Performance w/experimental film legend Ken Jacobs (100)

Classic Hollywood & Foreign Films (including restored films)

Hidden Fortress, The (50); **Beauty and the Beast** [1946] (51); **Walkabout** (32); **Some Like It Hot** (127); **Dragon Inn** (29); **Black Girl** (25); **Tokyo Drifter** (25); **Branded to Kill** (22); **Johnny Guitar** (63); **A Touch of Zen** (30); **House of Bamboo** (59); **Ran** (98); **Tess** (11); **Imitation of Life** (14); **Battle of Algiers, The** (65); **Wanderers, The** (12); **Great Dictator, The** (53); **It [1927]** (178); **Gold Diggers of 1933** (171); **Delicatessen** (68); **Gabriel Over the White House** (38); **Face of Another, The** (23); **Tampopo** (129); **Duck Soup** (61); **Beau Travail** (43); **Daughters of the Dust** (85)

More Documentaries

Homo Sapiens (38); **Under the Sun** w/intro (32); **Lovers and the Despot, The** w/intro (22); **Strange & Familiar: Architecture on Fogo Island** (56); **Don't Blink: Robert Frank** (54); **Eva Hesse** (70); **Hockney** (20); **Eagle Huntress, The** w/intro (110); **Oscar Shorts: Documentary** (69); **Art That Nature Makes: The Work of Rosamond Purcell, An** (26); **Paris is Burning** (169)

More Foreign Films (From Brazil, Chile, China, France, Greece, Guatemala, India, Israel, Palestine, Poland, Scotland, South Korea, Spain, Tunisia)

Sunset Song (51); **Wailing, The** (68); **Wedding Doll, The** (41); **Right Now, Wrong Then** (37); **Ixcanul** (139); **Chevalier** (23); **Innocents, The** (19); **Spirits' Homecoming** (17); **M.S. Dhoni** (157); **I Am Not Madame Bovary** (58); **Evolution** (25); **Don't Call Me Son** (25); **Being 17** (19); **A Tale of Love and Darkness** (51); **Idol, The** (22); **Jolly LLB** (97); **As I Open My Eyes** (17); **Neruda** (110)

Outdoor Terrace Screenings

Strangers on a Train (227); **Top Hat** (128); **Stop Making Sense** (97); **Fantastic Mr. Fox** (95)

Cornell Cinema Programming/Tickets, FY17-18

Cornell Cinema Programming, Aug 20 – Sept 5, 2017:

Casablanca (159); Orientation to Cornell Cinema (136); **Beauty & the Beast** (221);

Tomorrow w/ reps from the Cornell Environmental Collaborative (77); **Get Out** (283);

Le Samourai w/intro by Prof Jonathan Kirshner (122); **Your Name** (412); **Guardians of the Galaxy, Vol 2** (353); **The Red Turtle** (101); **Solaris** (112); **Dial M for Murder in 3D** (187); **David Lynch: The Art Life** (71); **The Beguiled** (71); **Dawson City: Frozen Time** (73); **Mulholland Dr.** (118); **Short Films of David Lynch** (36)

Grand total attendance during first 16 days of screenings, Fall '17: 2532

To see what's scheduled for the rest of Fall '17 (through Nov 16, 2017) visit cinema.cornell.edu;
December 2017 & Spring 2018 are still to be scheduled

CORNELL CINEMA FINANCIAL STATEMENT INCOME	14-15	15-16	16-17	17-18	18-19	19-20
College Arts & Sciences Subsidies	122,181	124,866	116,907	117,857	119,936	122,057
Ticket Income	78,942	84,174	87,174	102,000 (\$15K PGE)	87,000	87,500
New York State Council On The Arts Grant	20,000	17,300	26,993 (3D grant)	20,000	20,000	20,000
Concession Sales	10,416	13,829	14,225	14,250	14,500	14,750
Cosponsorships Raised From Academic Depts	7,917	11,820	14,785	5,000	6,000	6,000
CU Council For The Arts & Other Grants	9,000	10,000	9,000	8,800	8,000	8,000
Cinema For Hire	11,297	9,755	14,339	10,000	12,000	12,000
Dept Pma Subsidy	3,000	3,000	3,000	3,000	3,000	3,000
Other Income (Poster & T-Shirt Sales, Benefit)	12,551	2,673	3,543	4,000	5,000	5,000
Onscreen Advertising	1,700	2,355	1,610	2,000	2,000	2,000
Gift Account	11,329	0	15,959 (3D)	0	0	0
Atkinson Forum	25,000			50,000		
GRAND TOTAL OF NON- ACTIVITY FEE INCOME	313,333	279,772	307,535	336,907	277,436	280,307
GPSA ACTIVITY FEE	68,850	67,565	72,294	77,648 \$10.54 per student	81,037 \$11 per student	81,037
UNDERGRAD ACTIVITY FEE	143,448	145,835	152,279	150,943 \$10.90 per student	\$117,708 \$8.5 per student	\$117,708
TOTAL INCOME	525,631	493,172	532,108	565,498	476,181	479,052
EXPENSES						
Professional Staff Wages - 2 FT; 3 PT positions	244,077	251,835	251,438	262,460	267,709	273,063
Fringe benefit charges *	88,662	87,439	87,738	91,599	93,430	95,299
Film rental	51,993	54,006	53,702	56,000	56,000	56,000
Student wages (20-25 student staff)	26,125	21,256	22,240	22,500	22,750	23,000
Filmmakers & special events	19,381	17,344	24,564	27,500	18,000	18,000
Advertising	11,544	10,954	8,224	7,466	7,000	7,000
Flicksheet printing	4,513	4,797	4,897	4,900	4,900	4,900
Theatre rent	11,712	11,712	6,684	8,335	8,335	8,335
Film shipping	6,252	7,001	6,678	7,000	7,000	7,000
Equip, repairs & maintenance	12,825	6,376	6,235	5,614	4,157	3,100
Office rent	5,635	5,635	5,635	5,635	5,635	5,635
Concession supplies	3,152	4,244	4,827	4,500	4,500	4,500
Telephone & network	2,633	2,425	2,428	2,428	2,428	2,428
Insurance & credit card fees	1,974	2,363	3,366	3,400	3,400	3,400
Office supplies	2,057	1,501	1,038	1,500	1,500	1,500
Theatre supplies	692	807	1,035	750	1,000	1,000
Computer expenses	3,517	1,605	1,548	461	1,518	2,575
Remaining expenses	3,056	914	2,537	3,250	3,000	3,000
3d installation			25,653			
Atkinson forum	25,000			50,000		
TOTAL EXPENSE	524,800	491,261	520,467	565,298	512,263	519,735
NET BALANCE	831	1,911	11,641	200	-36,081 **	-40,684 **
	Total Allocation Spent					
	143,449	145,835	152,279	150,943	117,708	117,708

* These are fringe benefits that are inextricably tied to wages paid to University staff. By law, Social Security, Worker's Compensation, Unemployment and Short Term/Long Term Disability must be covered. Departments are charged a percentage of every person's wage to contribute to the Benefits Pool at the University, which then covers the required benefits.

** See funding request for how we plan to cover these shortfalls

SUMMARY OF REQUEST:

Request for FY18-19 & 19-20: **\$8.50/student – a reduction from \$10.90/student**

Cornell Cinema was told by the SA Appropriations Committee during meetings held in FY16-17 that as of FY18-19 we could no longer use any portion of our activity fee allocation to help cover the cost of Cornell Cinema staff members, even though we have been using some of our allocation to cover portions of our Head Projectionist's and Graphic Designer's wages for many years. Several years ago we were told we could not use our allocation to cover student wages. Given that labor costs comprise the bulk of our expenses (and are absolutely necessary to the functioning of Cornell Cinema), these restrictions leave us no choice but to submit a request that amounts to a 22% cut in our activity fee funding (~\$33,000/year) for the next byline period.

We anticipate covering the shortfall in three ways:

1. Increased support from the University

We have already begun conversations with members of the College of Arts & Sciences and other administrators about identifying new sources of support to cover this projected shortfall. Given that students from all of the Colleges at Cornell make use of Cornell Cinema, not just students in the College of A & S, it makes sense to seek support from some of these other Colleges. We now have hard data via ID scanning as documentation of this broad cross-campus usage, which will be useful in this endeavor.

2. Increase in GPSA Activity Fee Funding

We are requesting a small increase in byline funding (~\$4,000/year) from the GPSA.

3. Raising Ticket Prices

We anticipate seeking permission from the SA to raise the undergraduate ticket price to \$6.50 from its current level of \$5.50, with an effective date of 7/1/2018.

We will continue to offer our Six Pass, but the price of this discount card would likely go up to \$30 from the current \$27, making each admission just \$5, still a very reasonable price.

Our longer range hope is to decrease our dependence on SA byline funding even more. This may become possible if the "arts" at Cornell, and Cornell Cinema, in particular, are included in the next University capital campaign. We have received information that indicates this may be the case.

We hope the SA will appreciate this concerted effort on our part to decrease our dependence on activity fee funding. But in order to realize this goal, it's crucial that our funding for FY18-19 & 19-20 not be any less than \$8.50/student, especially given other pressures on the operation, like:

1. Swank Motion Pictures, with whom CC must book many big studio releases, has started charging an additional \$100 for each additional day we show a film. This in addition to having previously raised its base fees a couple of years ago.

2. The loss of an annual ~\$1,000 Presentation Funds grant (which helped support visiting filmmaker visits), as the New York State Council on the Arts is shutting down this grants program at the end of 2017.

3. Covering the cost of increases in New York State's minimum wage, which applies to our student employees. The minimum wage is currently \$9.70/hour, but will rise to \$10.40/hr in January 2018. It will then be increased annually by 70 cents/hr until it reaches \$12.50/hr in 2021.

Analysis of FY17-18 with 10%, 25% & 35% cuts in funding:

Given that our proposed reduction to \$8.50/student will result in a 22% cut in our funding, there's no need for us to lay out what a hypothetical 10% cut would look like. And given that 22% is pretty close to 25%, we'll just lay out what a hypothetical 35% cut would look like:

A 35% cut would reduce our funding by an additional ~\$19,625, for a total loss of \$52,830 (compared to the \$33,000 loss at 22%).

We would seek to replace this additional loss of funding via the means described above, but our task would be made much more difficult at this higher amount. But we would exhaust all possibilities before resorting to cutting programming or staff, measures that were already undertaken within the past five years.

We want our programming to continue to address the following needs and offer the following benefits, and we can't accomplish these things with a reduced staff, as we are already stretched too thin.

Vital Needs Addressed:

CC's programming directly responds to three major topics of campus discourse:

- Maintaining students' mental health
- Providing safe, non-alcoholic late-night programming
- Addressing issues of race relations & diversity on campus

Here are just some of the more obvious benefits of CC programming for students:

- at least 5 to 6 affordable entertainment options every week, offered on central campus for easy access, making for a perfect study break, date night or educational enhancement
- exposure to the history of cinema, the greatest art form of the 20th century, as it was intended to be seen: on a large screen with an audience
- exposure to contemporary world cinema and topical documentaries that increase cultural & global awareness – primary goals of a Cornell education
- access to films and special events that, otherwise, would only be available in large metropolitan areas like New York and LA, thus reducing the sense of cultural isolation a student can experience in Ithaca



Cornell Cinema
Student Advisory Board Bylaws

Adopted December 2010

[Revised July 2017](#)

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¹ Table of Contents page appended 14 July 2017.

I. Organization Name and Brand

The name of the organization shall be the Cornell Cinema Student Advisory Board. The Board is a constituent unit of Cornell Cinema.

II. Mission Statement

The Cornell Cinema Student Advisory Board is an organization of students, both undergraduate and graduate, whose purpose is to represent and promote Cornell Cinema, as well as to advise and assist Cornell Cinema in its overall mission to offer the Cornell and greater Ithaca community a wide variety of cinematic and media experiences, for both educational and entertainment purposes.

III. Membership²

A. Qualifications of Membership

- a. The Cornell Cinema Student Advisory Board is open to any interested undergraduate or graduate student in the Cornell community.
- b. New Board members shall become official after attending two Board activities in the span of eight weeks. Board activities include but are not limited to the following:
 - i. Monthly Advisory Board meetings
 - ii. Events, Promotions, and Programming meetings
 - iii. Lobby tables
 - iv. Chalking
 - v. Event volunteering
- c. New members may join the Board at any time during the academic year.

B. Expectations of Membership

- a. Attendance is expected of all Board members at all general Board meetings, as well as at all meetings of committees to which their membership also applies. Excused absences are permitted if the member attends an activity in place of a meeting.
- b. All members are expected to actively participate in general board and committee operations, complete film surveys, attend special events, volunteer for promotional activities and do their best to promote Cornell Cinema's overall mission. Board members are required to participate in at least two Board activities outside general and committee meetings.
- c. Membership may be revoked after missing two (2) or more

² Article III. amended 17 July 2017.

consecutive general meetings of the Board, or failing to attend or contribute at two (2) Board activities in the span of eight weeks.

- d. There shall be no expressly stated limit on the number of members serving on the Board. However, the Board's executive officers may deem that beyond a certain size of membership, the Board will be unable to function effectively, at which point they may institute an application or impose a temporary freeze on new membership.
- e. Cornell Cinema's Director and Managing Director will sit on the Board as advisors.

IV. Organization Committees

- A. The **Promotions Committee** is responsible for creating and implementing promotions for individual screenings, film series, and Cornell Cinema in general. This includes the distribution of posters, managing of lobby tables, and advertising through social media.
- B. The **Events Committee** is responsible for coordinating events, including but not limited to the Halloween show; helping support other Cornell Cinema events such as the Elegant Party fundraiser; and conducting week-long audience surveys in September and February.
- C. The **Programming Committee** is responsible for previewing films and reporting impressions to the Director and Board; administering Board-wide surveys of film titles under consideration for upcoming calendars; and developing and maintaining lists of possible film series and cult revivals. All members of the Board sit on the Programming Committee.

V. Officers and Positions

- A. Elected Officers
 - a. The elected positions of the Board shall be the following:
 - i. President
 - ii. Vice President/Chair of Promotions Committee
 - b. The Chair positions of additional Committees, and the office of Secretary, shall be elected if the President and Vice President deem necessary.
 - c. Officers will assume their positions at the end of the Spring term.
 - d. In the event that an officer must be replaced, the replacement assumes the position immediately and completes the remainder of the term.

B. President

- a. Shall be responsible for calling and presiding over all general meetings of the Board, as well as meetings of the Student Assembly Committee.
- b. Shall work with the Cinema's Director, Manager, Board committee chairs and other members of the Board to develop an agenda for general Board meetings.
- c. Shall initiate solicitation of new Board members.
- d. Shall regularly meet with Board committee chairs and oversee the functioning of the Board as a whole.
- e. Shall foster effective communication between the Student Assembly and the Cornell Cinema Student Advisory Board.
- f. Shall make presentations to the Student Assembly and its Appropriations Committee as needed, particularly during the byline funding process.
- g. Shall attend meetings of the general Cinema Advisory Board.
- h. Shall maintain communication between the Undergraduate and Graduate Student Assemblies; helping prepare the Student Activity Fee applications in the second semester of funding off-years; and helping and supporting the Cinema during the Activity Fee process in byline funding years.³

C. Co-Chair of the Graduate Student Assembly Committee

- a. Shall co-chair the Student Assembly Committee and work to foster effective communication between the Graduate and Professional Student Assembly (GPSA) and the Cornell Cinema Student Advisory Board.
- b. Shall maintain a working relationship with the necessary GPSA representative(s).
- c. Shall assist the president as needed in overseeing the Student Assembly committee.
- d. Shall make presentations to the GPSA and its Appropriations Committee as needed, particularly during the byline funding process.
- e. Shall attend meetings of the general Cinema Advisory Board.

D. Vice President/Chair of the Promotions Committee

³ Article V. B. h. appended 17 July 2017.

- a. Shall assist the president as needed.
- b. Shall chair the Promotions Committee and oversee its operation, working to inform the community about Cornell Cinema programming both general and specific.
- c. Shall call meetings of the Promotions Committee, formulate its agenda, assign promotion tasks and follow-up on their completion.
- d. Shall be responsible for overseeing specific aspects of Cornell Cinema's promotional operation, e.g. Facebook announcements, quarter-carding, chalking, lobby tables.
- e. Shall attend meetings of the general Cinema Advisory Board.

E. Chair of the Events Committee

- a. Shall chair the Events committee and oversee its operation, working to organize a Fall Halloween event and assist with the Spring Elegant Party Cinema Benefit.
- b. Shall direct committee to conduct audience surveys in the Fall and Spring of each year.
- c. Shall call meetings of the Events Committee and formulate its agenda.
- d. Shall serve as Theatre/Cornell Cinema Liaison to the Willard Straight Hall Student Union Board (SUB). The Chair of the Events Committee is expected to maintain communication regarding non-Cinema events in the Willard Straight Hall Theatre and is expected to facilitate the co-sponsorship of pertinent events.

F. Chair of the Programming Committee

- a. There shall be two Co-Chairs of the Programming Committee, one a graduate student and the other an undergraduate student.
- b. Shall chair the Programming committee and oversee its operation, working to provide advice to the Director.
- c. Shall organize preview screenings for interested board members and collect feedback for the Director.
- d. Shall administer Board-wide surveys of titles in consideration for upcoming calendars.
- e. Shall occasionally organize small groups of Board members to see films off campus that are being considered for Cornell Cinema programming.
- f. Shall schedule a programming workshop with the Director once each semester for any interested board members to review the guidelines put forth in "How to program a film series."

- g. Shall solicit suggestions for film series from committee and other Board members and maintain a running list of these suggestions for consideration by the overall Board when planning a new calendar.

G. Secretary

- a. Shall maintain an active name and email list of all members.
- b. Shall notify members of the Board about upcoming meetings and events.
- c. Shall develop and distribute meeting agendas in collaboration with the Board President.
- d. Shall keep track of attendance at meetings and determine new attendees eligibility for membership.
- e. Shall keep minutes of Board meetings and submit these for review.
- f. Shall schedule members to work shifts at the promotional WSH lobby tables.

H. Treasurer⁴

- a. Prepare and monitor organization budget with collaboration and oversight from Cornell Cinema manager.
- b. Tend to status of all organization purchase requests.
- c. Maintain records of all organization transactions.
- d. Assist Co-chairs of Student Assemblies committees in preparing material for byline funding process.

⁴ Treasurer duties appended 17 July 2017.

VI. Meetings

- A. General Board meetings shall occur on the first Tuesday of each month when classes are in session, at 5PM, in the Willard Straight Theatre.
- B. Additional general meetings may be proposed as needed.
- C. Meetings of individual committees will be organized by their respective Chairs.
- D. The Executive Committee, consisting of the President, Vice President, Committee Chairs and Secretary, will have meetings with the Director and Managing Director as necessary.

VII. Elections

- A. All active Board members are eligible to run for any position within the Board.
- B. All active Board members are allowed to vote in its yearly election.
- C. Elections will be held in the spring of each year and be administered by the Managing Director.

VIII. Non-Discrimination Clause

The Board shall not discriminate on the basis of actual or perceived age, color, disability, ethnicity, gender identity or expression, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any combination of these factors when determining its membership and when determining the equal rights of all general members and executive board members, respectively, which shall include, but are not limited to, voting for, seeking, and holding positions within the organization.

IX. Operational Policies and Procedures

- A. Voting for positions will be decided by a majority of total Board membership.
- B. This constitution and by-laws may be amended at any time by the Board with a two-thirds vote of total Board membership.