

**OFFICIAL MEETING MINUTES**  
**ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS MEETING**  
**August 3, 2011**  
**12:00 p.m.**  
**Orpheum Theater**

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

MEMBERS ABSENT: Sylvia Henkin and Ann Davis

OBSERVERS PRESENT: Lary Etten

OTHERS IN ATTENDANCE: Wyatt Yager (SMG), Lori Schnell (SMG), Russ Sorenson (City of Sioux Falls), Brent O'Neil (City of Sioux Falls) and Patrick Pope (SECT)

INTRODUCTIONS

Introductions were made and De Knudson was welcomed as the new Orpheum Theater board members.

ADDITIONS OR DELETIONS TO AGENDA

No additions or deletions.

APPROVAL OF MINUTES

De Knudson made a motion to approve the July 6, 2011, meeting minutes, Tammy Bientema seconded, motion carried. Yeses, Baron Wolfgang, RJ Fitzsimmons, Tammy Beintema, De Knudson and Mary Lou Savold, 5. 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 271 contracted and events on hold for the Orpheum Theater, 124 contracted and events on hold for the Classroom and 80 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.

The Board inquired about the advertising efforts of the Orpheum events. The Orpheum events are on the website and on Facebook. Event notifications are sent out periodically. The Board suggested getting the Orpheum events on Twitter.

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 June.

Evaluation from Users (Wyatt Yager)

Evaluation from the Main Stage Ballet “Swingin to the Top” Youth Recital held on June 12 and 13, 2011, was discussed.

MANAGER’S REPORT (Wyatt Yager)

Wyatt Yager reported the HVAC system will be installed before October.

The Classroom has been painted and the floor resealed.

The Orpheum stage will be repaired.

New banners for the Sioux Empire Community Theatre and Sioux Falls Jazz and Blues upcoming seasons have been put up in the lobby. A new banner will be made for CityLink to be put up in the lobby.

OTHER BUSINESS

SECT

Patrick Pope thanked Wyatt Yager and Meg Lee for all their help in moving them into their new office located in the Orpheum Theater’s store front. The Chamber Ribbon cutting will be on August 17<sup>th</sup> at 4:30.

The SECT Box Office will be open every Monday from 3:00 – 7:00 pm. Temporary signage has been put up to direct patrons to the new location.

Auditions for Barefoot in the Park will be held at the end of the month.

By Laws and Ordinance

Russ Sorenson reported that the Ordinance and By Laws are at the City Attorney’s office and will be presented to the City Council sometime in September.

Orpheum Marketing

The Board was encouraged to look at the Orpheum website (orpheum.sfarena.com) and give feedback on suggestions for changes. They were also encouraged to find ways to promote Orpheum events in the community; invite groups to attend Board meetings, go to City Council meetings and tell the Council about upcoming events and attend community meetings.

5 Year Plan

The Board would like to hear the City’s perspective of their 5 year plan for the Orpheum.

ADJOURNMENT

Tammy Beintema made a motion to adjourn the meeting, Mary Lou Savold seconded, motion carried. Yeses, RJ Fitzsimmons, Baron Wolfgang, Tammy Beintema, De Knudson and Mary Lou Savold, 5. Noes, none.

NEXT MEETING

The next meeting will be held September 7, 2011, at 12:00 pm at the Orpheum Theater.