



**OFFICIAL MEETING MINUTES**  
**ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS MEETING**  
**November 7, 2012**  
**12:00 p.m.**  
**Orpheum Theater**

MEMBERS PRESENT: Ellyn Donahoe, Tammy Beintema, Baron Wolfgang, Katrina Lehr-McKinney, Ann Davis, Mary Lou Savold, De Knudson and Deirdre DiMemmo

MEMBERS ABSENT: R.J. Fitzsimmons

OTHERS IN ATTENDANCE: Becky Aamodt, Rick Huffman and Lori Schnell (SMG) and Russ Sorenson (City of Sioux Falls)

Baron Wolfgang, Chair, called the meeting to order.

1. INTRODUCTIONS

Introductions were made.

2. ADDITIONS OR DELETIONS TO AGENDA

Russ Sorenson presented the Board with the 2012 Work Program and asked that they bring their goals and objectives to the December meeting for the 2013 Work Program.

3. APPROVAL OF MINUTES

Tammy Beintema made a motion to approve the October 3, 2012, meeting minutes, Ann Davis seconded, motion carried. Yeses, Ellyn Donahoe, Tammy Beintema, Baron Wolfgang, Katrina Lehr-McKinney, Ann Davis, Mary Lou Savold, De Knudson and Deirdre DiMemmo, 8. Noes, none.

4. FACILITY

Booking Report (Becky Aamodt)

- a. The Board discussed the 2012 booking report for the Orpheum Theater, Anne Zabel Studio Theater and the Classroom. For 2012 there are 232 contracted and events on hold for the Orpheum Theater, 106 contracted and events on hold for the Classroom and 105 contracted and events on hold for the Anne Zabel Studio Theater.

Upcoming event list was handed out and includes Trampled by Turtles on November 8, Luciana Souza on November 9, Zoning Ordinance Open House on November 14, The Nutcracker Ballet on November 24 & 25, The Hobbit on November 29 – December 2, 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.

The Board requested having a discussion with SECT regarding the amount of days the facility is not available due to the amount of days they have booked before their performances. They also want to know if their sets can be built so they are movable to free up the stage area for other community art performances. SECT will be invited to the December meeting to discuss these issues.

b. Attendance Report (Becky Aamodt)

The attendance report was discussed.

c. Financial Report (Lori Schnell)

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

d. Evaluation from Orpheum Users

There were no evaluations.

e. Manager's Report (Becky Aamodt)

Micki DeCurtins reported that the carpet in the main lobby, Zabel and upstairs has been bid out.

The lobby updates will include new carpeting and paint. The project is scheduled to be completed December 15, 2012.

5. 2013 Centennial Event Subcommittee Report – (Tammy Beintema)

a. Budget & Funding for Centennial Event

We are waiting for final management agreements to be finalized to address funding for the Centennial event.

b. CityLink Documentary

CityLink is continuing to work on the documentary. A second call out for historical information will be done soon.

c. Siouxland Heritage Museum

Russ Sorenson has reported that the Museum has interest in archiving the historical items from the Orpheum Theater Center. It was also discussed to look at other options for archiving the items.

It was suggested to ask the Museum to do an exhibit for us in conjunction with the Centennial or have an exhibit case set up at the Orpheum to view during this time.

6. Discussion on Orpheum Theater Promotions

New Orpheum Theater brochures will be developed soon. Once they are completed it was suggested to have the brochure available at all hotels. The draft logo and 2013 SMG marketing plan will be discussed at the January meeting.

7. Discussion on Costume Storage Room Project – Summer 2013

This item was tabled until the December meeting.

8. Other Business

Tammy Beintema invited all the Board members to attend the CVB council meetings at least once a year. The CVB meet the 4<sup>th</sup> Thursday of the month.

9. Adjournment

Tammy Beintema made a motion to adjourn the meeting, De Knudson seconded, motion carried. Yeses, Ellyn Donahoe, Tammy Beintema, Baron Wolfgang, Katrina Lehr-McKinney, Ann Davis, Mary Lou Savold, De Knudson and Deirdre DiMemmo, 8. Noes, none.

10. NEXT MEETING

The next regularly scheduled meeting will be held December 5, 2012, at 12:00 pm at the Orpheum Theater.