

OFFICIAL MEETING MINUTES
ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS MEETING
September 7, 2011
12:00 p.m.
Orpheum Theater

MEMBERS PRESENT: Baron Wolfgang, Sylvia Henkin, RJ Fitzsimmons, Tammy Beintema, De Knudson and Mary Lou Savold

MEMBERS ABSENT: Ann Davis

OTHERS IN ATTENDANCE: Terry Torkildson, Wyatt Yager and Lori Schnell (SMG), Russ Sorenson and Brent O'Neil (City of Sioux Falls), Lary Etten and Patrick Pope (SECT), Steven Dahlmeier (SFJB)

INTRODUCTIONS

Introductions were made.

ADDITIONS OR DELETIONS TO AGENDA

No additions or deletions.

APPROVAL OF MINUTES

RJ Fitzsimmons made a motion to approve the August 3, 2011, meeting minutes, Tammy Bientema seconded, motion carried. Yeses, Baron Wolfgang, Sylvia Henkin, RJ Fitzsimmons, Tammy Beintema, De Knudson and Mary Lou Savold, 6. Noes, none.

FACILITY

Booking Report (Wyatt Yager)

The Board discussed the 2011 booking report for the Orpheum Theater, Anne Zabel Studio Theater and the Classroom. For 2011 there are 259 contracted and events on hold for the Orpheum Theater, 123 contracted and events on hold for the Classroom and 78 contracted and events on hold for the Anne Zabel Studio Theater.

The Board was also presented with the upcoming event list for Orpheum Theater Center events.

Attendance Report (Wyatt Yager)

The attendance report was discussed.

Financial Report (Wyatt Yager)

The Board was presented with the 2011 budget that is actual through July.

OTHER BUSINESS

Fundraising Idea – Candy Van Dam, Insight Marketing

SMG is seeking concepts for interior artwork to be displayed in the Orpheum lobby. Candy Van Dam from Insight Marketing presented the Board with a proposal for the artwork and also a fundraising opportunity to sell prints of the artwork. The artwork and fundraising were discussed and the board requested to bring this up for discussion at a future meeting once the concept of the artwork is available for the Board's viewing.

Evaluation from Users (Wyatt Yager)

Evaluations from the Liz Jenkins Wedding Reception held on July 2, 2011, Events Center Business Leader Forum held on July 19 & 21, 2011 and Bufo Wedding on July 30, 2011 were discussed.

Liz Jenkins Wedding Reception evaluation stated the policies were confusing. SMG is looking into developing a more specific Facility User Guide and contract for private party groups that rent the facility.

MANAGER'S REPORT (Wyatt Yager)

Wyatt Yager reported the City has given the go ahead for the HVAC system and it will be installed by the end of October.

OTHER BUSINESS

Orpheum Board Ordinance

Russ Sorenson stated the Ordinance had its first reading to the City Council on September 6. It will be on the City Council agenda on September 19 at 7:00 pm. He encouraged Board representation at the meeting.

SECT/SEKT

The Sioux Empire Community Theatre and Kids Theatre contract issues were discussed.

- Current Orpheum Theater Contract
SECT performs three shows in the Orpheum for a season; each show operates with a three week period where SMG is not allowed to book shows, however, SMG may book shows at the beginning of their load – in/building process, in exchange, SECT is allowed to rehearse in the classroom at no charge. Additionally, any day SMG rents the Orpheum before the three week period rent is forgiven for that day.
- SECT's New Orpheum Theater Proposal
SECT proposal would like to go back to a version of the old way, which would be exclusive use starting four weeks back from opening night and then a three week run for the first two shows of the season and five weeks back from opening night and then a three week run for the musical/or show in the third slot.
- Sioux Empire Kids Theatre (SEKT) Proposal/Contract
SEKT would like to start with a two show season, four Stage Adventure Workshop Days, three summer residencies/camps; two camps at two weeks and one at one week in length. SEKT proposal requests and/or reduction of waiving rent of the Studio theater space for three years to get Children's Theater off the ground. This year they intend to do two shows that are using two weeks of Studio theater time, in the future they would like to expand that to four weeks per show.
- ACTION:
A motion was made by Tammy Beintema to form a subcommittee to meet on the contract matters and then report back to the entire Board at a Special Meeting, Baron Wolfgang seconded, motion carried. Yeses, Baron Wolfgang, Sylvia Henkin, RJ Fitzsimmons, Tammy Beintema, De Knudson and Mary Lou Savold, 6. Noes, none. The subcommittee will meet on September 13, 2011, at 10:00 am in the Orpheum Theater Board Room. The

subcommittee will report to the Board at a Special Orpheum Board meeting to be held on Monday, September 19, 2011, 4:00 pm, Orpheum Theater Board Room. The Board's recommendation(s) would then be forwarded on to Mike Cooper, Management-Contract Administrator, and City Director/Liaison to the Orpheum Board. Volunteer representatives include: Orpheum Board (Baron Wolfgang, R. J. Fitzsimmons, Tammy Beintema); SECT/SEKT (Patrick Pope & Lary Etten); SMG (Terry Torkildson & Wyatt Yager); and City (Brent O'Neil & Russ Sorenson)

ADJOURNMENT

The meeting was adjourned.

NEXT MEETING

Subcommittee meeting will be held on September 13, 2011, at 10:00 am in the Orpheum Theater Board Room.

The Special Orpheum Board meeting will be held on September 19, 2011, at 4:00 pm in the Orpheum Theater Board Room.

The next regularly scheduled meeting will be held October 5, 2011, at 12:00 pm at the Orpheum Theater Board Room.