



Mission Statement: The Sheldon Theatre entertains, educates, and enlightens the community and its visitors through the transformative power of the performing arts.

Statement of Intent: We gather today in this room as one people to discuss and attend to the matters of Red Wing. Together, as a government body and as community members, we agree to treat everyone with courtesy, dignity, and respect. We will listen to all sides of an issue, encourage participation, support each other, act with honor and accountability, and inspire pride in our community. This we commit as we open this meeting.

**Meeting Announcement and Agenda
Sheldon Theatre Board Regular Meeting
City Council Chambers, 315 West 4th Street, Red Wing, MN & Virtually
Tuesday, October 21, 2025, at 5:15 PM**

This meeting will be held in the City Hall Council Chambers and virtually via Webex at the same time. Members of the public can join this meeting either in person at City Hall or virtually. To join this meeting via Webex, [click this link](#). To join via telephone, please dial (415) 655-0001. Enter access code 2559 946 5056 and password 2025 when prompted.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Approval of Agenda**
- 5. Public Comment**

We now invite anyone to share their thoughts on a topic that is not on the agenda. We welcome all opinions and ideas. We appreciate you stating your name at the lectern, and please remember that personal attacks may be ruled out of order. You will have up to three minutes to comment, and we appreciate your time in coming tonight.

6. Consent Agenda

6.A. Motion to Approve September 15, 2025 Minutes.

7. Motions & General Business

8. Communication Items

- 8.A. Director's Report
- 8.B. Finance Report
- 8.C. Board Chair's Report
- 8.D. Committee Reports

8.E. Government Relations Report

8.F. Board Member Comments

9. Adjournment

Accommodations for signing interpreter, Braille, large print, etc. can be made. Call City Hall at 385.3600 seven days prior to the need. Hearing assistance devices are available during meetings.

**The Sheldon Theatre Board of Directors
Regular Meeting
City Council Chambers
September 16, 2025**

Members Present: President Chap Achen; Board Members Laurie Bell, Meridith Wardle, Susan Christenson, Art Kenyon, and Dennis Brennan

Members Absent: Board Member Glen Witham

Others Present: Brenda Stewart, Associate Director of Marketing and Communications; Beth Snyder, Council Liaison

1. Call to Order

The meeting was called to order by President Achen at 5:15 p.m.

2. Pledge of Allegiance

President Achen led the recitation of the Pledge of Allegiance.

3. Roll Call

President Achen reported that Member Witham was unable to attend the meeting.

4. Approval of Agenda

A motion was made by Member Wardle, seconded by Member Brennan and unanimously carried, to approve the agenda as presented.

5. Public Comment

There was no public comment.

6. Consent Agenda

A. Motion to Approve August 19, 2025, Minutes.

A motion was made by Member Kenyon, seconded by Member Christenson and unanimously carried, to approve the meeting minutes as drafted.

7. Motions & General Business

A. Acceptance of Donations for the New Grand Piano.

President Achen asked the Board to consider a motion accepting the donations toward the new grand piano. He thanked Bob Behrens for driving the donation activity over the last few months.

President Achen acknowledged and thanked the donors for their generous gifts:

- Suzanne Blue - \$15,000.
- Annesco Project Fund - \$15,000.
- Albrecht-Poss Family Foundation - \$15,000.
- Wings Foundation - \$15,000.
- Behrens Family Foundation - \$15,000.

A motion was made by Member Bell, seconded by Member Wardle and unanimously carried, to approve and accept the donations toward the grand piano.

B. Motion to Begin an Investigation of a Potential New Piano Storage Area in the Sheldon Theatre.

President Achen suggested exploring storage options that would make storage of the new grand piano safer. He stated that there is external funding available toward this investigation. The current storage area was discussed. Member Brennan noted that temperature and humidity are important factors to consider when evaluating storage options.

A motion was made by Member Kenyon, seconded by Member Brennan and unanimously carried, to begin an investigation into potential options within the Sheldon Theatre for storage of the new grand piano.

8. Communication Items

A. Director's Report.

President Achen reported that Director Dow was unable to attend the meeting, as she was attending a conference. Associate Director Stewart provided a Director's report.

- The new grand piano was further discussed. Associate Director Stewart expressed gratitude to the generous donors who made this acquisition possible.
- Associate Director Stewart reported that the new show season will begin on September 20. She reported that a Toast to the Season event for Friends of the Sheldon is planned in the Studio.
- Associate Director Stewart reported that the recent pre-fiesta event in partnership with Hispanic Outreach was very successful.
- The top-selling shows were reviewed:
 - 1) Takin' It to the Limit (The Armadillos Eagles tribute show).
 - 2) Tribute to John Fogerty & CCR.
 - 3) Collin Raye.
 - 4) Orleans.
 - 5) Atlanta Rhythm Section & The New Standards Holiday Show (currently tied for the fifth top-selling show).
- Associate Director Stewart reported that Samuel Betcher has begun his new full-time position as the Lead Production Technician.
- A season package update was provided. Associate Director Stewart reported significant increases in package sales compared with last season.

B. Finance Report.

Member Wardle summarized the Finance Report, noting that August was a quiet month, as is typical. She reported that there was one educational show and three movie showings during August.

Member Wardle noted that the current Finance Report reflects very few changes. She reviewed year-to-date revenue and expense information, noting that the main stage numbers reflect a profit of nearly \$17,000.

C. Board Chair’s Report.

President Achen provided an update regarding the strategic planning process. He noted that materials will be distributed to Board Members prior to a strategic planning workshop on November 8.

D. Committee Reports.

President Achen detailed the performance review process for Director Dow, noting that this will better coincide with her month of hire. He indicated that a survey will be sent to Board Members in October. He stated that a closed session will be conducted during the November Sheldon Board meeting for discussion of the performance review, with assistance provided by City of Red Wing HR staff.

E. Government Relations Report.

Council Liaison Snyder discussed the 2026 budget and levy planning processes. She noted that the preliminary levy and budget will be set during the September 22 Council meeting. She referenced proposed zoning ordinance changes that will provide more flexibility in terms of housing options.

Council Liaison Snyder reported that the School District recently conducted an RFP process to identify a developer for the former Jefferson School property, with no proposals being submitted. She stated that the Port Authority will be working with School District representatives to potentially acquire the property for the purpose of redeveloping the site for housing. She also discussed an upcoming Housing Summit in October.

Council Liaison Snyder provided an update from the Red Wing HRA relating to the former nursing home property. The zoning of this site was discussed.

F. Board Member Comments.

Member Wardle asked about ticket sales for the pre-concert soiree event on October 4, and Member Christenson provided an update. Promotion of this event was discussed.

It was reported that the David French presentation has sold out.

9. Adjournment

The meeting adjourned at 5:40 p.m.



Executive Director's Report 10/21/25

Submitted by: Shantel Dow & the Sheldon staff

Quick Summary: The first few shows of the season have taken place. We are at about a break-even point with net revenue from the first shows. Although the Soiree was in October, we are happy to report that this event was a big success. A big thank you to Susan Christenson for her hard work in gathering friends and family to help coordinate and execute this event.

Industry Sector:

I attended the MN Presenters Network block-booking session held in Brainerd. 17 people joined the meeting from 15 different performing arts centers in Minnesota and Iowa.

National funding continues to be a topic of discussion, and we are staying on top of all discussions for the benefit of the Sheldon.

State funding through the MN State Arts Board dropped for general operating but is likely to increase with the next round of funding.

Russell's Production Report

- Events are ramping-up in frequency.
- Identifying and advancing larger events that require specific conversations for adapting to the Sheldon space
- Ongoing maintenance being accomplished in and around the Season event schedule.

Brenda's Marketing Report

- Season Packages totals Last Year vs This Year = 181 v 271 the largest increase was in the 4-5 show package LY 71, TY 132 - Packages in general were easier to purchase online. Season package will continue to be available throughout the season.
- Top 5 shows: John Fogerty/CCR Tribute 45 tickets left, Collin Raye 71 tickets left, The New Standards Holiday Show, Orleans and Atlanta Rhythm Section.

Samantha's Development Report

- Grant application submitted to SEMAC for \$11,000 for community outreach and Arts Midwest GIG Fund for \$6,500 for Kevin Spencer's engagement
- Thank you to Susan Christenson and her planning committee for making the Soiree a big success! We're still finalizing numbers but sold 49 tickets (nearly sold-out) and guests reported having a wonderful time. Thank you to Brian Franchuk and John and Marybess Goepfinger for generously opening their homes to Sheldon donors.
- Invitations are going out this week for the Executive Director Reception which will be held at Jimmy's Pub on November 13, donors at the Producer level and above will receive an invite
- Friends lapel pins were unveiled at the opening and are a vinyl record, commemorating the many artists in the season who were first heard on vinyl. Friends can pick up their pin at an upcoming show or during box office hours.
- Jeremy Messersmith will do an artist talk and mini performance with students at Tower View on 10/30. Currently coordinating with Red Wing High School for the choir to sing with Mandy Gonzalez
- Manhattan Shorts with the library was a great success with over 100 people attending between the two showings
- Hocus Pocus sold 206 tickets, our highest sales of the movie series. Samantha helped plan the Spellebration activities that happened in conjunction. We estimate over 200 kids trick or treated downtown and participated in additional activities like games with the Red Wing Chamber of

Commerce in the Sheldon Courtyard. Downtown businesses are reporting a very successful event and hope it returns in 2026.

- Samantha and Shantel met with Hispanic Outreach to work on funding and what partnership for the pre-fiesta may look like in 2026.
- Samantha attended the Minnesota Citizens for the Arts tour with SEMAC and shared success stories from the Sheldon on the value of state funding for the arts

Leah's Box Office and Front of House Report

- The Season is off and running; there have been many positive comments have been received about the Season Opener (Angela Ingersoll as Judy Garland).
- Apart from our presented shows, we've hosted a great variety via rentals & partnerships: a waitlist had to be started for the Duff Foundation Community Conversation; we've had a Pre-Fiesta, the Manhattan Short Film Festival; and the last of the Late Night Thursday movies, *Hocus Pocus*, drew over 200 in attendance and capped off a festive spooky evening all around town. It was like a "Halloween Stroll".
- Staff is still working on adapting to the new ticketing system, Thunder Tix, which saves time in some areas, but has added extra work on the accounting side. Training & exploration continues along with monthly staff meetings to discuss best practices and customer experience.

Sheldon Theatre Board

Financial Snapshot* - YTD September 2025

	Revenue	Actual YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	233,280	\$ 240,210	\$ (6,930)
Phoenix Ticket Revenue	\$	43,581	\$ 15,400	\$ 28,181
Education/Field Trip Ticket Revenue	\$	28,542	\$ 9,000	\$ 19,542
Rental Revenue	\$	36,448	\$ 33,750	\$ 2,698
Retail Sales	\$	30,201	\$ 32,625	\$ (2,424)
Grants and Donations Revenue	\$	408,531	\$ 378,378	\$ 30,153
Endowment Interest	\$	164,313	\$ 170,000	\$ (5,687)
Totals	\$	944,896	\$ 879,363	\$ 65,533
	Main Stage	Actual YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	233,280	\$ 240,210	\$ (6,930)
Main Stage Artist Fees Expense	\$	218,023	\$ 172,295	\$ 45,728
Main Stage Income/(Expense)	\$	15,257	\$ 67,915	\$ (52,658)



*This report does not represent an actual financial statement regarding the Sheldon Theatre revenue and expenses and is used for performance management of operations only

Sheldon Theatre Board

Ticket Snapshot - September 2025

Main Stage Tickets Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Grumpy Old Men (movie)	1	72	25%	\$ 6.72
Get Happy	1	164	35%	\$ 42.48
Duane Betts & Palmetto Motel	1	293	63%	\$ 30.76
Phoenix Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
	0			
Education/Field Trip Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Rental Revenue	# of Shows	Tickets Sold	Occupancy %	Rental Revenue
	0		0%	

SHOW	Proj. Tickets	Actual Tickets
Grumpy Old Men (movie)	\$ -	\$ 484
Get Happy	\$ 15,000	\$ 6,966
Duane Betts & Palmetto Motel	\$ 7,500	\$ 9,012