



**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, May 19, 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 2552 202 2761 and password 2026 when prompted.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Approval of Agenda**
- 5. Oath of Office - Jill Rohan**
- 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 April 21, 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.C.1. Strategic Plan
- 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.

**The Sheldon Theatre Board of Directors  
Regular Meeting  
City Council Chambers  
April 21, 2026**

**Members Present:** Board President Chap Achen; Board Members Laurie Bell, Meridith Wardle, Dennis Brennan, and Maria Haley

**Members Absent:** Member Susan Christenson (excused absence)

**Others Present:** Shantel Dow, Executive Director and Jordyn Foss, Youth Theater Director

**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, Brennan and Haley were in attendance.

Member Christenson indicated she would be absent due to sickness.

**4. Approval of Agenda**

A motion was made by Member Bell, seconded by Member Wardle, to approve the agenda as drafted. A vote was conducted, and the motion carried unanimously by a vote of 5:0.

**5. Public Comment**

President Achen reviewed the public comment procedure.

No one wished to address the Board.

**6. Consent Agenda**

**A. Motion to Approve March 17, 2026 Regular Meeting Minutes.**

Member Wardle noted that Member Haley was not listed in the roll call section of the meeting minutes, but was present for the March 17, 2026, meeting.

A motion was made by Member Brennan, seconded by Member Haley, to approve the March 17, 2026, Regular Meeting Minutes, as revised. A vote was conducted, and the motion carried unanimously by a vote of 5:0.

**7. Motions & General Business**

## 8. Communication Items

### A. Director's Report.

Director Dow provided updates and highlighted information from her report:

- She reported that the new Youth Theater Director, Jordyn Foss, started twelve days ago and shared about her initial progress in the role.
- Youth Theater Director Foss noted that an open house is scheduled for May 28 to promote summer camps and introduce upcoming programming under the new name “Sheldon Youth Center Stage”.
  - President Achen asked about upcoming performances. Youth Theater Director Foss noted that camps will include small performances, with a full musical planned for December.
- Director Dow stated that interviews for the Associate Director of Production have been completed. Samuel Boettcher, currently serving as Lead Production Technician, has been selected, with hiring for his replacement anticipated in June or July and a target start date of September 1.
- She also highlighted progress on the Jones Family Foundation grant, which supports the development of a marketing plan positioning Red Wing as a top arts destination. She noted that a filming crew recently visited multiple locations in town, including the Sheldon, and conducted an interview with Nomfusi Gotyana, a performer from South Africa. The project will showcase “big arts in a small town” as part of its initial marketing efforts.
- Director Dow discussed ongoing work related to ticket scalping and noted an upcoming meeting focused on potential legislation to address the issue.
- She reported that Director of Production Johnson has distributed rental contracts for the 2026–2027 season and is helping establish a strong operational foundation before his departure, while also supporting current events and maintenance projects.
  - President Achen asked if the Staff had any modifications in mind for the Lead Production Technician role before hiring. Director Dow confirmed that adjustments are being considered for the Lead Production Technician role to allow flexibility between 32–40 hours per week, rather than a fixed 40-hour schedule.
  - President Achen asked if the role is exempt or non-exempt. Director Dow stated non-exempt.
  - President Achen asked if there were any changes regarding the scope of the role. Director Dow noted that while no immediate changes to the scope of the role are planned, she expressed interest in expanding technical training opportunities for part-time and casual Staff.
- Director Dow noted the donation of an additional piano for the green room.
- She shared that Associate Director of Marketing and Communications Stewart is continuing marketing efforts for the remainder of the current season, and that a brochure for the next season is in development with more shows planned.
  - President Achen asked how many new shows were planned. Director Dow estimated approximately eight productions for the upcoming year, including movies.

- President Achen asked about revenue to justify the Lead Production Technician role. Director Dow stated that increased productions have not yet resulted in revenue to justify the role, noting that ticket sales are currently down due to economic conditions. She added that scheduling adjustments are being considered, with fewer spring shows and a more active summer lineup.
- Director Dow indicated that more movie screenings are planned for the coming year.
- Director Dow stated that in the development report, the Associate Director of Community Relations and Development Whipple noted that outreach efforts, including work with Tower View and other schools, have had a meaningful impact. Show sponsorship recruitment is nearing completion and trending ahead of expectations, and a grant has been submitted to the Minnesota State Arts Board.
  - President Achen asked about the financial impacts of school commitments. Director Dow stated that financial commitments from schools for the 2026–2027 season appear to be slightly increased, though she will confirm.
- She stated that Audience Services Manager Adam’s box office report highlighted a wide variety of recent programming, though ticket sales have been lower than expected. Four new volunteers have joined, each committing to work four shows per season. A volunteer appreciation event is scheduled for April 23, and Board members are invited to attend and express gratitude.
- Director Dow noted the youth theater report reiterated Jordyn Foss’s onboarding progress, including meetings with various individuals and organizations, development of summer programming, early planning for spring 2027, and establishment of the program’s formal name.

## **B. Finance Report.**

Member Wardle reported a fund balance of just under \$500,000, compared to approximately \$400,000 year-to-date last year. She noted, however, that a transfer from the general fund was received earlier this year, impacting the comparison. She added that the budget is currently about 12% below target, though it has not been seasonalized.

Member Wardle highlighted that the Mainstage profit and loss statement is showing improvement over last year, with revenue up by approximately \$25,000 and expenses down by about \$20,000.

Member Wardle asked if there was a specific factor that affected last year’s figures. Director Dow responded that much of the difference is due to timing.

Director Dow also provided a ticket sales snapshot for the month of March.

## **C. Board Chair’s Report.**

President Achen discussed the strategic report and the Board's role in overseeing the plan. He asked for feedback from Board members regarding their assigned areas of focus.

Board members expressed consensus in support of their assignments.

President Achen requested that each Board member first meet with Director Dow to determine their preferred level of engagement with Staff and to schedule meetings as needed. He also noted that he will send an email outlining expectations, including which goals will be reported on at specific meetings. He added that it is acceptable if there are no updates to report within two months.

**D. Committee Report.**

**E. Government Relations Report.**

**F. Board Member Comments.**

Member Haley reported that she will be leading a volunteer day, bringing approximately 20 people to assist with a cleanup project at the Sheldon.

Director Dow noted that Staff would be very pleased if the bike rack could be included as part of the painting project.

**9. Adjournment**

President Achen adjourned the meeting at 6:00p.m.



## Executive Director's Report 5/19/2026

Submitted by: Shantel Dow & the Sheldon staff

### Quick Summary:

As of today, the Sheldon's 2025-26 season has come to a close. We have had a busy year with many changes ahead. Russell Johnson's retirement, a new Associate Director of Production, a new youth theatre program and the hiring of a replacement for the Lead Production Technician position.

The season announcement for 26-27 is coming soon so a great deal of work has been done behind the scenes with artist selections, securing show sponsors and playbill advertisers as well as creating the new brochure, video and creating all 26-27 shows in the Thundertix ticketing system.

Russell Johnson's retirement celebration will take place on Friday, June 5 at the Sheldon from 1-3PM and then on Monday, June 15 from 5-7PM at the Elk's Club. We wish Russell all the best and thank him for making a significantly positive impact on the Sheldon Theatre. Samuel Betcher will begin as the Associate Director of Production on June 15.

The Sheldon is excited to announce a new partnership with Carnegie Hall/Weill Music Institute. The Sheldon is the first partner organization, in Minnesota, for their prestigious Well-Being Concerts. We are working with our accessibility committee to move this program forward for June 2027.

### Industry Sector:

MN Arts & Culture Coalition will be hosting an event at the Bell Museum in St. Paul. This will take place on June 11 and will help to foster collaboration between arts and culture organizations throughout Minnesota. I served on the showcase selection committees for the MN Presenters Network summer retreat and the fall Midwest Arts Expo's juried showcases for school field trips and family shows.

The MN Arts & Culture Coalition will welcome Senator Amy Klobuchar to talk at the May 27 virtual meeting. There are currently more than 250 arts and culture organization professionals that participate in this organization. There is a wide representation from all corners of Minnesota and the Twin Cities.

### Russell's Production Report

- Reviewed all production needs for the 26-27 Season and created a document with notes on each event
- Wrapping up the Season with the Dance Studios and a few rentals.
- Thank you to the Board. It has truly been an honor to serve the Sheldon in my role as Associate Director of Production.

### Brenda's Marketing Report

- Brochure is nearly complete, setting up all the events for next season , updating the website, creating all the images needed
- Movie series will be announced on May 28, same night as Sheldon Youth Centerstage open house
- Setting up all the ticketing and web info for rental events happening now through the end of the year
- Creating a webpage for Sheldon Youth Centerstage, partnering with Jordyn to get all the correct info posted
- Gathering info for the RW Arts media plan

### Samantha's Development Report

- Show sponsorship commitments will finish at \$48,000, up 123% over 2025, an additional \$8,000 in sponsorship is in-kind trade for services the Sheldon uses. Invoices are being sent out and

payments should start reflecting in the financials by June. Additionally represented in this line item is Playbill ad sales, ad sales will begin in June and do not hit the general ledger until late summer. Please consider assisting staff with Playbill ad sales, more information will be coming from Samantha and Brenda. Ads start at \$550 for the full season.

- Sponsors are being finalized for the summer movie series, sponsorships start at \$150, for additional information please contact Samantha
- Unfortunately, the Sheldon was not invited to move forward in the process for the St. Paul and Minnesota Foundation Arts & Culture Grant Program, this is a highly competitive program with only 5 organizations being selected from across greater Minnesota
- The Kids Play Free program has been generously fully funded through the 2026-2027 thanks to the generosity of the John & Linda Kern Family Foundation and the 3B Fund
- Grant request was submitted to the Minnesota State Arts Board for \$35,000 to the Arts Experiences program for funding of matinee programming to better serve older adults in greater Minnesota
- Now is the time for Friends to check if their membership is current to ensure they receive the pre-sale code benefit for the 26-27 season
- The Red Wing Public Schools Foundation awarded a grant for \$13,760 to the school district to purchase tickets for field trips in the 26-27 season. All Red Wing Public School students kindergarten – 7<sup>th</sup> grade will attend a performance at the Sheldon, as well 11<sup>th</sup> and 12<sup>th</sup> grade language arts students and students from Tower View
- On Tuesday 5/19, all 1<sup>st</sup> grade students from Red Wing Public Schools will visit the Sheldon for a backstage tour as part of their Town Tour field trip
- Two free summer workshops are available through the Sheldon's community outreach program, Hay Bales & Guitar Tales – A Conversation with Keith Soring of Adessa & the Beat on turning to music in retirement on 6/16 at 10:30 am and Circus Arts Fun with Family with Kenny Ahern for all ages on 6/24 at 12 pm

#### Leah's Box Office and Front of House Report

- The volunteer appreciation party was, in turn, greatly appreciated with a turnout of about 50 volunteers. Now we are busy coordinating volunteers for summer events and prepping the sign up for next season already.
- We received an enthusiastic thank-you note from Angie Ause, leader of the visually impaired student group, who came down on the train for a guided tour of the Sheldon and an improv acting activity up in the Studio.
- In addition to prepping for shows, work behind the scenes this month has included renewing our liquor license, and doing research on PROs (Performance Rights Organizations)

#### Jordyn- Sheldon Youth Centerstage Report

- I have been working on materials for registration for summer camps. All forms have been completed, and I have been working with Brenda on getting all materials and forms uploaded into Thundertix and The Sheldon website.
- I have created a Scholarship Application for Sheldon Youth Centerstage summer camps. This is designed to give 50-100% assistance of camp fees for students who may need financial aid.
- There will be the first ever Sheldon Theatre Youth Safety policy training. She is meeting with Allison Feigh from the Zero Abuse project to coordinate and gather info on hosting a youth safety training at The Sheldon.
- Shantel and I have been working on locating affordable rehearsal and set-building spaces.
- Brenda and I have been working with our graphic designer to create a logo for Sheldon Youth Centerstage. Mockups have been sent. Finalized logos should be complete soon!
- Summer Camps are scheduled for July 7-August 13 with a public performance/showcase on August 14 at 7pm.
- Summer Camp open house & info sessions are on May 28 from 5-7PM at The Sheldon during Late Night Thursday downtown.

**Sheldon Theatre Board**  
**Financial Snapshot\* - April 2026**

	Revenue	Actual YTD	FY25 YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	177,927	\$ 149,077	\$ 178,350	\$ (423)
Ticketing Service Charges	\$	22,014	\$ 20,283	\$ 16,850	\$ 5,164
Phoenix Ticket Revenue	\$	3,524	\$ 5,830	\$ 7,500	\$ (3,976)
Education/Field Trip Ticket Revenue	\$	17,126	\$ 18,651	\$ 10,000	\$ 7,126
Rental Revenue	\$	19,006	\$ 13,367	\$ 21,668	\$ (2,662)
Retail Sales	\$	18,273	\$ 17,799	\$ 18,352	\$ (79)
Transfer from General	\$	111,000	\$ -	\$ -	\$ 111,000
Grants and Donations Revenue	\$	225,995	\$ 204,918	\$ 173,168	\$ 52,827
Endowment Interest	\$	199,448	\$ 164,313	\$ 192,500	\$ 6,948
<b>Totals</b>	<b>\$</b>	<b>794,313</b>	<b>\$ 594,238</b>	<b>\$ 618,388</b>	<b>\$ 175,925</b>
	Main Stage	Actual YTD			Variance
Main Stage Ticket Revenue	\$	177,927	\$ 149,077	\$ 178,350	\$ (423)
Main Stage Artist Fees Expense	\$	126,688	\$ 125,655	\$ 150,833	\$ 24,145
Main Stage Income/(Expense)	\$	51,239	\$ 23,422	\$ 27,517	\$ 23,722

\*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 - April 2026**

	Main Stage Tickets Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
<i>SuperDuos</i>		1	261	56%	\$27.17
<i>Brit Pack</i>		1	328	70%	\$29.13
<i>Next Generation Leahy</i>		1	102	22%	\$30.65
<i>Dazzling Deceptions</i>		1	206	44%	\$35.84
<i>Nomfusi</i>		1	106	23%	\$10.75
<i>Mat &amp; Savanna</i>		1	404	86%	\$40.39
<i>Puppy Pals Live</i>		1	354	76%	\$30.66
	Phoenix Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
<i>Too Much Light</i>		4	269	96%	\$206.21
	Education/Field Trip Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Pete the Cat		2	586	63%	\$6.61
	Rental Revenue	# of Shows	Tickets Sold	Occupancy %	Rental Revenue
<i>Duff Foundation: Jeff Engel</i>		1	406		
<i>Sheldon Theatre Brass Band</i>		1	242		
SHOW	Proj. Tickets	Actual Tickets			
<i>SuperDuos</i>	\$ 6,000	\$ 7,091	Partially grant funded		
<i>Brit Pack</i>	\$ 11,550	\$ 9,556			
<i>Next Generation Leahy</i>	\$ 9,750	\$ 3,126			
<i>Dazzling Deceptions</i>	\$ 8,250	\$ 7,383			
<i>Nomfusi</i>	\$ 6,000	\$ 1,140	Partially grant funded		
<i>Mat &amp; Savanna</i>	\$ 15,000	\$ 16,319			
<i>Puppy Pals Live</i>	\$ 10,000	\$ 10,855			
	<b>\$ 66,550</b>	<b>\$ 55,470</b>			