

ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS

Advisory committee on operation of the Orpheum Theater Center

2012 Work Program

Members

Tammy Beintema – Term Expires - June 2015 (can be reappointed)
RJ Fitzsimmons – Term Expires – June 2015 (can be reappointed)
Baron Wolfgang – Term Expires - December 2012 (can be reappointed)
Mary Lou Savold – Term Expires - May 2013 (may not be reappointed)
De Knudson – Term Expires - June 2014 (can be reappointed)
Ann Marie Davis – Indefinite Term
~~Martin Gallanter – Term Expires – January 2015 (can be reappointed)~~ Ellen Donahoe – January 2015 replaced Mr. Gallanter
Katrina Lehr-McKinney - Term Expires - January 2015 (can be reappointed)
~~Mark Lindell – Term Expires - January 2015 (can be reappointed)~~ Deidre DiMemmo – January 2015 replaced Mr. Lindell

Duties of the Orpheum Theater Advisory Board of Directors

The Orpheum Theater Advisory Board of Directors advises the city, including its agents, regarding the management and use of the Orpheum Theater Center.

Mission Statement

The Mission of the Orpheum Board of Directors is to oversee the operation and management of the Orpheum Theater Center and to encourage community based performing arts within the Sioux Falls area.

Goals & Objectives of the Orpheum Theater Advisory Board of Directors

- Goal 1: Serve as an ambassador for the Orpheum Theater Center
Objectives:
 1. Support and promote the community-wide use of the facility.
 2. Attend and monitor events at the facility.
 3. Establish and maintain a connection with other community organizations.
 4. Solicit and report feedback from the community.
- Goal 2: Encourage community-wide education in the arts through use of the Orpheum Theater Center
Objectives:
 1. Encourage educational opportunities for people of all ages.
 2. Utilize City Link Channel 16 to educate the public about the Orpheum Theater Center.
 3. Promote the use of the facility to all levels of academia.
- Goal 3: In coordination with SMG, serve as a public steward of the Orpheum Theater Center.
Objectives:
 1. Attend regularly held monthly board meetings.
 2. Review financial performance of the facility.
 3. Review the use and evaluations by users of the facility.
 4. Maximize usage of the facility.

- Goal 4: Advocate the continued financial investment for improving and enhancing the Orpheum Theater Center.

Objectives:

1. Annually review the City's budget as it pertains to the Orpheum Theater Center.
2. Review annual needs assessment as presented by management.
3. Proactively communicate needs to City officials and staff.

General items:

- Provide input to the City and SMG on general facility operations.
 - Review monthly facility reports.
- Act as a steward of facility.
 - Provide input on types and quantity of facility events and uses.
 - Provide input on usage of Orpheum Theater Center space.
 - Support Orpheum Theater Center events.
- Communicate with the City on matters related to the CIP.
- Continually identify ways to improve facility parking.
- Connect with other organizations to form and strengthen relationships.
- Promote the facility through media, production of materials, and outreach to the community.
- Focus on utilizing the facility to provide the community with educational opportunities.

Target items (with separate action plans):

- Work with SMG on developing strategy mechanisms for raising additional funds to support extra projects and activities at the Orpheum Theater Center.
- Develop five (5) Year Orpheum Theater Plan
- Work with SculptureWalk on 2012 outdoor sculpture placements.
- Identify ways for completing the restoration of murals
- Develop concepts for building improvements, including upgrading restrooms, re-tuckpointing north exterior building wall, inventory, clean and organize costume storage area space(s)
- Identify opportunities to utilize and/or lease the storefront space(s).
- Plan for 2013 Centennial Event (Wednesday, October 2, 2013 – Board meeting).

The Sioux Falls Orpheum Theatre Advisory Board of Directors meet the first Wednesday of each month at Noon at the Orpheum Theater Board Room, located at 315 North Phillips Avenue in Sioux Falls, SD. The Board is pleased to have visitors attend their meetings at any time.