



**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 Workshop  
Sheldon Theatre, 443 West 3rd Street, Red Wing, MN & Virtually  
Friday, November 7, 2025, at 8:00 AM**

- 1. Welcome and Introductions**
- 2. Roll Call**
- 3. Preparations for the Day**
  - 3.A. Reflections on the Sheldon mission and its significance to the Board
  - 3.B. Board Stories of Satisfaction and Aspiration
  - 3.C. Overview of the Agenda for Friday (fit and flow)
  - 3.D. Overview of Packet Materials
  - 3.E. On "sustainable prominence" and "strategic initiatives"
- 4. Analysis and Discussion of the 10-Year Data**
  - 4.A. Review the data, charts, and graphs prepared by Staff on Thursday
  - 4.B. Discussion of "missing data" to be collected (if any)
  - 4.C. Strategies to Ensure Financial Stability in data categories
- 5. Analysis and Discussion of "Strategic Snapshot" of Operations from Staff Workshop**
  - 5.A. Board review, additions/deletions/modifications
    1. 2014-15 carry forward and initiatives
    2. Leadership
    3. Production
    4. Marketing/Communications
    5. Community Relations/Development
    6. Audience Services
    7. Entrepreneurial Opportunities
- 6. Determine Priorities for Strategic Initiatives**

**7. Next Steps and Timeline**

**8. 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.