



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, February 24, 2026, 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. [Join the meeting via Webex](#). To join via telephone, please dial (415) 655-0001. Enter access code 2557 330 0542 and password 2026 when prompted.

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Approval of Agenda

5. Annual Business

5.A. 2026 Election of Officers.

1. Election of President
2. Election of Vice President
3. Election of Treasurer

6. 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.

7. Consent Agenda

7.A. Motion to Approve December 10, 2025 Workshop Minutes.

7.B. Motion to Approve January 20, 2026 Minutes.

8. Motions & General Business

9. Communication Items

- 9.A. Director's Report
- 9.B. Finance Report
- 9.C. Board Chair's Report
- 9.D. Committee Reports
- 9.E. Government Relations Report
- 9.F. Board Member Comments

10. 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.



Board of Directors
Slate of Officers as Presented by the Nominating Committee
FY2026

President

Chap Achen

Vice President

Dennis Brennan

Treasure

Meridith Wardle

**The Sheldon Theatre Board of Directors
Workshop
City of Red Wing - City Hall
December 10, 2025**

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

Members Absent: None

Others Present: Chris Heineman, Council Admin., Beth Snyder, Council Liaison, Shantel Dow, Exec. Director, Jim Pence, Strategic Plan Facilitator

1. Call to Order

Board President Chap Achen called the meeting to order at 5:00PM.

2. Roll Call

Roll call was conducted. All members were in attendance.

3. Workshop Items

3.A. Strategic Planning Follow-Up

The Board members walked-through the documents presented by Jim Pence for the Sheldon Theatre Board's strategic plan. There was good discussion and board members were pleased with the strategic plan documents presented at this workshop.

Board added a new strategic area of focus regarding digital engagement.

Board refined several goals that Jim Pence provided.

4. Adjournment

President Achen adjourned the meeting at 5:45PM.

**The Sheldon Theatre Board of Directors
Regular Meeting
City Council Chambers
January 20, 2026**

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

Members Absent: All members in attendance

Others Present: Shantel Dow, Executive Director; Beth Snyder, Council Liaison

1. Call to Order

Board President Chap Achen called the meeting to order at 5:15 p.m.

2. Pledge of Allegiance

President Achen led the recitation of the Pledge of Allegiance.

3. Roll Call

Roll call was conducted. President Achen and Board Members Bell, Wardle, Christenson, Kenyon, Brennan, and Witham were in attendance.

4. Approval of Agenda

A motion was made by Member Brennan, seconded by Member Wardle, to approve the agenda as drafted. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

5. Oath of Office

A. Swearing In

1. Maria Haley for her first term on the Sheldon Theatre Board, expiring December 31, 2029.
2. Dennis Brennan for his first full term on the Sheldon Theatre Board, expiring December 31, 2029.

Council Liaison Beth Snyder stated that the Mayor could not be present for the swearing-in, and she is doing it for him.

6. Public Comment

President Achen reviewed the public comment procedure.

No one wished to address the Board.

7. Consent Agenda

A. Motion to Approve December 16, 2025, Regular Meeting Minutes.

President Achen stated that there was an error in item F of last month's minutes. The name Maria should replace the name Tim.

A motion was made by Member Christenson, seconded by Member Kenyon, to approve the minutes as amended. A vote was conducted, and the motion carried unanimously by a vote of 7:0.

8. Motions & General Business

There were no motions or general business.

9. Communication Items

A. Director's Report.

Director Dow provided updates and highlighted information from her report:

- Director Dow reported that Interviews have been completed for the Sheldon Youth Theatre Director position, and the Associate Director of Production position listing will close on February 13, 2026.
- It was noted that March 1, 2026, is the deadline to complete the bookings for the 26-27 season. The Season Announcement event will be held on June 4, 2026.
- Director Dow stated that Arts Advocacy Day at the Minnesota State Capitol will take place on March 3, 2026. Director Dow will be attending that event in person and will speak with the local and regional legislators to help promote the arts and the Sheldon Theatre.
- Director Dow reported that there was a good turnout for Missoula Children's Theatre.
- Director Dow reported that 2025 had twelve more performances for schools/students to attend than the year before. There were six performances for the Phoenix Summer Musical. There were seven additional movies shown as part of the Late-Night Thursdays. Not including rentals, 20,535 tickets were sold in 2025 vs 12,981 tickets sold in 2024.
- Director Dow reported that Missoula Children's Theatre presented an assembly on fables to over 500 students at Burnside Elementary School.
- Director Dow reported that from February 26 through March 1, 2025, Magician Kevin Spencer will be in residency. He will do workshops with speech, occupational, and physical therapists at Mayo Clinic Health System, work with adults with disabilities through Community Education's Aim to Achieve Program, and he will spend time in Red Wing Public School's special education classrooms. The public is invited to see the culmination of this project on Sunday, March 1, 2026, at 1:00 p.m., when Spencer presents a free, sensory-inclusive performance entitled "The Magic of Kevin Spencer – Magic for Everyone."
- Director Dow stated that summer field trips will return with the commitment of Kids Junction, Kenny Ahern, and George Mauer. Each will present a mainstage program that will be promoted to additional childcare centers and the public.
- Director Dow was pleased to report that the Minnesota State Arts Board awarded the Sheldon a \$35,000 grant from the highly competitive Arts Experiences program to support the continuation of programming for older

adults through the Sheldon's matinee series. January grant submissions include the MSAB General Operating Program and a Letter of Inquiry for the St. Paul, Minnesota Foundation's Arts & Culture Grant Program.

- Director Dow stated that the volunteers reported that "Who Brought the Humbug" was one of the best holiday shows they'd ever seen.
- Director Dow stated that "The New Standards" gave the new ticketing system's automated waitlist feature a real workout. There were ninety-eight names on the waitlist for the show.
- Director Dow reported that there is an additional beer and wine vendor on board for the Sheldon.
- Director Dow stated that, due to reports of ICE presence in town, as a precaution, a review of rights and responsibilities when dealing with ICE agents was necessary. The library director issued some general guidelines for his staff, and we adapted those for the Sheldon.
- Director Dow reported that January is student month at the Sheldon. Missoula Children's Theater moved in for the first week of January, with two performances of "The Jungle Book" on Saturday, January 10, 2026. Sixty-eight students auditioned, and fifty-eight students were cast. Now the high school moves in for final rehearsals of "Once Upon a Mattress."

A. Finance Report.

Member Wardle stated that the City Financials are present; however, adjustments are made well into the New Year. There will be a preliminary report to review next month. After the official audit, we will likely make the final approval in June or July of 2026.

Member Bell asked where most of the adjustments have been made in the past. Member Wardle stated that many of the changes occurred during the month of January on both the revenue and expense sides of the budget.

Member Wardle stated that Director Dow's team has provided a December snapshot.

Director Dow stated that the Main Stage Ticket Revenue exceeded the budget. Phoenix Ticket Revenue exceeded the budget. Education and Field Trip Revenue exceeded the budget. Rental Revenue is very close to the budget. Grants and Donations Revenue is a significant number. The Friends of the Sheldon skyrocketed in 2025. The Endowment Interest came in a little bit under budget. Artist Fees are considerably higher than anticipated.

Member Wardle asked if Director Dow anticipated the Artist Fees to continue climbing. Director Dow stated that the Artist Fees that she is encountering now seem to be in the same range as last year's Artist Fees. Director Dow also stated that there are a couple of stellar performers who charge higher fees. Some of the grant money can offset some of the higher Artist Fees.

Member Wardle asked if Director Dow has considered any changes to the pricing for next year. Director Dow stated that the Historic Preservation Fee was increased by \$1 across the board. Overall, the determination was made that some of the shows can be priced slightly higher, while trying to keep the “family shows” more affordable and accessible.

C. Board Chair’s Report.

President Achen updated the Board on the Strategic Plan. The first draft should come before the Board at the February Meeting. President Achen is not expecting approval at that Meeting. There will likely be some discussion at the February Meeting and hopefully an approval at the March Meeting.

D. Government Relations Report.

Council Liaison Snyder stated that the City Council had their first Meeting of the year, which included voting on officers for the City Council.

Liaison Snyder stated that the Water Treatment Plant will be moving forward. The first Public Hearing was held at the beginning of January. This is a huge project for the City, and it is expected to cost about \$30 million.

Liaison Snyder stated that there is still work going on with the Law Enforcement Center because the City of Red Wing has outgrown its current facility.

Member Kenyon asked what the timeline is for the Water Treatment Plant. Liaison Snyder stated that the project should be completed around 2030.

F. Board Member Comments.

Director Dow stated that there are Board and Commission Resources on the City’s website. Staff is requesting that every Board Member go online, review the resources, and watch the accompanying videos.

Director Dow also had a quick reference guide that highlighted some of the unusual terminology that will be used.

Director Dow asked if it would be possible to reschedule the April Meeting. A special performance has recently been added that is on the tenth anniversary of Prince’s death, and it falls on a Meeting.

President Achen suggested that he would communicate via email once they were able to confirm the availability of the meeting space.

Member Brennan requested guidance on what to do if ICE came into the Theatre. Director Dow explained that a ticketed event is considered a private event, which means that ICE cannot legally enter. Additionally, all the offices and volunteer areas are labeled private, and ICE cannot enter private areas without a search warrant.

10. Adjournment

President Achen adjourned the meeting at 5:53 p.m.



**Executive Director's Report
2/17/2026**

Submitted by: Shantel Dow & the Sheldon staff

Quick Summary:

The Sheldon has been very busy with shows over the past several weeks. More details in the staff reports below.

I have been meeting with several community members regarding activity and programming at the Sheldon. We are incredibly fortunate to have such generous people and organizations in our community. Many people are excited for the Youth Theatre program as well as the 26-27 season programming.

An offer has been extended to a candidate for the Youth Theatre Director. We are now waiting to formalize a few final hiring steps to welcome this person to the Sheldon.

Thank you to the RW Police Department and Brian Metling for his assistance in coordinating school liaison officers and patrols to be aware of our school field trip shows.

2026-27 Season announcement will take place at 5:30PM on Thursday, June 4 at the Sheldon.

A celebration for Russell's retirement is scheduled for Monday, June 15 at the Elks Club. More information will be coming soon.

Industry Sector:

Many venues in the Twin Cities are suffering from low ticket sales over the past six weeks due to the unrest and the presence of ICE. It has greatly impacted the performing arts industry, especially in the Twin Cities. At this time, we do not see an impact on ticket sales at the Sheldon.

Red Wing Assistant Police Chief, Brian Metling, will join me for the February meeting of the MN Arts & Culture Coalition. The discussion topic is: Venue security. I appreciate Brian representing Red Wing for this statewide discussion.

MN Arts Advocacy Day will take place on Tuesday, March 3 at the State Capitol.

Important Board Member Task: You have a handout that is a Quick Reference Guide for Boards & Commissions. The annual training series that Michelle Liese discussed with us at our last meeting can be found online. Click on the Board and Commission icon and go to the page listed as Board and Commission Member Resources. This is the link: <https://www.redwingmn.gov/1095/Board-and-Commission-Member-Resources>

Russell's Production Report

- New piano stool has been delivered.
- Missoula and RWHS productions went well. A lot of young people were involved.
- Advancing with Peking Acrobats, Buddy Rich Tribute, Frederick Douglas show, Eagles tribute shows and Water Street Dance.
- February, March and April are busy months ahead.

Brenda's Marketing Report

- As of this report, there are 7 pair of tickets left to the 2pm Eagles Tribute, Takin it to the Limit and 5 pair left for the 7:30. Both of these performances will sell out.
- Announced "Celebrating the Legend of Prince - 10 yrs Later" on April 21, Sheldon Friends one week early access to get their tickets before they went on sale to the public. April 21 is the 10th anniversary of Prince's death and there will be events throughout Minnesota.

- Working on summer events and next season.
- Attended Red Wing Chamber's Annual meeting, Sheldon Theatre won 2025 Tourism Business of the Year!

Samantha's Development Report

- February 26 – March 1, Magician Kevin Spencer will be in residency, he will do workshops with speech, occupational and physical therapists at Mayo Clinic Health System, work with adults with disabilities through Community Education's Aim to Achieve program and spend time in Red Wing Public School's special education classrooms. The board is invited to observe on Thursday, 2/26 at Aim to Achieve, email Samantha if you'd like to attend swhipple@sheldontheatre.org The public is invited to see the culmination of this project on Sunday, March 1st at 1 pm when Spencer presents a free, sensory inclusive performance titled "The Magic of Kevin Spencer – Magic for Everyone"
- Water Street Dance will present Community Outreach on March 4 at Twin Bluff Middle School and Fusion Dance
- Show sponsorship recruitment in March, are any board members willing to assist?
- Grant proposal was submitted to the Wings Foundation for \$10,000 for support for the 2026-2027 season.
- Grant proposal submitted to the Red Wing Shoe Foundation for \$217,500 over the next three years for General Operating Support
- Additional grant submissions in February include Xcel Energy Foundation, Red Wing Area Fund and St. Paul Minnesota Foundation's Arts & Culture Grant Program

Leah's Box Office and Front of House Report

- Youth January continued with the RWHS musical. *Once Upon a Mattress'* 4-show-run sold 810 adult tickets and 270 student tickets. The bottom line: the high school made \$13,050 in revenue and we earned \$6600 in rental revenue and generated \$1864 in order processing fees from the event.
- We had a brief grown-up interlude with the music of *Janis, Stevie, Dolly & Me* and then it was back to youth programming with a Sunday Feb 1, matinee of the ever-popular Okee Dokee Brothers, who always bring "Merch Madness" with them. It's undoubtedly the busiest merch table we have had all season.
- Variety has filled in since with *Joe Pulice & The Buddy Rich Big Band*, *The Peking Acrobats* and *Frederick Douglass: In the Shadow of Slavery*. All with respectable sales and commitment to the Sheldon mission.
- We continue to submit enhancement requests to Thunder Tix and are pleased to report that they've implemented some of our suggestions. For example, people buying packages online now have an easier time seeing what they've put in their package, as a list of their shows will pop up as they select them.
- We just restocked our beverage storeroom, in anticipation of Big Turn. At a typical Big Turn, we generally generate over \$4000 in bar sales for the 2 nights. Last year we only brought in \$2600 due to one less evening performance. This year we are back to the 3-show format each night, so sales should rise accordingly.
- Planning has begun for the Volunteer Appreciation Event to be held Thursday, April 23 from 5:30-8:30PM. If board members would like to say a few words to thank our volunteers, please arrive just prior to 5:30 to the Studio.

Sheldon Theatre Board

Financial Snapshot* - January 2026

	Revenue	Actual YTD	FY25 YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	8,927	\$ -	\$ 9,000	\$ (73)
Phoenix Ticket Revenue	\$	-	\$ -	\$ -	-
Education/Field Trip Ticket Revenue	\$	3,639	\$ 10,473	\$ 2,200	\$ 1,439
Rental Revenue	\$	8,524	\$ 7,010	\$ 5,417	\$ 3,107
Retail Sales	\$	2,953	\$ 2,103	\$ 4,838	\$ (1,885)
Grants and Donations Revenue	\$	49,060	\$ 62,531	\$ 30,416	\$ 18,644
Endowment Interest	\$	-	\$ -	\$ -	-
Totals	\$	73,103	\$ 82,117	\$ 51,871	\$ 21,232

	Main Stage	Actual YTD	Budget YTD	Variance	
Main Stage Ticket Revenue	\$	8,927	\$ -	\$ 9,000	(73)
Main Stage Artist Fees Expense	\$	5,000	\$ -	\$ 5,000	-
Main Stage Income/(Expense)	\$	3,927	\$ -	\$ 4,000	(73)

*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 - January 2026

Main Stage Tickets Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Janis, Stevie, Dolly & Me	1	306	65%	\$ 29.17

Phoenix Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
None				

Education/Field Trip Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Missoula Children's Theatre (Jungle Book)	2	430	44%	\$8.46

Rental Revenue	# of Shows	Tickets Sold	Occupancy %	Rental Revenue
RW High School "Once Upon a Mattress"	4	1088	58%	\$8,524

SHOW	Proj. Tickets	Actual Tickets
Janis, Stevie, Dolly & Me	\$ 9,000	\$ 8,927
Totals	\$ 9,000	\$ 8,927