

## **CULTURAL SERVICES BOARD MINUTES**

**Tuesday April 24, 2012**

**4:30 P.M.**

### **LOVELAND MUSEUM/GALLERY**

**503 N. Lincoln Ave.**

**Loveland, CO 80537**

**I.** The April 24, 2012 meeting of the Cultural Services Board was called to order at 4:35 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

**Board Members Present:** Juanita Cisneros, Louise Kauffman, Ginger Klein, Kerri McDermid, Teresa Mueller and Kris Ortmann. Jan Desjardin was absent. Also present were council liaison Cathleen McEwen, director Susan Ison, staff liaison Jan Sawyer and staff Mary Shada.

#### **Additions/Changes to the Agenda**

Under Museum Reports, Susan Ison added change meeting date for May.

#### **Additions or Corrections/Changes to the March 27, 2012 Minutes**

There were no corrections.

#### **Approval of the March 27, 2012 Minutes**

Teresa Mueller motioned to accept the March 27, 2012 minutes. Kerri McDermid seconded. The motion passed unanimously.

#### **Introduction of Visitors**

There were no visitors.

#### **Public Comments**

There were no public comments.

## **II. Agenda Items**

### **Board Reports**

**Membership ideas and scholarships** – Kris Ortmann reported that she has been reading articles about museum memberships as well as entrance fees and has come across several ideas:

- Some communities have free museum passes that can be checked out from the library
- When you sign up for a membership at the Museum of Nature and Science in Denver, one of the benefits is one free pass for a friend.
- Kris would like to see advertising suggesting memberships as gifts.

- Kris reported that a visitor had asked if she could donate \$100 for scholarship entrances for those who cannot afford the fee. There was a suggestion for that option to be put on the membership brochure.

Susan Ison spoke of experience with offering scholarships for other Cultural Services events and classes and found that some people were overusing this benefit. She has also found that the Saving Objects Saving History adopt-an-object program has had good results in providing funds for historical artifacts and maybe something similar could be set up to provide free admission to those in need. There was discussion to name the promotion differently than a scholarship, maybe a sponsorship, and also discussion about going through agencies to offer this benefit. Another idea was to ask hotels if they would like to buy admission memberships for their guests.

## **Museum Reports**

### **Exhibits –**

- The exhibit in the Main Gallery, *Portraits of the Prairie* was very successful with 6,450 visitors attending. The artist, Richard Schilling, and his wife Marlene visited the gallery often and spoke with several people. Twenty-six pieces of art were sold during his exhibit in Loveland.
- Susan Ison presented a new book *Design to a Tea* that the Museum created for sale in the gift shop to complement the Green Room gallery exhibit of the same title.
- The Main Gallery exhibit April 29 – June 10, 2012 will be the Governor's Art Show. The city council mandated admission fee of \$5 for entrance into the main art gallery will begin Sunday April 29, 2012. Rotary club organizers of the event, rotary club volunteers working the show, artists represented in the show and people who have purchased art work from the show will be admitted free.

**Cultural Service Department Long-range Plan** – The long range plan used during the accreditation process two years ago required indication of commitment from the city of Loveland to fund the Museum in the future. Susan is working on a current articulation of the plan and will present it next month.

**Museum Expansion** – The city is exploring various sites for the museum expansion. The expansion is still on target with the goals of the city council this year for moving ahead to present to council the hiring of an architect and development administrator.

**Change of meeting date for May** – Susan Ison asked if the May CSB meeting could be moved one week later from May 22, 2012 to May 29, 2012. All are able to attend except Teresa Mueller.

## Rialto Reports

### Grand opening recap -

- Wednesday, April 11, 2012 – Approximately 75 people attended the ribbon cutting and public art dedication. 170 people attended the silent movies at the Rialto.
- Thursday, April 12, 2012 – About 300 people attended the invitation only Gala for donors and people involved in the project.
- Friday, April 13, 2012 – Approximately 700 people attended the community open house self-guided tour during the Night on the Town.
- Saturday, April 14, 2012 – The Aaron Neville concert sold 420 tickets and the VIP reception was attended by 100-125 people.

Jan expressed deep gratitude for all of the help from the grand opening committee Juanita Cisneros, Jan DesJardin, Louise Kauffman and Ginger Klein as well as Kris Ortmann for assisting with all of the events.

### Event side activities and bookings –

- In April there have been fourteen events in the new building; half were city groups and half were outside groups.
- There are already five city events scheduled and three outside events scheduled in May, including TEDx FrontRange.
- Brittnay Koonce, part time scheduling coordinator, has been very busy with people looking at the facility as a potential rental for weddings and other events.
- There was some discussion about the possibility of utilizing trained volunteers to assist with the requests by community members who were unable to attend the grand opening and would like tours.
- City counselor Phil Farley told Jan Sawyer that he had given someone from the Urban Land Institute a tour of the new building and they were so impressed that they said it should be nominated for an award for excellence. There have been many other suggestions for places to apply for awards which will keep the momentum of the new attention to downtown going.

**April/May report** – In April, during the grand opening, there were also 23 other events scheduled in the theater. In May, 27 events are scheduled including several third grade school tours.

## Miscellaneous

**Outreach Program** – Susan Ison showed a rack card describing the educational Outreach Program which describes the activities available for schools such as outreach teaching trunks, Lone Tree schoolhouse rentals and guided art, museum and theater tours. Jenni Dobson Curator of Education, has been coordinating these activities to better assist the community in scheduling with the Cultural Services Department.

**Summer Classes 2012** – Susan also showed the current classes and summer camps rack card.

**Aha! newsletter** – The current Cultural Services department newsletter for May - August has been mailed out. Newsletters will be sent out 3 times a year instead of 4.

The City Clerk's office has been working with the City Manager to consolidate individual Board and Commission information into a convenient one page (front & back) summary. Attached to these minutes are the Cultural Services Board roles and duties that were handed out to CSB members.

Susan shared her favorite comment of the month from a visitor "What an amazing museum! We were all blown away by the attention to detail and the incredibly talented artists. We'll be back again!" Kelly Olson - Minnesota

**NEXT CULTURAL SERVICES BOARD MEETING:** Tuesday, May 29, 2012 at 4:30 p.m. in the Loveland Museum/Gallery upstairs Conference Room. Please note that this is a change in date from May 22, 2012.

### **III. Adjournment**

Motion to adjourn the meeting was made by Juanita Cisneros at 5:25 p.m. Teresa Mueller seconded the motion. All approved the motion.



# Cultural Services Board (CSB) Roles and Duties

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## Background

The Board was originally established as the Museum Board on November 16, 1954 (Ord. #540). Council authorized the Museum to accept gifts November 16, 1984. (Ord. #2063). May 4, 1999, Council established the Cultural Services Board and abolished the Museum Board (Ord. # 4428).

## Roles and Duties of the Commission

The duties are established by Municipal Code 2.60.090, as follows:

### *Cultural services board.*

- A. *There is established a cultural services board consisting of seven members appointed by the city council. The term of office of each member shall be four years.*
- B. *The purpose of the cultural services board shall be to serve as an advisory body to the city council on such policies, procedures, rules, and regulations and other matters as the board believes necessary and proper for the administration, management, and development of the cultural services department and its facilities. In addition to any other duties as may be delegated to it by the city council, the board shall:*
  1. *review and make recommendations regarding the establishment of policies and fees affecting the cultural services department;*
  2. *support communication and cooperation between the cultural services department and other cultural service organizations in the community;*
  3. *represent the cultural services department at local events, activities, and functions in the cultural services department; (Ord. 5569 § 6, 2011)*
  4. *review exhibit and programming ideas and offer conceptual ideas to staff for future exhibits and programs;*
  5. *assist with fundraising for special cultural services department projects when appropriate;*
  6. *advise city staff on the development of the annual budget for the cultural services department and serve as advocates for the cultural services department; and*
  7. *make final decisions on de-accessioning and disposition of collection items in accordance with the policies established by the city council.*

## Current Commission Operations, 2012

Membership:	Seven (7) members
Term:	Four (4) years
Qualifications:	General provision found in 2.60.020. Meetings: Monthly, fourth Tuesday, 4:30 p.m. at the Loveland Museum
City Council Liaison:	Cathleen McEwen
Department:	Cultural Services
Staff Liaison:	Susan Ison
	Office Support: Mary Shada

### **Attendance Policy**

The effective operation of a board depends upon regular attendance of the members at meetings. A commission, committee, or board member shall be required to attend 70 percent of scheduled meetings during a fiscal year.

### **Boards and Commissions Handbook**

The City of Loveland publishes a Boards and Commissions Handbook, which contains further detail about the operations of commissions. Among other things, the Handbook provides for officers as follows:

- 1) Chair: Serve as presiding officer over all meetings. Sign all documents on behalf of the board, see that all of the decisions of the board are carried out properly, and perform any other duties and functions requested by the board. Working with the recording secretary, preparing an agenda for each meeting.
- 2) Vice Chair: Perform the duties of the chairperson in the absence of the chairperson; perform any other duties assigned to his office by the board.
- 3) Recording Secretary/ Office Support: If a City Staff person is not made available to serve as recording secretary, a board shall also choose a recording secretary. The Recording Secretary keeps the record of the board, is responsible for the minutes of the meeting, and keeps a record of the proceedings of the board. The secretary also performs any additional duties or functions that the board may assign. Ensures all meetings are posted according to statutory requirements.
- 4) Council Liaison: communicate with the board or commission when City Council communication is needed and to serve as the primary two-way communications channel between the City Council and the board or commission; participate in filling vacancies, reviewing applications, and interviewing candidates for the board or commission; serve as the primary informal City Council contact; help resolve questions the board or commission may have about the role of the City Council, municipal government, and the board or commission; establish formal or informal contact with the chairperson of the board or commission and effectively communicate the role of the liaison. Provide procedural direction and relay the City Council's position to the board or commission, and to communicate to the board or commission that the liaison's role is not to direct the board in its activities or work; serve as City Council contact rather than an advocate for or ex-officio member of the board or commission.

### **Training Board Members:**

Recognizing that a newly appointed board or commission member will need a basic foundation of knowledge concerning the subject matter having to do with the particular board or commission, the City will provide informal and/or formal training opportunities for each newly appointed member.

Direction to Boards:

Matters upon which a board makes recommendations can come from the City Council, from city staff, the citizens of Loveland, and from the board members themselves. The City Council does not wish to impose a rigid structure upon the thoughts and ideas of any board or commission, but instead believes that creative and innovative ideas can come from many different sources. Often, however, ideas will originate with the consideration and adoption of goals by the City Council, and boards and commissions will be asked to consider such goals. The normal channels for communication between the City Council and the boards and commissions are through the City Council liaison to the board and city staff in the affected department. Such persons will report to the Council the deliberations and recommendations of the board. The boards and commissions, and their individual members, are always free to communicate directly with the City Council on any matter concerning their areas of responsibility.