

ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS

Advisory committee on operation of the Orpheum Theater Center

2011 Annual Report

Members:

Baron Wolfgang - Term Expires - December 2012
Tammy Beintema - Term Expires - May 2012
RJ Fitzsimmons - Term Expires - May 2012
Mike Cooper - Indefinite Term
Ann Davis - Indefinite Term
Lary Etten - Term Expires May 2011

Sylvia Henkin - Term Expires - December 2011
Chris Hill - Indefinite Term
Katrina Lehr-McKinney - Term Expires - May 2011
Jeremiah Murphy - Term Expires - January 2011
Jackie Pederson-Kriens - Term Expires - May 2011
Mary Lou Savold - Term Expires - May 2013

Term Expirations:

Jeremiah Murphy - Term Expires - January 2011
Lary Etten - Term Expires May 2011
Katrina Lehr-McKinney - Term Expires - May 2011
Jackie Pederson-Kriens - Term Expires - May 2011
Sylvia Henkin - Term Expires - December 2011

Replaced by De Knudson June 2011 - 2014
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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 OTC space.
 - Support OTC 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.

2011 Work Program & Target Items

Reviewed Orpheum Theater Center Needs, Usage, Evaluations, & Financials	January – December 2011
2011 Work Program Adopted	March 2011
2011 Orpheum Theater Plaza Sculpture Placement Recommendations & Installations	Spring 2011
SECT Kids Theatre Workshop and Camp Rock Performances	June 2011
SECT Box Office Relocation to Store Front	August 2011
Adoption of Revisions to City Ordinance and Bylaws – Board Membership	September 2011
SMG Presentation of 2010 Year End Report	October 2011
Adopt 2011 Annual Report	December 2011
Adopt 2012 Work Program	December 2011

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.