



Beyond Normal Films

P.O. Box 962

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Beyondnormalfilms.org

BNFan@beyondnormalfilms.org

September 15, 2017

Dear Member of Beyond Normal Films:

Since its inception in 1996, the mission of Beyond Normal Films has been to research and recommend to the Normal Theater unique foreign, American independent and documentary films of artistic quality. However, several factors have contributed to a significant change in our ability to fulfill this mission. As a result, the Board of Beyond Normal Films regrets to inform its members that our 21-year organization will cease operations at the end of 2017.

Contributing factors include the following:

- The Normal Theater has expanded its programming model to feature more film events of its own design and non-film events in order to serve the diverse needs of the community and to use the theater throughout the week.
- Commercial theaters in Bloomington-Normal are showing more independent films, films are more readily available via live streaming at home, and films are released on DVD and available online earlier than in previous years.
- The theater management and BNF no longer maintain a process whereby BNF recommends independent, foreign and documentary films shown as “BNF Choice” films at no cost to BNF.
- Due to the loss of “BNF Choice” films to promote on a quarterly basis, a BNF newsletter has not been viable for more than a year, thereby eliminating an important revenue stream – advertising.
- Audience numbers continue to decline, especially for the BNF film festivals.
- Despite considerable efforts to improve or reinvigorate operations this year, BNF membership has dropped by 30 percent.
- Operations at the current level (licensing fees for films, printing, postage, website) are no longer sustainable given our income from membership dues.
- The Board itself has experienced a serious attrition problem, which is difficult to resolve without a clearly defined purpose going forward.

According to the Bylaws of Beyond Normal Films, “the power to set policy for this organization shall be vested in a Board of Directors...” Therefore, the Board has voted to cease operations as of December 31, 2017 with any remaining funds in the BNF account donated to the Normal Theater as the BNF Bylaws stipulate. Further, funds for the Cinema Arts Project (CAP) held as an agency account with the Illinois Prairie Community Foundation will be donated to the IPCF Arts and Culture Endowment.

An alternative is available to those members who would like the organization to continue. This would require new leadership stepping forward to restructure the organization with a revised or new mission and submit a written proposal to the Board at BNFan@beyondnormalfilms.org by November 1. If that occurs, the current Board will present the slate to the membership at our final film event on November 15 for a vote. The current Board will resign or disband effective December 31, 2017.

We express our deepest gratitude to our loyal members over the last 21 years. It has indeed been an honor to support a group of film enthusiasts, many of whom have been members since the beginning. Please join us for the fourth quarter Cinema Sessions on October 10 (you will receive a postcard for admittance in the mail). We also hope you will attend our last free film on November 15, a special selection in tribute to Beyond Normal Films.

Sincerely,

Mary-Margaret Simpson, President
Rochelle Gridley, Vice President
Mary Gerwig, Recording Secretary
David Williams, Electronic Secretary
Sue Wang, Treasurer

Glenn Block, Bruce Boeck, Lynne Chaddon, JoAnna Mink