

MINUTES
ORPHEUM THEATR ADVISORY BOARD OF DIRECTORS MEETING
October 6, 2010
12:00 p.m.
Orpheum Theater

MEMBERS PRESENT: Sylvia Henkin, Tammy Beintema, Baron Wolfgang, Mary Lou Savold and Ann Davis

MEMBERS ABSENT: RJ Fitzsimmons and Jeremiah Murphy

OBSERVERS PRESENT: Jackie Pederson-Kriens and Lary Etten

OTHERS IN ATTENDANCE: Terry Torkildson (SMG), Lori Schnell (SMG), Brent O'Neil (City of Sioux Falls), Sarah Jennings (SECT)

ADDITIONS OR DELETIONS TO AGENDA

No additions or deletions.

APPROVAL OF MINUTES

Tammy Beintema made motion to approve August 4, 2010 meeting minutes. Mary Lou Savold seconded, motion carried. Yes: Sylvia Henkin, Tammy Beintema, Baron Wolfgang, Mary Lou Savold and Ann Davis, 5. No: None

FACILITY

Booking Report (Terry Torkildson)

The Board discussed the 2010 calendars for the Orpheum Theater, Anne Zabel Studio Theater and the Classroom. For 2010 there are 242 contracted and events on hold for the Orpheum Theater, 110 contracted and events on hold for the Classroom and 87 contracted and events on hold for the Anne Zabel Studio Theater.

Attendance Report (Terry Torkildson)

The attendance report was discussed.

Financial Report (Terry Torkildson)

The Board was presented with the 2010 budget that is actual through August.

Evaluation from Users

Evaluations from the Red Green Show on August 1, 2010, SDN Communications TV Shoot on August 25, 2010 and Humanitarian Awards on September 21, 2010 were discussed.

SMG is working with promoters to evaluate the marking process for events and to cross promote events. It was suggested to use the social networking opportunities on the web several times prior to the event to increase awareness.

MANAGER'S REPORT (Terry Torkildson)

SMG will be doing a monthly show featuring events at the Arena and Orpheum on Channel 16.

The parking lot renovation should be completed by the end of this week.

The Board members were encouraged to let the Orpheum Staff know if they notice anything that needs repair.

OTHER BUSINESS

The lease for the sculptures will be up soon and the board discussed leasing verses permanent sculptures and fundraising.

Lary Etten stated the classroom is a great space to work in for their rehearsals. The Annie Sullivan 5th grades class will be attending a special performance of SECT's "The Miracle Worker". SECT's new box office will be finished soon and they will have new store front signage.

ADJOURNMENT

A motion was made by Tammy Beintema and seconded by Baron Wolfgang to adjourn the meeting. Yes: Sylvia Henkin, Tammy Beintema, Baron Wolfgang, Mary Lou Savold and Ann Davis, 5. No: None.

NEXT MEETING

The next meeting will be held November 3, 2010, at 12:00pm at the Orpheum Theater.