

CULTURAL SERVICES BOARD MINUTES

Tuesday January 28, 2014

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

I. The January 28, 2014 meeting of the Cultural Services Board was called to order at 4:33 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, Kerri McDermid, Teresa Mueller and Kris Ortmann. Ginger Klein was absent. Also present were Council Liaison Ralph Trenary; Susan Ison, Cultural Services Director; Rich Harris, Rialto Theater Manager, Jennifer Cousino, Curator of History, Elise VanDyne Development Administrator and Mary Shada, Office Support Specialist.

Additions/Changes to the Agenda

Under Museum Reports, High Density Storage was moved to the beginning of the meeting. Jennifer Cousino, Curator of History lead a tour of the new high density storage area for history collections.

Additions or Corrections/Changes to the December 10, 2013 Minutes

There were no corrections to the December 10, 2013 minutes.

Approval of the December 10, 2013 Minutes

Kerri McDermid motioned to approve the December 10, 2013 minutes. Jan DesJardin seconded. The motion passed unanimously.

Introduction of Visitors

There were no visitors at the January 28, 2014 meeting.

Public Comments

There were no public comments.

II. Agenda Items

Introduction of Elise VanDyne – Development Administrator for the Cultural Services Department.

Board Reports

Election of the CSB 2014 Chair and Vice Chair – Kris Ortmann nominated Juanita Cisneros to be the 2014 Chairperson for the Cultural Services Board. Kerri McDermid seconded the nomination. The motion passed unanimously. Louise Kauffman nominated Kris Ortmann to be the 2014 Vice Chairperson. Jan DesJardin seconded the nomination. The motion passed unanimously.

Review and approval of draft of 2014 Goals – The 2014 CSB Goals remain the same as the 2013 Goals with the addition of one: “Assist with better utilization of volunteers across Cultural Services.” A motion to adopt the goals for the upcoming year was made by Kerri McDermid. Teresa Mueller seconded. The motion passed unanimously. The 2014 Goals are included at the end of these minutes.

The meaning of “advocacy” in relationship to CSB – Kris Ortmann noted that the word “advocacy” appears in many aspects of the CSB 2014 Goals. She suggested further study of what advocacy means for CSB and asked for a brief conversation at every meeting regarding advocacy opportunities.

Future of the Fire Exhibit – Kris Ortmann asked for clarification of a December 17, 2013 article in the Reporter-Herald regarding the Fire Exhibit that was previously on display in the Sequel building next to the Museum. The Loveland Fire Exhibit Inc. committee is seeking community support for this exhibit to be in another location due to the sale of the previous exhibit location. Jennifer Cousino, Curator of History, explained to the Board that the fire exhibit is the property of the City of Loveland and a suitable location with appropriate museum standards would need to be approved by the Museum.

Museum Reports

Jennifer Cousino, Curator of History, Second Grade History Day - Jennifer Cousino and Jenni Dobson, Curator of Education, are creating a History Day for the Thompson School District second grade classes. They are planning on three days where students can rotate through tours and activities at the Museum/Gallery, Rialto Theater Center and Lone Tree School. The Thompson Education Foundation and the Lola Johnson Field Trip Fund are financing the transportation for these tours.

Boards and Commissions Dinner – Juanita Cisneros and Louise Kauffman will attend the February 27, 2014 City of Loveland Boards and Commissions Dinner.

Priority based budgeting – Susan Ison reported that an outside consultant has been hired by the city to help articulate what programs and activities are offered throughout the city. The Cultural Services Department as a whole has several pages of activities that are offered from the Rialto, the Museum/Gallery and the Art In Public Places programs. Rich Harris reported that the assignment has helped provide clarity about what the Rialto does. It has been

recommended that about fifteen percent of the allocated time be spent on each program. As the information becomes more complete, Susan Ison will e-mail the Cultural Services Board the lists. The next step of priority based budgeting will be to put financial numbers to listed activities to cost out the programs and see how they relate to the budget. There is a meeting tentatively scheduled for February 19, 2014 at 6:00 p.m. for Boards and Commissions regarding priority based budgeting. Teresa Mueller and Kris Ortmann volunteered to attend this meeting.

Newsletter Design - Susan Ison asked for feedback from the CSB regarding the new design of the Aha! newsletter and received many great ideas.

Goya Report – Susan Ison showed the CSB the report that was made for the Community Marketing Commission which financially supported the marketing of the Goya exhibit during the summer of 2013.

Groupon/Coupon – Groupon is a deal-of-the-day website that features discounted gift certificates. They frequently circulate via email or social sites such as Facebook. Groupon allows users to see the available deals of the day, and purchase the corresponding coupon. Erika Lehman, Marketing Coordinator, has started using Groupon to advertise the Museum/Gallery. She also put a “buy one, get one” coupon in Valpak direct mail service for the Valentine Day movie “Romeo and Juliet” showing at the Rialto Theater February 14, 2014.

Business Plan – A draft of the Cultural Services business plan will be sent to CSB members for review and comments prior to the February 25, 2014 meeting.

Rialto Reports

- Rialto Theater Manager Rich Harris reported that Scott Dunn, Technical Coordinator, and Andrea Ridder, Events Assistant, both resigned. Dave Brull, Assistant Technical Coordinator, is filling in full time for Scott Dunn’s position. Both positions have been advertised.
- The Judy Collins performance scheduled at the Rialto for February 13, 2014, has almost sold out.
- Tickets for “Rave on!” a Buddy Holly Tribute, showing March 29, 2014 are selling well.
- A one-hour concert will be held on Mother’s Day, May 11, 2014 and will be free to mothers.
- An evening with Leo Kottke is scheduled for June 4 & 5, 2014 at the Rialto.
- Rich is working on the Tuesday Theater for Kids summer program and the Foote Lagoon Concert series.
- 2013 year-end physical improvements to the Rialto stage included sanding and varnishing, new curtains and LED lighting fixtures. The dressing rooms under the stage have been freshened and new audio components were purchased.
- Rich Harris is moving toward more online ticketing sales and would like to see a free-standing web page for the Rialto. He is also seeking more volunteer box office help.

City Council Report

- Councilor Trenary showed the articles about the Cultural Services department that were in the Cultural Traveler and Sunset Magazine.

Miscellaneous

- The Cultural Services Department will be transitioning the city liaison of the Youth Advisory Commission (YAC) from Jenni Dobson, Curator of Education, to Library staff.
- Susan Ison handed out new historic postcards that will be for sale in the gift shop and rack cards that will be mailed out in the next month.
- Susan shared a comment from a visitor “Keep up the excellent efforts to bring those of us who live in Loveland, and others, the wonderful art exhibits we love so much.”

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, February 25, 2014 at 4:30 p.m. in the Loveland Museum/Gallery upstairs Conference Room.

III. Adjournment

Motion to adjourn the meeting was made by Louise Kauffman at 6:30 p.m. Teresa Mueller seconded the motion. All approved the motion.

CITY OF LOVELAND
CULTURAL SERVICES BOARD

2014 GOALS

- Serve as an advisory group to represent Cultural Services activities and facilitate outreach to the community
- Support cooperative ventures with other City departments, the School District and other organizations
- Serve as event support volunteers and help plan annual events
- Assist Museum staff by considering for the board's approval collection items to be de-accessioned
- Support and advocate for the Loveland Museum/Gallery expansion
- Support any tax-funding initiatives to benefit Cultural Services at the direction of City Council
- Advocate for stand-alone/off-site collections storage:
 - o Provide for safety of the collection
 - o Allow for environmental controls
 - o More easily expanded
 - o Less impact on Museum building

- Assist with establishment of new non-profit board for the Museum
- Assist with establishment of new Rialto membership organization
- Assist with better utilization of volunteers across Cultural Services