

**The Sheldon Theatre Board of Directors
Workshop
The Sheldon Theatre
November 7, 2025**

Members Present: Chap Achen, Dennis Brennan, Meridith Wardle, Laurie Bell, Susan Christenson, Art Kenyon, Glen Witham

Members: Absent: None.

Others Present: Jim Pence, Chris Heineman, Shantel Dow, Russell Johnson, Brenda Stewart, Samantha Whipple, Leah Adams

1. Welcome and Introductions

Chap Achen called the meeting to order at 8:30AM

2. Roll Call

Roll call was conducted.

3. Preparations for the Day

3.A. Reflections on the Sheldon mission and its significance to the Board
Pence re-introduced the Sheldon's mission. Discussion took place and emphasis was placed on "Enlighten" as a prominent word in the mission statement.

3.B. Board Stories of Satisfaction and Aspiration
Robust discussion of experiences at the Sheldon and stories shared from friends and other patrons.

3.C. Overview of the Agenda for Friday (fit and flow)
The agenda overview was directed by the facilitator, Pence.

3.D. Overview of Packet Materials
No discussion on content of packet materials.

3.E. On "sustainable prominence" and "strategic initiatives"
The attendees broke into smaller groups to discuss these topics. Sustainable prominence and strategic initiatives is an on-going discussion and more to come on final outcomes and direction for the strategic plan.

4. Analysis and Discussion of the 10-Year Data

4.A. Review the data, charts, and graphs prepared by Staff on Thursday
A brief overview of data collected by staff was discussed. Trends are improving over the last couple of years.

4.B. Discussion of "missing data" to be collected (if any)
No data discussion here.

4.C. Strategies to Ensure Financial Stability in data categories
There was discussion on selection of shows, ticket prices, audience trends and age demographics. Some input included the impression that ticket prices are modest.

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

Participants appreciated the staff input in these areas but also commented that many of the strategic initiatives were not "measurable".

6. Determine Priorities for Strategic Initiatives

Some discussion on programming for younger audiences might be a good strategy. Ticket prices may need further discussion. Future look at inclusivity for all with regards to ticket prices is also important. Possibly researching how to reach those that cannot attend due to ticket prices.

7. Next Steps and Timeline

There will be a follow-up meeting with Pence and the Sheldon Board members in the near future. Pence will create and send summary documents as directed by the Board.

8. Adjournment

Chap Achen adjourned the meeting at 11:40AM