



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 Special Meeting
City Council Chambers, 315 West 4th Street, Red Wing, MN & Virtually
Tuesday, April 21, 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 2550 047 3022 and password 2026 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 March 17, 2026 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
March 17, 2026**

Members Present: Board Members Laurie Bell, Susan Christenson, Maria Haley, and Dennis Brennan

Members Absent: President Achen (excused absence), Member Wardle (excused absence)

Others Present: Shantel Dow, Executive Director

1. Call to Order

Member Brennan called the meeting to order at 5:15 p.m.

2. Pledge of Allegiance

Member Brennan led the recitation of the Pledge of Allegiance.

3. Roll Call

Roll call was conducted. Board Members Bell, Christenson, and Brennan were in attendance.

4. Approval of Agenda

A motion was made by Member Christenson, seconded by Member Bell, to approve the agenda as drafted. A vote was conducted, and the motion carried unanimously by a vote of 4:0.

5. Public Comment

No one was present to address the Board.

6. Consent Agenda

A. Motion to Approve February 24, 2026, Regular Meeting Minutes.

A motion was made by Member Bell, seconded by Member Haley, to approve the minutes as presented. A vote was conducted, and the motion carried unanimously by a vote of 4:0.

7. Motions & General Business

A. Add non-voting Student Advisory Member/s to the Sheldon Board.

Director Dow stated that the Mayor is very excited about including a non-voting Student Advisory Member on the Sheldon Theatre Board.

Director Dow stated that there will be future initiatives to add voting young people to the Red Wing Boards and Commissions.

Director Dow expressed excitement about the prospect of gaining some fresh and different perspectives.

Member Brennan asked if there has been any indication of a particular term for this position. Director Dow stated that there was no such indication.

Member Brennan asked if this person would still go through the vetting process with the City. Director Dow was not certain and stated that she would inquire.

Members Christenson, Bell, and Haley all expressed their strong approval for the proposal.

A motion was made by Member Bell, seconded by Member Christenson, to approve the addition of a Non-Voting Student Advisory Member to the Sheldon Theatre Board. A vote was conducted, and the motion carried unanimously by a vote of 4:0.

8. Communication Items

A. Director's Report.

Director Dow provided updates and highlighted information from her report:

- Director Dow reported that it is an exciting time for The Sheldon Theatre.
- Director Dow stated that it became official today that Jordyn Foss has been approved to be the Youth Theatre Director for the Sheldon Theatre. Her first official day on the job will be April 6, 2026.
- Director Dow stated that the interviews have begun for the Associate Director of Production. Russell Johnson will be retiring on June 15, 2026. There were forty-one applicants, and seven were selected for virtual interviews. Three finalists were chosen to come for an in-person interview on April 8, 2026. Director Dow stated that an offer will likely be extended within the month of April, with an estimated start date of either the end of May or the beginning of June.
- Director Dow stated that all the bookings for the year are complete.
- Director Dow stated that Russell's retirement party will be on Monday, June 15, 2026, from 5:30-8:00 p.m. at the Elks.
- Director Dow stated that on June 5, 2026, there will be a small reception in the Sheldon Theatre with cake so that a lot of people who have worked with him over the years can just drop by to wish him well.
- Director Dow stated that the outreach programs have been amazing.
- Director Dow will be meeting with the Red Wing Fund Board on Monday, April 13, 2026, to give a summary about the Youth Theatre Program. Jordyn Foss, the new Youth Theatre Director, will also be attending.
- On Arts Advocacy Day, Director Dow went to the State Capitol, and it was an amazing event. There were 400 arts representatives who all had scheduled meetings with different representatives to thank them for their support of the arts and encourage them to continue their support.
- Director Dow stated that the Spring Phoenix show will be really exciting in April. Vignette performances will be fun and different.

- Russell is having early talks for the Red Wing Shoe Corporate Event in May.
- Director Dow spoke fondly of the decision to hire a photographer for the Keven Spencer show and the Takin' it to the Limit show. Director Dow is hoping to get a lot of use out of the incredible pictures from the full house shows.
- Director Dow stated that Minnesota Music Legends is the name of a show that will be performed on June 15, 2026, as a matinee show.
- Director Dow stated that 225 people participated in outreach activities, and 120 people attended the public event. There were 500 students at the school assemblies for Water Street Dance at Twin Bluff Middle School, and twenty-two dancers participated.
- Director Dow stated that Staff is pleading with the Sheldon Board Members to please assist with as many potential leads as possible for sponsorship opportunities. Director Dow will be emailing the Board a two-page document that outlines the steps for requesting sponsorships.
- Member Christenson stated that she would like to assist with the sponsorships.
- Director Dow stated that the Minnesota State Arts Board Artistic Evaluation is scheduled for April 3, 2026, during Phoenix's production.
- Director Dow touted that the Wings Foundation increased their support from \$3,000 to \$10,000 for sponsorship of the 2026-2027 season.
- Director Dow stated that the Red Wing Shoe Foundation generously approved a request for \$217,500 over the next three years for general operating support. Member Brennen voices his approval.
- Director Dow stated that in April, the Sheldon will be submitting a \$20,000 grant to the Minnesota State Arts Board for the Accessible Arts Program, which assists the local school district with a grant request to the Red Wing Public Schools Foundation for field trips, and submitting a proposal to the Red Wing Area Fund for annual operating support. This grant is renewable every other year. Director Dow intends to host an open house for staff and volunteers to try out all the accessibility options the Sheldon offers. Next, the plan is to have an open house event for the public so that the Sheldon can allow the public to check out the accessibility options for themselves.
- Director Dow stated that accessible restroom buttons are currently being explored. Public Works is in the process of getting some cost estimates.
- Director Dow stated that the Friends listing has been updated in the new playbill.
- Director Dow stated that the Sheldon is proceeding with a short movie series in parallel to Downtown Main Street's Late Night Thursdays.
- Director Dow reported that Big Turn was very successful with the Sheldon's bar, with \$3,400 in sales for the two nights and \$6,250 earned from rental revenue.
- The Pout Pout Fish and Click Clack Moo shows were very successful. Many of the ushers commented on the set.
- Director Dow reported that there are several tours upcoming.

- Director Dow stated that the Volunteer Appreciation Event is scheduled for Thursday, April 24, 2026, at 5:30 p.m. The Board Members are encouraged to come and say a brief thank-you to the volunteers.
- Member Brennan stated that he wears his name badge when attending a performance, and he usually attempts to introduce himself to the volunteers.

B. Finance Report.

Director Dow stated that the February Financial Snapshot is very good. The Main Stage Ticket Revenue was \$253 above the predictions made last year. The Education/Field Trip Ticket Revenue was only \$98 under last year's predictions.

Director Dow stated that the timing for some of the financials will prove to be better at different times throughout the year. For instance, the Rental Revenue is \$3,174 below the prediction, but we're ahead of where we were last year at this time. Director Dow does not anticipate that the Rental Revenue will fall below projections at the end of the year.

Director Dow stated that Retail Sales had a huge increase of \$2,178, as a result of the Big Turn.

Director Dow stated that the Grants and Donations look like they are behind by \$38,945, but that's because of the timing. According to Director Dow, the Endowment is supposed to be coming in this month. It will be slightly higher than the budgeted amount by about \$6,000.

Director Dow reported that the Main Stage Ticket Revenue, as compared to the Main Stage Artist Fees and Expenses, was pretty much what was expected.

Member Brennan stated that the Peking Acrobats did very well.

Director Dow stated that usually the artists want a flat rate to come and perform. Working with the Fabulous Armadillos only want 75% of the ticket sales, so we know that we will never lose money by booking them.

Director Dow shared that she had the most wonderful comment from a patron at the Kickin' it Irish Show. The gentleman was from Baldwin, WI, who brought his teenage son, who had zero interest in performing arts, but they got tickets through the Vet Ticks Program. The gentleman made an effort to ask an usher who he could thank for his tickets. He explained that without the free tickets, his son would have never been exposed to such an awesome experience.

C. Board Chair's Report.

President Achen was not present.

1. Strategic Plan Updates.

President Achen was not present.

D. Committee Report.

There were no Committee Reports given.

E. Government Relations Report.

There was no Government Relations Report given.

F. Board Member Comments.

Member Brennan reminded the Board that they should be looking to add at least one, if not two, additional Sheldon Theatre Board Members. Member Brennan went on to say that it would be ideal to add someone who is not afraid of numbers because Member Wardle needs a backup.

9. Adjournment

Member Brennan adjourned the meeting at 5:58 p.m.



**Executive Director's Report
4/21/2026**

Submitted by: Shantel Dow & the Sheldon staff

Quick Summary:

The first Sheldon Youth Theatre Director, Jordyn Foss, has started working. We are all very excited to have her aboard and look forward to working with her.

Interviews have been completed for the Associate Director of Production.

Bigger Picture: The Arts Collaborative group will have McLeod Digital coming to Red Wing to begin filming for our integrated marketing campaign. They will film the arrival of the morning AmTrak train coming to Red Wing, film and conduct interviews at the Anderson Center, with Red Wing Arts and with South African musician, Nomfusi all to take place on April 18. More to come on this exciting project starting to take shape. This is all thanks to a generous grant and vision from the Jones Family Foundation.

We are meeting with Dayna Frank of First Avenue & NIVA (National Independent Venue Association) to work on advocating for a bill that would place a price cap on resale tickets in Minnesota.

Russell's Production Report

- Sent out Rental Contracts for the 26-27 Season
- Reviewing tech riders and requirements for the 26-27 Season
- Executing a full calendar of events for April and May of 26
- Taking care of maintenance projects in and around the calendar of events

Brenda's Marketing Report

- Continuing to market the remaining shows of our current season and the kid shows this summer along with Minnesota Music Legends on June 16.
- Movies will be returning to the Sheldon on select Thursday evenings June - Oct, those will be announced soon.
- Preparing for the 26-27 season announcement on June 4 at 5:30 with brochure, website, video etc.

Samantha's Development Report

- Nomfusi will perform outreach on African performance and call and response at Tower View on Monday, April 20
- Show sponsorship recruitment is finalizing and trending ahead by 40% over 2025. Special thank you to Susan Christenson for her assistance on behalf of the board. Opportunities range from \$500 - \$3,000 and are still available if they can be finalized this week
- Grants were submitted to the Minnesota State Arts Board for \$20,000 for the Accessible Arts program and for nearly \$13,000 to the Red Wing Public Schools Foundation in partnership with the school district for 26-27 field trips that would encompass all kindergarten – 7th graders and a portion of Tower View and the high school

Leah's Box Office and Front of House Report

- Since last month, there's been lots of variety on stage, from Patsy Cline to Johnny Cash to Super Duos & The Next Generation Leahy, mostly shows that have been gentle on the bar. Last week's return of the very talented and amazing Brit Pack was the bar winner with about \$1000 in sales.

- We had 2 rental shows: Strings, Winds & Brass (\$2590 in rental fees) and The Duff Foundation Community Conversation on Freedom, Democracy and The Presidency with history professor Jeffrey Engel (\$250 in bar sales; \$2170 in rental fees)
- We sold out 3 of 4 Phoenix's on-stage performances (70 capacity) of Too Much Light Makes the Baby Go Blind. (30 plays under 60 minutes.)
- Now that winter is over, we've added 4 new volunteers to our roster. Shantel's pre-show thanks to our volunteers seems to be drumming up some interest. We don't require a huge time commitment from volunteers—we have a minimum of 4 shows per season, and most do many more—but it can be a big leap into something new for a lot of people and they should be commended.
- As they will be at Next week's Volunteer Appreciation Event on Thursday April 23rd, with traditional Pizza Banquet and recognition at 5:30, followed by the film *The Ballad of Wallis Island* at 6:40. All Board members are welcome!

Youth Theatre Report

- Jordyn Foss began her position at the Sheldon on Tuesday, April 7th. She is learning all of the nuances of working for the City and starting a new program in Red Wing.
- Shantel and Jordyn visited with the Red Wing Area Fund board so that they could meet Jordyn and learn about her vision for the youth theatre program.
- Samantha and Jordyn visited the Anderson Center and met with many people at that location.
- We are working on schedules for a summer program as well as the fall of 2026 and spring of 2027.
- Jordyn is also working with the Sheldon staff team to create a formal name and logo for this program.

Sheldon Theatre Board
Financial Snapshot* - March 2026

	Revenue	Actual YTD	FY25 YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	121,772	\$ 97,587	\$ 128,500	\$ (6,728)
Ticketing Service Charges	\$	15,095	\$ 15,179	\$ 11,625	
Phoenix Ticket Revenue	\$	-	\$ 5,830	\$ -	\$ -
Education/Field Trip Ticket Revenue	\$	11,856	\$ 18,387	\$ 7,500	\$ 4,356
Rental Revenue	\$	9,425	\$ 9,006	\$ 16,250	\$ (6,825)
Retail Sales	\$	14,568	\$ 13,765	\$ 13,764	\$ 804
Transfer from General	\$	111,000	\$ -	\$ 111,000	\$ -
Grants and Donations Revenue	\$	69,463	\$ 74,549	\$ 132,375	\$ (62,912)
Endowment Interest	\$	142,088	\$ 164,313	\$ 142,088	\$ -
Totals	\$	495,267	\$ 398,616	\$ 563,102	\$ (67,835)

	Main Stage	Actual YTD		Variance	
Main Stage Ticket Revenue	\$	121,722	\$ 97,587	\$ 128,500	\$ (6,778)
Main Stage Artist Fees Expense	\$	105,988	\$ 125,655	\$ 103,333	\$ (2,655)
Main Stage Income/(Expense)	\$	15,734	\$ (28,068)	\$ 25,167	\$ (9,433)

*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 - March 2026

Main Stage Tickets Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
<i>The Magic of Kevin Spencer</i>	1	150	32%	\$0.00
<i>Water Street Dance</i>	1	206	44%	\$22.37
<i>The Kings of Queen</i>	1	378	81%	\$44.50
<i>Kickin' It Irish</i>	1	294	63%	\$31.71
<i>The Music of Patsy Cline</i>	1	247	53%	\$32.65
<i>Church of Cash-2pm</i>	1	390	83%	
<i>Church of Cash-7:30 pm</i>	1	378	81%	\$25.56
Phoenix Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
None				
Education/Field Trip Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Click Clack Moo-9:30AM	1	434	93%	\$6.61
Click Clack Moo-11:30AM	1	319	68%	\$6.61
Rental Revenue	# of Shows	Tickets Sold	Occupancy %	Rental Revenue
None				

SHOW	Proj. Tickets	Actual Tickets
<i>The Magic of Kevin Spencer</i>	\$ -	\$ -
<i>Water Street Dance</i>	\$ 5,250	\$ 4,608.00
<i>The Kings of Queen</i>	\$ 19,000	\$ 16,822.00
<i>Kickin' It Irish</i>	\$ 9,000	\$ 9,322.00
<i>The Music of Patsy Cline</i>	\$ 8,900	\$ 8,064.00
<i>Church of Cash-2pm</i>	\$ 11,550	\$ 9,661.00
<i>Church of Cash-7:30 pm</i>	\$ 11,550	\$ 12,579.00
	\$ 65,250	\$ 61,056