

Re-Opening: Approaches & Questions

Moderated by Beth Gilligan, Coolidge Theatre & George Myers, Amherst Cinema

Framework:

Each section will be about a specific concern, we'll address what state guidance we've seen for context. We have a few theaters who are on the call who can speak to some of the points but we'll frame these sections as questions and invite the input of the group. We're trying to keep the call to one hour so we'll try to move on when the allotted time is up, we'll keep track of notes and resources and share the google doc with resources and notes from the call.

When speaking up please say your name and organization (unless you feel uncomfortable doing so). We'll be taking notes to make available, let me know if you'd like anything not to be included.

Presentation is available with links at:
<https://bit.ly/30tpMDU>

Obligatory Disclaimer:

Disclaimer that we are not legal, medical or infectious disease experts and unless someone identifies themselves as such you should assume the same thing about everyone on this call.

We're here sharing our best understanding of a difficult, changing and regionally differing situation but you should ultimately make decisions that are best for your organization after consulting experts or doing your own research.

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What To Expect at Concession Stands:

How are we preparing to re-open the food service side of our businesses, what steps are you taking to keep staff and patrons safe? What guidance has been made available about food service?

Adam from Screenland Theaters in Kansas City, Missouri

General Requirements we're seeing:

- Impermeable barriers at point of sale, food service
- Wearing masks (does not need to be N95)
- Removal of self-serve items and stations
- Increased hygiene and cleaning

Questions:

- Is anyone choosing to keep their concession stand closed?
- Pre-order "Curbside" in theater? How are you handling order- pre arranged "packages" or all items a la carte? If software is unable to adapt, are phone sales an option?
- Open as usual with lines, staff serving full menu?

Resources:

- [Massachusetts Guidelines for Restaurants](#)
- [Tennessee Guidelines for Restaurants](#)
- [California Guidelines for Restaurants](#)
- [Free ServSafe Covid-19 Related Training Videos](#)

Handling Ticket Sales:

What technology is needed- hardware and software, what staff training is needed. How is your building equipped to handle it, internet, power connections, impermeable barriers to keep staff and patrons safe.

How to adapt:

- Installing card swipers and scanners 6 feet from counter or behind barrier.
- Installing Kiosks to allow in-person contactless ticket purchases.

Questions:

- Has anyone completed a touchless payment set up?
- Is anyone planning on operating on presale / internet only sales?
- Is anyone planning to use un-staffed kiosks in the lobby?
- Have you talked with your ticketing company about solutions?

Vendor Resources:

- [Agile, Covid-19 Reopening Resources](#)
- [Veezi](#)
- [Art House Cinema Solutions](#)

Modification to Seating:

What steps are being taken to modify your theater to accommodate social distance protocols?

Toby Leonard from The Belcourt in Nashville, TN

General Requirements we're seeing:

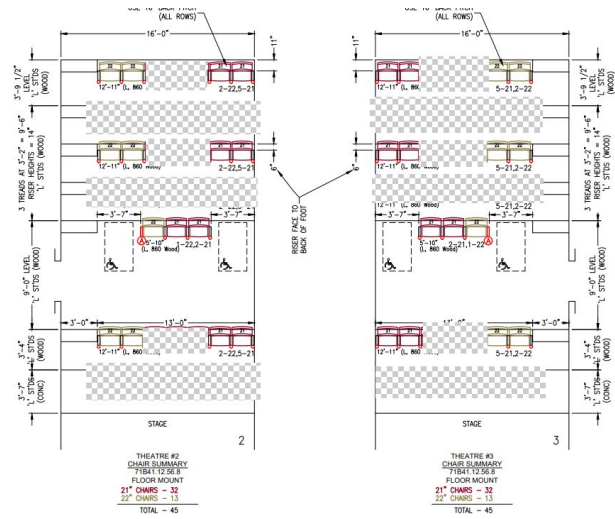
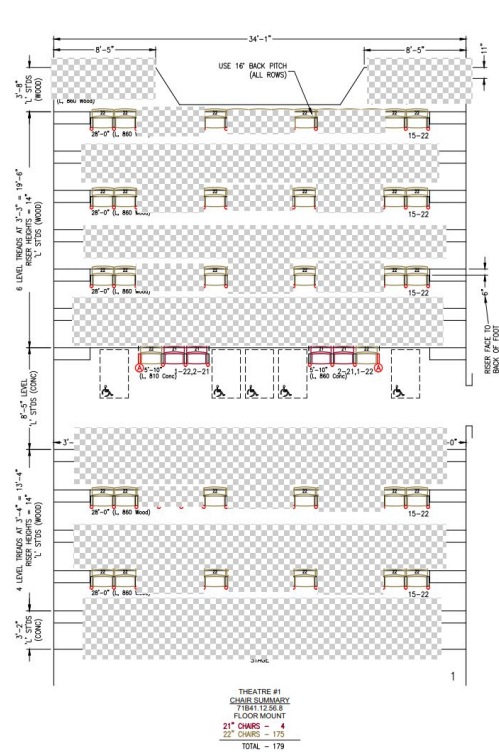
- Requirement is 6 feet of distance between distinct groups so multiple people from the same household can sit together but must maintain six feet of distance between them and others.
- Usher available to monitor social distancing and mask wearing.
- Usher available to seat and help patrons leave the theater.
- Seating and exiting by row to avoid overlap of customers.

Questions:

- Do you have the capacity to offer reserved seating
- How to configure to allow flexibility with group sizes?
- How realistic is reopening with these modifications?



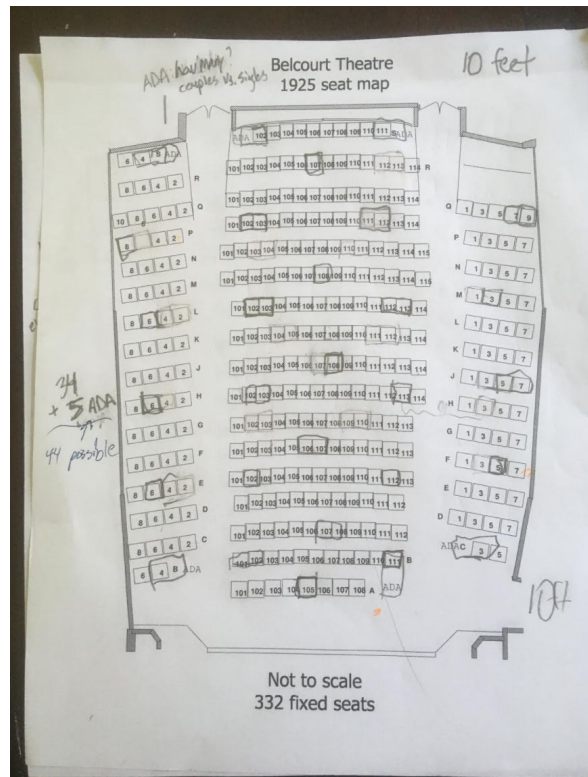
L to R, 179 fixed seats, 45 fixed seats, 45 fixed seats



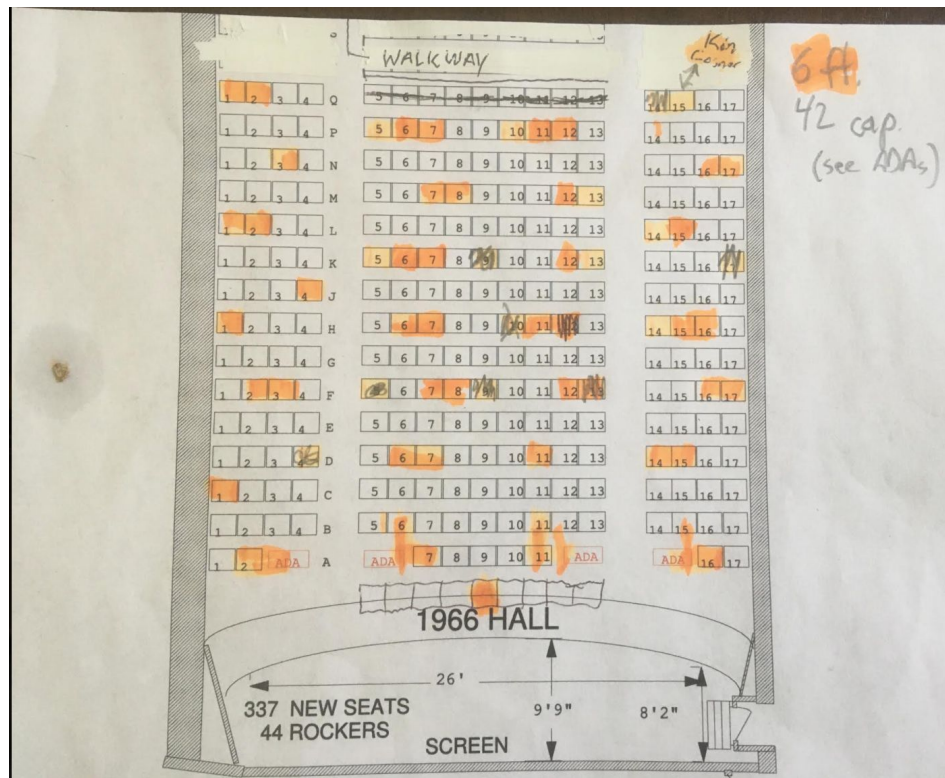
L to R, 30-36 seats, 12-15 seats, 12-15 seats



Potential Belcourt Seating w/ Capacity Restrictions and Distancing



Potential Belcourt Seating w/ Capacity Restrictions and Distancing



Potential Belcourt Seating w/ Capacity Restrictions and Distancing

Cleaning Your Facility:

What extra steps are you taking to clean your facility? New technology, increased routine maintenance, change in materials used to clean, etc? Susie Purves from Pickford Film Center in Bellingham, WA

What we're seeing:

- Disable drinking fountain
- Installing Hand Sanitizer Stations throughout the building
- Removing unnecessary items from the lobby
- Increased cleaning of surfaces
- Backorder on installation of UV light filtration, prioritizing hospital

Questions and Resources:

- NATO [reopening checklist](#) and [reopening consideration checklist](#)
- What “feels” good as opposed to what is required and effective? The optics of cleaning.
- Anti-microbial spray and UV treatment in HVAC
- [CDC List of EPA Approved Cleaners Effective against Covid-19](#)

Audience Survey and Behavior:

- If anyone has done a survey, what have they found?
- What questions are you asking?
- What technology are you using (Google Forms, Constant Contact, Form Stackable, AirTable, Survey Monkey)
- How are you using the survey to determine your behaviors and policies?

Opening & Audience Behavior:

How are we preparing to monitor and engage our audiences when dealing with new policies? How are we making these policies? What steps are we taking before fully reopening? Ryan Hill from ArtsQuest in Bethlehem, PA will join us for this section.

- Is anyone providing soft opening for friends and family to provide feedback? - ArtsQuest is working on a private rental system for groups under ten before they open. Circle Cinema in Tulsa, OK is opening for members only for first week.
- How are you choosing to screen for illness? E.g. ("If you have experienced any of the following symptom, please refrain from coming here...") What do we do about the coughing audience member?
- How to monitor wearing of masks, what to do if people are taking them off for prolonged periods of time (other than to eat).
- ADA Compliance and wearing of masks- dicey issue but seems to fall on side of theater being able to require masks, to not wear during pandemic constitutes "direct threat."

Resources:

- [Customer Checklist from Texas Dept of Health](#)
- [Unicef Stigma Reduction](#)
- [Racial Equity and Social Justices Resources Around Covid-19](#)

Communication:

How are we communicating our new policies and protocol to our patrons? Both informing them what we are doing to keep them safe and what they need to do to keep safe?

- What steps are theaters planning to announce their reopening and reassure audiences that cleaning and other cautionary measures are taking place?
- Some states are requiring posters and signage for patrons..
- Legal value in publicizing policies and procedures
- Pre-show trailer to emphasize steps being taken, audience role in this, ushers
- NATO Webinar idea: capture your own B-roll to make available local media outlets
- Signage available from your state, local chamber of commerce

Resources:

- [Circle Cinema reopening notice](#)

Staff Training and Preparedness:

- With decreased attendance are we managing with fewer staff?
- Will social distancing measures create a need for more staff?
- How can we modify our spaces to best use our staff?
- Staff training and communications around virus, PPE training and enforcement of protocol.

Programming:

- Distinguishing between Virtual Programming and In-Theater offerings
- Live streaming in-person events after re-opening for patrons who can't attend
- More in-depth conversation required

Resources:

- [California Guidelines on theaters](#)
- [CDC Resuming Business Toolkit & Checklist](#)
- [OSHA General Guidelines for All Workers & Employers](#)
- [National Law Review on ADA compliance and masks](#)
- [EEOC: Pandemic Preparedness in The Workplace and The American With Disabilities Act](#)
- [CDC Guidance on Disinfecting and Cleaning the Workplace](#)
- [CDC List of EPA Approved Cleaners Effective against Covid-19](#)
- [Customer Checklist from Texas Dept of Health](#)
- [Massachusetts Guidelines for Restaurants](#)
- [Tennessee Guidelines for Restaurants](#)
- [California Guidelines for Restaurants](#)
- [Free ServSafe Covid-19 Related Training Videos](#)
- [NATO Covid-19 Resources](#)
- [FDA Best Practices on Food Service During Covid-19 Pandemic](#)

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