



OFFICIAL MEETING MINUTES
ORPHEUM THEATER ADVISORY BOARD OF DIRECTORS MEETING
September 5, 2012
12:00 p.m.
Orpheum Theater

MEMBERS PRESENT: Katrina Lehr-McKinney, R.J. Fitzsimmons, Tammy Beintema, Mary Lou Savold, Ann Davis, De Knudson and Baron Wolfgang

MEMBERS ABSENT: Ellyn Donahoe

OTHERS IN ATTENDANCE: Micki DeCurtins, Becky Aamodt, Lori Schnell and Kelly Zamora (SMG), Russ Sorenson (City of Sioux Falls), Patrick Pope and Lary Etten (SECT)

Baron Wolfgang, Chair, called the meeting to order.

INTRODUCTIONS

Introductions were made.

ADDITIONS OR DELETIONS TO AGENDA

Russ Sorenson requested adding Memberships to Other Business.

APPROVAL OF MINUTES

RJ Fitzsimmons made a motion to approve the August 1, 2012, meeting minutes, Mary Lou seconded, motion carried. Yeses, Katrina Lehr-McKinney, R.J. Fitzsimmons, Tammy Beintema, Mary Lou Savold, Ann Davis, De Knudson and Baron Wolfgang, 7. Noes, none.

FACILITY

Booking Report (Micki DeCurtins)

The Board discussed the 2012 booking report for the Orpheum Theater, Anne Zabel Studio Theater and the Classroom. For 2012 there are 239 contracted and events on hold for the Orpheum Theater, 106 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 Mick Foley on September 7, Juke Box Zeroes CD Release Concert on September 8, SD International Pageants on September 9, SD Architects Convention on September 12 – 13, Plain Green Conference on September 14, The Hegg Brothers Presents Choo Choo on September 16, Humanitarian Awards on September 18, Tribute to Elvis on September 20 and South Dakota Festival of Books on September 28 & 29.

Attendance Report (Micki DeCurtins)

The attendance report was discussed.

Financial Report (Kelly Zamora)

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

Evaluation from Orpheum Users

- a) There were no evaluations.

Manager's Report

Micki DeCurtins reported that the wedding brochures are being developed and should be completed by the October meeting.

OTHER BUSINESS

Orpheum Theater Promotions

City's performing arts landscape is changing with new venues such as Events Center, State Theater, ICON, Museum of Visual Materials, Washington Pavilion, USF & Augie Theaters; Outdoor events at Falls Park & Downtown, etc.

Discussion Questions:

- Is everything possible being done by SMG and Orpheum Board to promote usage of the Downtown Orpheum Theater facility?
- Compared to other venues, what is unique about Orpheum Theater that can be promoted to public and how?
- Does SECT need to provide their schedule earlier to SMG to help with other future bookings?
- Does Orpheum Theater facility need upgrades to be competitive with other venues?
- What is the Orpheum's Theater's future target audience/market?

Orpheum Theater Board Chair would like to see continued monthly discussion(s) on this topic - "Orpheum Theater Promotions".

Centennial Committee

The historical plaques have been installed on the front of the Orpheum Theater building.

Richard Murphy, CityLink, is putting together a video of Orpheum historic photos and will be invited to the October Orpheum Board. It was suggested to add an announcement on the CityLink community calendar and the Front Row asking residents of Sioux Falls to bring in historical photos or other information that can be used the video.

The Centennial Celebration budget and funding from the City and SMG will be decided soon.

Costume Storage

SMG will continue working on cleaning, inventorying and organizing the costume storage room. The Board is requesting SMG to provide associated costs for recent costume dry cleaning to get an idea of costs. It was discussed to consider asking a local dry-cleaning business to donate "in-kind" costume cleaning in return for a Centennial Event sponsorship.

Memberships

The Orpheum Board currently has one vacancy and possibly two. Ellyn Donahoe contacted SMG to inform them that she may not be able to attend Orpheum Board meetings because of her work schedule. She was working on the situation and she will be contacted later in the month to determine if she can continue on the Board. Applications that the City received were handed out and will be discussed at the October meeting.

ADJOURNMENT

The meeting was adjourned.

NEXT MEETING

The next regularly scheduled meeting will be held October 2, 2012, at 12:00 pm at the Orpheum Theater.