



**Mansfield Center for the Performing Arts
Advisory Board Agenda
February 20th 2026 - 12 p.m.
Convention Center/Zoom Meeting
2nd Floor - Civic Center**

Topic: Mansfield Center Board Meeting February 20, 2026

Time: Feb 20, 2026 12:00 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/89532522003?pwd=ZRJaQOvxtoPZrnpMAav8HxKShS0mL.1>

Meeting ID: 895 3252 2003

Passcode: 448094

One tap mobile

+16694449171,,89532522003# US

+16699009128,,89532522003# US (San Jose)

Join instructions

<https://us02web.zoom.us/meetings/89532522003/invitations?signature=5lHUjJCnCnryKL4BvbESfPFGAAdBtfaTgBHT7hc0yHE>

CALL TO ORDER

WELCOME & INTRODUCTION (ROLL CALL)

OLD BUSINESS

1. Approval of January 16th Minutes

Carl Donovan

NEW BUSINESS

1. Theater DNA Consulting Exercise
2. The Great Beyond Film Festival
3. Report on recent events

Owen Grubenhoff
Owen Grubenhoff
Lane McAlpine

PETITIONS AND COMMUNICATIONS (Public Comment)

1. Call for Public Comment

The Public can comment on any matter that is not on the agenda of the meeting and that is within the jurisdiction of the Mansfield Center for the Performing Arts. When addressing the Board, state your name and address for the record.

ADJOURN

Important Dates

Next Meeting: Friday, March 20th, 2026

Discussion Items for Future Meetings:



CITY OF GREAT FALLS STRATEGIC BUSINESS PLANNING STUDY

Mission Discussion – Feb. 18, 2026

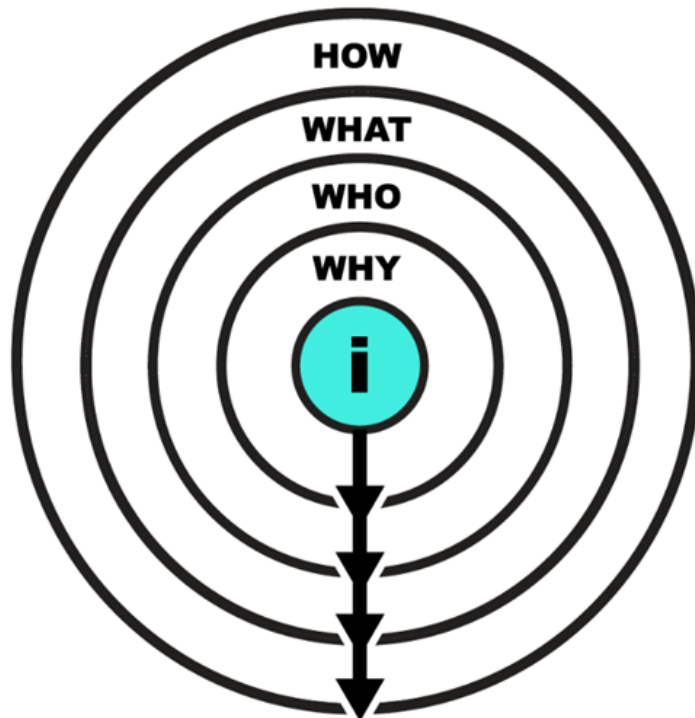
THEATRE DNA

Citation goes here

MISSION DISCUSSION

DIVE DEEP – EXPLORING “THE WHY”

THE RINGS OF SUCCESS



THE (i)INSTITUTIONAL MAKEUP

What is the governance structure of your organization? Who owns the land and the buildings? Who is in charge of operating it? Where are the funding sources?

WHY

Why should your organization even exist? It should be your larger purpose that's beyond products and profits.

WHO

Who are your stakeholders? Who are your end users? Who is your audience?

WHAT

What programming and products will you offer these customers that support your Why?

HOW

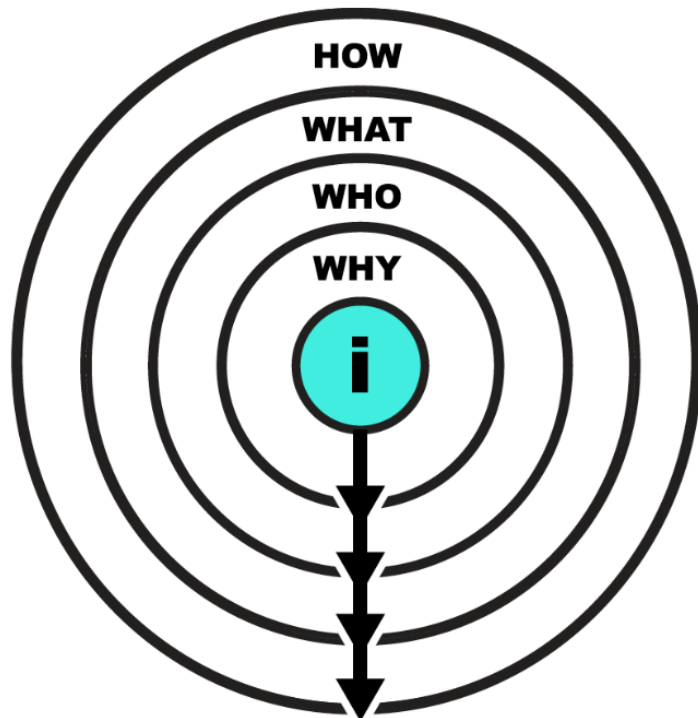
How will you support all these other rings through your business plan? What is the financial model, building design, equipment, staffing, and key partnerships needed?

Key Stakeholders:	Performing Arts Groups Renters	Meeting & Event Renters	Community Audiences / Ticket Buyers	City Staff	Business Community
What are they trying to accomplish?	To produce or present live entertainment shows. To serve the entertainment, arts and cultural needs of the community.	To gather with their community via conferences or small meetings, fundraise for their cause, or celebrate private events with loved ones.	To enjoy a fun night out, to see a culturally enriching live performance, to experience awe and be moved, to connect with one another in the community.	To conduct City business with the public and internally.	To serve their customers in Downtown.
What problems are you solving for them?	Provide a rentable venue for showcasing or presenting live entertainment.	Providing a rentable venue for their meeting or event.	Provide a venue in an easily accessible location (downtown) and enabling renters to provide programming to the community as well as other opportunities to gather.	Provide spaces to convene at no cost.	Attracting multiple people to Downtown, giving business community customers an opportunity to combine entertainment with restaurants, hotels and retail activities, ie driving tourism activities.
What is troubling your stakeholder, what is keeping them up at night?	Cost of renting the venue is prohibitive for some, cumbersome for others. Declining ticket buyers.	Trying to decide where to hold their meeting and event, weighing the pros and cons of all the choices while managing their budget.	Inflation and other economic issues, unsure if there are enough fun activities in Great Falls and considering going elsewhere.	Making sure there are enough spaces to conduct important internal meetings and for their elect-eds to meet with community stakeholders.	Getting more people to come downtown to shop/dine/sleep instead of alternative places.
What are they not getting that they need?	Marketing support, easy ticket purchase options for their customers, tiered pricing for nonprofit groups, collaborative spirit.	Enough breakout rooms close to the Convention Center space for conferences, enough private meeting spaces, outreach activities to help simplify their decision-making process.	They don't hear about or are not interested in the events, they have trouble finding the website for buying tickets, ticket prices are expensive, lack of concessions, limited number of handicapped parking spaces.	Enough privacy (Gibson room) and some basic coffee/beverage amenities in the rooms.	Advance notice of all the events and activities taking place at the Civic Center, so they can staff appropriately. A clear understanding of how the Civic Center serves/cares about their interests and their customers.

MISSION DISCUSSION

DIVE DEEP – EXPLORING “THE WHY”

THE RINGS OF SUCCESS



- Why should the Civic Center exist?
- What are some of your core values?
- Do you see Civic Center’s work impacting those? If so, how?
- Do you see any other cultural trends, social needs, and/or opportunities that the Civic Center could address?
- What is your larger purpose, beyond products and profits?
- WHY is that your larger purpose?



THEATRE DNA

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