

CULTURAL SERVICES BOARD MINUTES

Tuesday July 24, 2012

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

I. The July 24, 2012 meeting of the Cultural Services Board was called to order at 4:31 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board Members Present: Juanita Cisneros, Jan Desjardin, Louise Kauffman, Ginger Klein, Teresa Mueller and Kris Ortmann. Absent was Kerri McDermid. Also present were city council member Ralph Trenary, director Susan Ison, theater manager Jan Sawyer and staff Mary Shada.

Additions/Changes to the Agenda

Under Rialto Report, security was added.

Additions or Corrections/Changes to the June 26, 2012 Minutes

Under Museum Reports, agenda item six should say Long-Range Plan instead of Long-Rang Plan.

Approval of the June 26, 2012 Minutes

Teresa Mueller motioned to accept the June 26, 2012 minutes as corrected. Jan Desjardin seconded. The motion passed unanimously.

Introduction of Visitors

City Council member Ralph Trenary was present as temporary council representation to the Cultural Services Board due to the resignation of city council liaison Cathleen McEwen.

Public Comments

There were no public comments.

II. Agenda Items

Board Reports

Jan DesJardin reported that the Poverty Simulation exercise on Thursday, July 12, 2012 held in the Foote Gallery was well attended and very interesting.

Kris Ortmann reported that The Sleeping Bag Project Ugly Quilt Event held on Saturday July 14, 2012 was successful. Five quilted sleeping bags were made in five hours and will be donated to homeless shelters.

Museum Reports

Summer Concerts – The Elders concert held at Hammond Amphitheater July 12, 2012 had an estimated crowd of 3,800 people, and Harpeth Rising at the Foote Lagoon on July 19, 2012 had an estimated crowd of 1,500. There are four concerts left in the series.

Cherry Pie Celebration – Saturday July 21, 2012 was the annual Cherry Pie celebration. It was an extremely hot day with over 1,500 people in attendance. There were 19 adult entries and 4 youth entries in the Art of the Tart Cherry Pie contest.

Marketing Coordinator – Erika Lehman has been hired as the new marketing coordinator. Erika has an undergraduate degree in fine art and a master's degree in marketing and communication. She grew up in Loveland and will be moving back here from her current residence in Hawaii. Her first day will be July 30, 2012. Office space is being reconfigured so that the marketing coordinator and the graphic designer can be located in the same area.

Pastels on 5th – Alternatives to Violence will be holding their sidewalk chalk drawing fundraiser on September 8, 2012. The chalk will not be washed off at the end of the day this year.

75th Anniversary – Harvest Farmers Market will be the next Night on the Town event to celebrate the Museum's 75th anniversary.

2013 Budget – Several supplemental budget items were requested at the Cultural Services budget review meeting on July 18, 2012.

- half time fte for the Rialto Theater Center scheduling coordinator position
- training and travel
- increasing the registrar position from fifteen hours a week to a full time position
- increasing the graphic design position from three-quarter time to full time
- more money for marketing through advertising, printing and graphic design
- funding in the city budget for the Foote Lagoon summer concert series which will not be funded by two of the four current sponsors – historically, the concert series was originally funded by the city manager's office when the lagoon was built

Rialto Reports

July recap

- The documentary "Child of Giants" about Dorthea Lange and Maynard Dixon will be playing at the Rialto Theater tonight, July 24, 2012, in conjunction with the Dorothea Lange photography exhibit at the Museum/Gallery.
- The final Tuesday theater for kids will be July 31, 2012.
- A rack card for the July and August events has been created to supplement the limited aha! newsletters left for the summer.

Budget – Jan Sawyer handed out an attendance and revenue report for the first half of 2012, which also included a report on an economic impact study by the Office of Creative Sector Development in April 2012. The report is attached to the end of these minutes.

Security – Jan met with chief of police Luke Hecker and police officer Mary Marchino regarding security and staff training at the Rialto Theater Center.

Miscellaneous

- Susan Ison reported that a free admission ticket will be given to people who complete the downtown Loveland history hunt. There was discussion about having this hunt available at the visitors' center and possibly for use with a smart phone.
- The green room exhibit features local artist Robin Dodge.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, August 28, 2012 at 4:30 p.m. in the Loveland Museum/Gallery upstairs Conference Room.

III. Adjournment

Motion to adjourn the meeting was made by Juanita Cisneros at 5:23 p.m. Teresa Mueller seconded the motion. All approved the motion.

Rialto Theater Attendance & Revenue

January – June 2012

During the first half of this year, attendance and revenue at the Rialto Theater have increased. Rental fees were raised 20% for 2012.

	<u>Revenue</u>	<u>Usage</u>	<u>Attendance</u>
2012	\$ 108,782 (+37%)	183 (+4%)	24,597 (+13%)
2011	\$ 68,295	175	21,351

In April 2012, the Office of Creative Sector Development commissioned an economic impact study conducted by Professor John Loomis of Colorado State University. On the night of the Aaron Neville concert and again on opening night of the Loveland Choral Society, three question interviews were conducted with patrons entering the Rialto Theater. The Loomis study found that average expenditures in Loveland stores and restaurants, per patron attending the shows (exclusive of the cost of the ticket), were \$24.75 for Aaron Neville and \$15.61 for the Loveland Choral Society show.

These numbers mirror the Americans for the Arts, Arts & Economic Prosperity III study conducted over an entire year in 2007, which indicated that patrons attending nonprofit arts events spent an average of \$22.20 per person (excluding ticket price) in Loveland stores and restaurants. The majority of the information collected in this survey was gathered at Rialto Theater performances.