



**OFFICIAL MEETING MINUTES**  
**ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS MEETING**  
**October 3, 2012**  
**12:00 p.m.**  
**Orpheum Theater**

MEMBERS PRESENT: Ellyn Donahoe, R.J. Fitzsimmons, Tammy Beintema and Baron Wolfgang

MEMBERS ABSENT: Katrina Lehr-McKinney, Ann Davis, Mary Lou Savold and De Knudson

OTHERS IN ATTENDANCE: Terry Torkildson, Micki DeCurtins, Becky Aamodt and Lori Schnell (SMG), Russ Sorenson (City of Sioux Falls), Patrick Pope and Lary Etten (SECT), Adam Nyhaug (Siouxland Heritage Museum)

Baron Wolfgang, Chair, called the meeting to order.

1. INTRODUCTIONS

Introductions were made.

2. ADDITIONS OR DELETIONS TO AGENDA

Russ Sorenson requested postponing Item 5 b. CityLink Documentary until the November meeting.

3. APPROVAL OF MINUTES

RJ Fitzsimmons made a motion to approve the September 5, 2012, meeting minutes, Tammy Beintema seconded, motion carried. Yeses, Ellyn Donahoe, R.J. Fitzsimmons, Tammy Beintema, Mary Lou Savold and Baron Wolfgang, 4. Noes, none.

4. FACILITY

Booking Report (Micki DeCurtins)

- a. The Board discussed the 2012 booking report for the Orpheum Theater, Anne Zabel Studio Theater and the Classroom. For 2012 there are 235 contracted and events on hold for the Orpheum Theater, 104 contracted and events on hold for the Classroom and 102 contracted and events on hold for the Anne Zabel Studio Theater.

Upcoming event list was handed out and includes SECT Stage Adventures on October 6, 13, 20 & 27, SECT Presents "Cat on a Hot Tin Roof" on October 19 – 20, 26 – 28 and November 2 – 4, Holiday Inn Overflow – Cross Country Seminars on October 23, Holiday Inn Overflow – General Motors Training on October 24, Mayor's 2<sup>nd</sup> Annual Neighborhood Summit on November 3, City Employee Forum on November 5 & 6, Trampled by Turtles on November 8, Luciana Souza on November 9, Christmas is Here on December 2, Reginal Carter on December 7, Holiday Jamm with the Heggs on December 16 and Shaun Johnson Big Band Experience on December 18.

b. Attendance Report (Micki DeCurtins)

The attendance report was discussed.

c. Financial Report (Terry Torkildson)

The Board was presented with the 2012 budget that is actual through August.

d. Evaluation from Orpheum Users

There were no evaluations.

e. Manager's Report (Micki DeCurtins)

Micki DeCurtins reported that the wedding brochures are progressing and a draft should be available at the November meeting.

The lobby updates will include new carpeting and paint.

5. 2013 Centennial Event Subcommittee Report – (RJ Fitzsimmons)

a. Budget & Funding for Centennial Event

Terry Torkildson reported that we are waiting for final draft from the City on the budget for the Centennial event. The budget will be discussed at the November meeting.

b. CityLink Documentary

This item will be postponed until the November meeting.

c. Siouxland Heritage Museum

Adam Nyhaug, Siouxland Heritage Museum, was present to let the Board know the museum is willing to help supply photos and information from the early years of the Orpheum for the Centennial Documentary.

d. Other Centennial Event Discussion

The Centennial Event subcommittee will meet before the November 7<sup>th</sup> meeting. They will invite CityLink, Siouxland Heritage Museum, Sioux Empire Community Theatre, Municipal Band and Sioux Falls Jazz and Blues to attend the meeting. It was also suggested to contact Downtown Sioux Falls to help promote the event and utilize their resources.

6. Discussion and Action on Recommendations for new Orpheum Theater Board Members

The Orpheum Theater Advisory Board of Directors has one position to fill with the resignation of Mark Lindell. The Board discussed the applications that the Mayor's office received.

R.J. Fitzsimmons made a motion to recommend Deirdre DiMemmo as the Board's first recommendation to the Mayor, Tammy Beintema seconded, motion carried. Yeses, Ellyn Donahoe, R.J. Fitzsimmons, Tammy Beintema, Mary Lou Savold and Baron Wolfgang, 4. Noes, none.

Tammy Beintema made a motion to recommend Rick Bandy as the Board's second recommendation to the Mayor, R.J. Fitzsimmons seconded, motion carried. Yeses, Ellyn Donahoe, R.J. Fitzsimmons, Tammy Beintema, Mary Lou Savold and Baron Wolfgang, 4. Noes, none.

7. Discussion on Orpheum Theater Promotions

The new contract between SMG and the City of Sioux Falls for management of the Denny Sanford Premier Center and the Orpheum Theater will begin on January 1, 2013. With the new contract SMG will develop a marketing plan and will save a sales team to help in booking the Orpheum Theater Center.

Ovations' Food and Beverage contract also begins on January 1, 2013. They will be invited to attend the Board meetings beginning in January.

8. Discussion on Costume Storage Room Project – Summer 2013

It was suggested to block a two weeks in the Anne Zabel Studio Theater to bring up all the costumes and sort through them to get an inventory of all the pieces and two weeks to organize and put the items back. Contact SECT, Augustana and USF to get volunteers to help with this project. Area dry cleaners will be contacted to see if they would be willing to do a sponsorship for cleaning the items.

9. Other Business

- a. R.J. Fitzsimmons visited the Lead Oprah House recently and suggested contacting their Board to share information about both theaters and form a sister theater aspect. A letter from the Orpheum Theater Board will be developed inviting their Board to start a dialogue regarding being a sister theater.
- b. R.J. Fitzsimmons handed out Augustana's performing and visual arts fall schedule.
- c. Patrick Pope, SECT, reported that their performance of "Cat on a Hot Tin Roof" will be held on October 19 – 21, 26 – 28 and November 2 – 4, 2012. They will also be starting adult education classes this fall.

ADJOURNMENT

The meeting was adjourned.

NEXT MEETING

The next regularly scheduled meeting will be held November 7, 2012, at 12:00 pm at the Orpheum Theater.