

Strategic Plan 2015



McMahon Auditorium Authority

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Governance Structure

Lawton City Council

Mayor Fred L. Fitch

Bill Shoemate - Ward 1	Michael Tennis - Ward 2	Rosemary Bellino-Hall - Ward 3
Jay Burk - Ward 4	Rex Givens - Ward 5	Richard Zarle- Ward 6
Stanley Haywood - Ward 7	Doug Wells - Ward 8	COL Raymond Lacey Fort Sill Liaison

Lawton City Administration

Larry Mitchell, City Manager

Bryan Long, Assistant City Manager

Kim Shahan, Parks and Recreation Director

Billie A. Whipp, Arts and Humanities Administrator

McMahon Auditorium Authority

Peggy Hofmann, Chair	David Sandstrom, Vice Chair	Alan Jolly, Secretary/Treasurer
Terry Anderson	Ernest Godlove	Thomas R. Kelly
Max Sasseen	Kim Shahan	Tom Sutherlin

Introduction

The McMahon Auditorium Authority (MAA) is a representative body of citizens advising the Lawton City Council, the McMahon Memorial Auditorium Administration, and the citizens of Lawton on the operation of the McMahon Memorial Auditorium. The MAA is constituted of nine members one of which is a representative of the City of Lawton as appointed by the Mayor and approved by the majority of the Lawton City Council. This representative serves at the pleasure of the Mayor. The other Trustees may serve two consecutive three year terms.

Operational Priorities:

1. Give due attention and study to auditorium services as they may affect the welfare of the Lawton Community.
2. Establish auditorium policies for use of the auditorium by the community.
3. Take initiative for planning future auditorium improvements and expansions while maintaining the integrity of the facility.
4. Determine practical means of accomplishing improvements and expansions.
5. Serve as a sounding board for the Arts and Humanities Division Administrator and staff to test ideas and plans.
6. Establish policy so that the Arts and Humanities Division staff may operate the auditorium within the framework of these policies.
7. Generally enlist community interest by encouraging individuals and citizen groups to give funds and property for the development and operation of the auditorium.
8. Maintain working relationship with all constituent groups including the City of Lawton, Arts and Humanities Division, Lawton Arts & Humanities Council, McMahon Foundation, the arts community, and the auditorium personnel.

Strategic Plan Purpose

The MAA Strategic Plan provides a framework for setting operational priorities, communications, with constituent groups, and communications with the Lawton/Fort Sill Community. The multiyear plan will be assessed annually to determine the implementation progress.

Mission Statement

The mission of the board is to further the vision of Mrs. Louise D. McMahon to advocate the advancement of the arts and other educational and cultural endeavors through the use of the McMahon Memorial Auditorium.

Vision Statement

The McMahon Memorial Auditorium with the Lawton/Fort Sill arts community provides a venue to support the growth of the arts and entertainment opportunities for the region. Aware that the arts and entertainment environment is ever evolving, the MAA will lead, support, and encourage the growth of the arts and entertainment opportunities for the citizens of Southwest Oklahoma.

Core Values

The McMahon Auditorium Authority:

1. Believes that access to quality arts and entertainment programming is important to the citizens of Southwest Oklahoma.
2. Believes that vital communities have strong arts and entertainment programming.
3. believes advancement of the arts and entertainment requires open and effective communications.
4. Believes that continuing growth in the arts and entertainment sector requires flexibility, openness, and cooperation among all constituent groups.
5. Believes that vital arts and entertainment programming includes a robust education component and therefore seeks opportunities to cooperate with the public schools and Cameron University to assure the continued growth of the arts and entertainment community.

Goal 1: Update and upgrade the auditorium facility and grounds.

- 1.1 Develop a Request for Proposals to solicit a professional facility review for the purpose of establishing priorities in a plan to:
 - 1.1.1 Manage the continued development of the facility
 - 1.1.2 Seek funding for updates and upgrades to the facility
- 1.2 Add audio/video projection system to support Fort Sill programs and concert requirements
- 1.3 Install improved audio systems
- 1.4 Install improved house lighting
- 1.5 Install improved performance lighting
- 1.6 Improve auditorium energy efficiency
- 1.7 Improve entrance

Goal 2: Provide leadership to increase arts and entertainment programming.

- 2.1 Improve communications with and between Lawton/Fort Sill arts and entertainment constituents.
- 2.2 Collect and analyze arts and entertainment data for Lawton/Fort Sill community.
 - 2.2.1 Summarize venue data
 - 2.2.2 Summarize annual arts and entertainment events
 - 2.2.3 Identify community expertise for each art/entertainment constituency
- 2.3 Effectively communicate arts and entertainment opportunities to the community.
- 2.4 Host community arts and entertainment events at Elmer Thomas Park.
 - 2.4.1 Select event director
 - 2.4.2 Form event task force
 - 2.4.3 Secure event underwriting
 - 2.4.4 Execute event
 - 2.4.5 Evaluate event outcomes

Goal 3: Provide leadership to develop a community arts and entertainment strategic plan.

- 3.1 Host meetings of arts and entertainment boards
 - 3.1.1 Propose long term planning
 - 3.1.2 Present community based arts and entertainment Vision Statement
 - 3.1.3 Solicit establishment of core values for the arts and entertainment group
- 3.2 Seek long term funding for arts and entertainment strategic plan
- 3.3 Propose sustainable event(s)