



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, September 15, 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. 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 August 18, 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.D.1. Fundraising Committee

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
August 18, 2026**

Members Present: Board President Chap Achen; Board Members Laurie Bell, Dennis Brennan, Susan Christenson, Maria Haley, and Jill Rohan

Members Absent: Member Meridith Wardle (excused absence)

Others Present: Shantel Dow, Executive Director

1. Call to Order

Board President Chap Achen called the meeting to order at 5:18 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, Brennan, Christenson, Haley, and Rohan were in attendance.

President Achen stated Member Wardle was not present due to a work conflict.

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 6:0.

5. Public Comment

President Achen reviewed the public comment procedure.

No one wished to address the Board.

6. Consent Agenda

A. Motion to Approve June 16, 2026, Minutes.

A motion was made by Member Brennan, seconded by Member Haley, to approve the April 21, 2026, Regular Meeting Minutes, as drafted. A vote was conducted, and the motion carried unanimously by a vote of 6:0.

7. Motions & General Business

A. Approval for a project grant request to the Duff Foundation. The Cateura Recycled Orchestra community outreach and free performance.

Director Dow stated that the Cateura Orchestra will present a free concert at the Sheldon Theatre. A video titled Cateura Paraguay by Favio Chavez, Orchestra Director, was presented to the Board.

A motion was made by Member Christenson, seconded by Member Brennan, to approve a grant proposal for the Duff Foundation for \$40,000 to fund a visit from the Cateura Orchestra. A vote was conducted, and the motion carried unanimously by a vote of 6:0.

B. Front Entrance/Box Office CIP Discussion.

Director Dow stated that the front entrance needs repairs and handicap-accessible options. The City has included repairs in the FY26 Capital Improvement Plan. A discussion was requested to seek the Board's guidance on whether to proceed with a comprehensive capital project or only with the repairs.

President Achen suggested tabling the discussion to better understand the larger issue before deciding, and Member Brennan agreed.

Member Haley stated that expanding the project would be beneficial since issues already exist. Member Brennan added that the handicap-accessible portion would be a great improvement for the long-term goals at the Sheldon.

8. Communication Items

A. Director's Report.

Director Dow provided updates and highlighted information from her report:

- Director Dow stated the net profit for the performance of *Bright Star* was about \$10,000.
- The Sheldon Youth CenterStage summer camp began in July and continues into August.
- Two bids have been received for the new sound system.
- The 26-27 season will begin on September 19, 2026, featuring a Sheldon Theatre Friends pre-show reception and the *Deuces Wild* for the main stage show.
- The top-selling shows include: *I Am He Said* with 387 tickets sold, *The Lovin' Spoonful* with 378 tickets sold, *The New Standards* (Two Shows) with 257

- tickets sold, *Vienna Boys Choir* with 224 tickets sold, *What's Going On?* (Two Shows) with 211 tickets sold, and *Dessa* with 203 tickets sold.
- Director Dow highlighted information from Samuel's Production Report.
 - Director Dow highlighted information from Brenda's Marketing Report.
 - Director Dow highlighted information from Samantha's Development Report.
 - Director Dow highlighted information from Leah's Box Office and Front of House Report.
 - Director Dow highlighted information from Jordyn's Sheldon Youth CenterStage Report.

B. Finance Report.

Director Dow stated the Main Stage income and expenses remained the same for June and July 2026 since no Main Stage shows were held.

C. Board Chair's Report.

President Achen requested updates regarding the 2026-2030 Strategic Plan.

Member Bell stated it was determined to set a baseline of data for improvements with a new data collection system.

Member Christenson confirmed an Art Fair will be held in October and an online auction will occur in November. The Club Sheldon is a fundraising opportunity to be onstage with the band, and Member Rohan is helping with these efforts.

D. Committee Reports.

E. Government Relations Report.

F. Board Member Comments.

9. Adjournment

President Achen adjourned the meeting at 6:19 p.m.



Executive Director's Report 9/15/2026

Submitted by: Shantel Dow & the Sheldon staff

Quick Summary:

Industry Sector: The Midwest Arts Expo will take place September 21-25 in Milwaukee. I will be attending to begin searching for the 27-28 season shows. There are excellent professional development sessions as well as artist showcase opportunities and meeting face-to-face with other performing arts professionals.

There has been excellent work on the Sheldon building in preparation of our season opener on September 19. Thank you to public works for power washing the building, trimming bushes, washing windows and much more! We have also worked to clean the carpeting and the tile throughout the lobby and bathrooms. Thank you to Samuel and his crew as well as Leah and our volunteers!

Samuel's Production Report

- Advancing is in full swing for the season start, and we have some exciting staff and community involvement updates on the tech side.
- We made 2 offers for part-time tech positions. Brennan Soper and Jeremy Olson both accepted and will begin work by completing city HR orientation on the 21st.
- We also made one offer for the Lead Tech Position that was accepted by Adam Ptacek. HR is working to schedule Adam's pre-employment physical with Mayo so that a start date can be set (there is some delay due to low occupational medicine availability). Adam will be coming to us after 9 years tech experience at Luther College in Decorah Iowa.
- On the community tech side, we have a number of people interested in working the fall Phoenix show *Bride From Outer Space*. The first reading was this Tuesday, with one community tech present for the reading and another who came in on Wednesday to discuss logistics and scheduling.
- Our existing part-time staff have also been stepping up, with each of them training on light board, sound board, and building closing procedures during the movie series. We will continue to recruit community members for Phoenix and SYC shows, and continue training staff members throughout the season.

Brenda's Marketing Report

- Playbills will be here next week, we have 5 new advertisers, 2 returned (out last year-in this year) and 1 upsized.
- First timer gift bags in process
- I Am, He Said - sold out.
- Season Packages end on Sept 18 - if you'd like a discount on 4 or more shows, order before 10pm on Sept 18.

Samantha's Development Report

- The Sheldon was awarded \$15,000 from the Jones Family Foundation for Community Outreach Activities in 2026-2027
- The first payment of \$9,850 was approved and is in process from the National Endowment for the Arts for the \$15,000 awarded in 2025 for Frederick Douglass and Black Angels Over Tuskegee

- The Sheldon Friends Season Opener party will take place in the studio prior to Deuces Wild on 9/19, Friends will celebrate the new season and the Sheldon will unveil the 26-27 commemorative pin
- A pass the hat fundraising effort will take place during Deuces Wild and feature students from the Sheldon Youth Centerstage program, fundraised raise will be dedicated to these efforts
- Board members will report on 10/10 Club Sheldon event and additional partnership activities
- Outreach activities begin for the season in October with Jeremy Messersmith

Gift Acceptance Policy gifts requiring approval:

9/9/26 - \$15,000, Jones Family Foundation

Leah's Box Office and Front of House Report

- August is a busy month, as we prepare to launch the season amidst the usual operating. American Cruise Lines tours, movie nights, and a few rental events, like the Viking Cruise Sales Event and two tributes to George Strait, have kept us hopping.
- The volunteer schedule was issued on Sept 1. We use technology, as much as possible, to coordinate nearly 80 volunteers across 88 events—sign up for shows is via an online form—but it's still a big undertaking. We assist those who don't have access to the technology as much as possible.
- A volunteer cleaning bee was held to give the Lobby tile & edges some extra tlc and well as a polishing of all the woodwork. I've never seen the armrests on the seats gleam like they do now. The bathroom tile floors are next on the docket. The 2018 remodel of the bathrooms was aesthetically beautiful, but we struggle with some of the functional decisions, including the wrong faucets for the type of sink, which should be redressed at some point. (Could it be an accessibility feature, with grant money to fix?)
- New Volunteer Orientation sessions were held on September 10th and September 14th. We've added about 10 newcomers to the ranks since last year.
- We've hired two new House Managers for the Season—Linda West & Jennie Bungum (actually Jennie is returning to us!) and also a returnee to the Box Office, Abigail Schmidt, after a stint at the Guthrie. So welcome & welcome back to them all.
- We've been busy with tour groups, and group bookings for school shows and bus groups-- Mollie B and Bobby Vee are the hot tickets so far, drawing the most bus groups.
- As for school shows, Frindle on Nov 5 is already booked to capacity at both shows!
- We are working out the details with Big Turn, as we will be handling their ticketing this year.

Jordyn's Youth Centerstage Report

Elf Jr. Production Updates

- The Elf Jr. production now has a production team in place:
Assistant Director: Heather Finholm
Vocal/Music Director: Jeff Finholm
Costume Designer: Karen Boek
Choreographer: Staci Hanson
- Auditions for Elf Jr. will take place on Monday, September 14, and Tuesday, September 15.
- Callbacks are scheduled for Thursday, September 17.

Community & Events

- Students from the summer camp will be participating at the Sheldon Friends Season Opener Party and at the Deuces Wild show.
- Their role will include assisting with a “pass the hat” to support Sheldon Youth Centerstage.
- Upcoming Season Planning
- Jordyn has begun reviewing new scripts for the April production.
- The April show will be geared toward younger performers, with planning already underway.

Sheldon Theatre Board
Financial Snapshot* - August 2026

	Revenue	Actual YTD	FY25 YTD	Budget YTD	Variance
Main Stage Ticket Revenue	\$	234,179	\$ 185,107	\$ 183,550	\$ 50,629
Ticketing Service Charges	\$	31,592	\$ 31,678	\$ 31,000	\$ 592
Phoenix Ticket Revenue	\$	58,142	\$ 43,581	\$ 23,333	\$ 34,809
Sheldon Youth CenterStage	\$	1,950	\$ -	\$ -	\$ 1,950
Education/Field Trip Ticket Revenue	\$	20,911	\$ 23,962	\$ 15,000	\$ 5,911
Rental Revenue	\$	36,909	\$ 31,872	\$ 43,336	\$ (6,427)
Retail Sales	\$	28,028	\$ 28,024	\$ 36,704	\$ (8,676)
Transfer from General	\$	111,000	\$ -	\$ 111,000	\$ -
Grants and Donations Revenue	\$	375,382	\$ 439,388	\$ 346,336	\$ 29,046
Endowment Interest	\$	199,448	\$ 164,313	\$ 192,500	\$ 6,948
Totals	\$	1,097,541	\$ 947,925	\$ 982,759	\$ 114,782
	Main Stage	Actual YTD		Budget YTD	Variance
Main Stage Ticket Revenue	\$	234,129	\$ 185,107	\$ 178,350	\$ 55,779
Main Stage Artist Fees Expense	\$	190,992	\$ 189,933	\$ 175,000	\$ (15,992)
Main Stage Income/(Expense)	\$	43,137	\$ (4,826)	\$ 3,350	\$ 39,787

*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 - August 2026

Main Stage Tickets Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Movie: Back to the Future	1	59	13%	5.68
Movie: The Lion King	1	46	10%	\$4.61
Phoenix Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
None				
Sheldon Youth CenterStage	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Summer camp showcase	1	123	26%	\$15.85
Education/Field Trip Ticket Revenue	# of Shows	Tickets Sold	Occupancy %	Rev/Ticket
Math & Music Fusion	1	216	46%	\$8.03
Rental Revenue	# of Shows	Tickets Sold	Occupancy %	Rental Revenue
RW Ambassador Pageant	1	251	54%	
Tribute to the King-matinee	1	84	18%	
Tribute to the King-evening	1	60	13%	
Totals				\$7,074.00

SHOW

	Proj. Tickets	Actual Tickets
Movie: Back to the Future	\$ -	\$ 335
Movie: The Lion King	\$ -	\$ 212
	\$ -	\$ 547

Sheldon Theatre Board of Directors
Committee Report – September 15, 2026

Committee: Fundraising
Chairs: Susan Christenson & Jill Rohan

Club Sheldon – Saturday, October 10, 2026

Band – Them Pesky Kids (generously sponsored by the Sheldon Board Members)

Time – 7:30-9:30PM

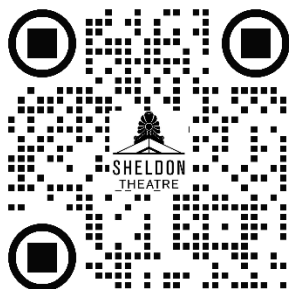
Details – The entrance for this event will be through the loading dock doors. We will have this space decorated nicely and welcome people to the stage. There will be two bars on stage as well as cocktail tables. People may sit in the theatre seats if they would like but we encourage people on-stage.

Tickets are \$30 each. We greatly appreciate each board member selling/buying and donating tickets.

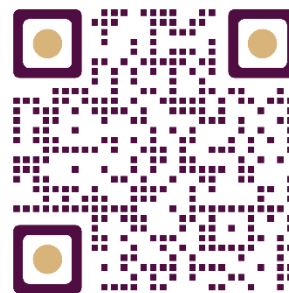
Posters are being distributed around town and beyond. The event is listed on the Sheldon website.

Jill will sell tickets on Saturday during the RW Fall Arts Festival. She would like to have some help. This will begin at 10AM. The Sheldon will be open and the season video reel will be on the big screen during the Fall Arts Festival until Them Pesky Kids begin their soundcheck.

Thank you, in advance, for sponsoring this important fundraising event.



Board Member Donations/Sponsorship



Public Ticket Purchase Code