

CULTURAL SERVICES BOARD MINUTES
Tuesday, January 27, 2015 at 4:30pm

LOVELAND MUSEUM/GALLERY
503 N. Lincoln Ave., Loveland CO 80537

I. The January 27, 2015 meeting of the Cultural Services Board was called to order at 4:36pm by Juanita Cisneros in the upstairs conference room of the Loveland Museum/Gallery.

Board Members present: Juanita Cisneros, Jan DesJardin, Louise Kauffman, Teresa Mueller, and Kris Ortmann. Also present were Susan Ison, Ralph Trenary, Rod Wensing, Rich Harris, and Erika Lehman.

Adrian Somerset was absent.

Additions/Changes to the Agenda

None.

Approval of the December 9, 2014 Minutes

Meeting minutes not available for approval.

Introduction of Visitors

Alan Krcmarik from Development Services and Janna Raley from BBC Research and Consulting were introduced to the Cultural Services Board.

Public Comments.

There were no public comments.

II. Agenda Items

Capital Expansion Fees

Alan Krcmarik and Janna Raley led a discussion updating the Cultural Services Board about capital expansion fees (CEFs) and the BBC's calculation for the Cultural Services Department. Alan explained how the fee study team was directed by City Council to calculate CEFs using a different methodology compared to the traditional approach. A four page handout was distributed to everyone present at the meeting and that report is attached to these minutes.

Janna Raley led the review of the Cultural Services Capital Expansion Fee Memorandum. Both the Museum Expansion and the Museum Storage are eligible for CEFs. A future cultural facility (for the performing arts) is recognized as being necessary but no dollar amount is currently available for construction. Further study is required to determine the scope and cost of another cultural facility for the performing arts.

Both Alan and Janna led additional discussion about the financials and a further explanation about the calculation that led to the 7.3 million dollar amount needed to accomplish the plans... Questions were

raised about the expected 40% of the project expected to be generated through fundraising with several members expressing the opinion that 40% was too high of an expectation.

It was recognized that the plans in their entirety need to be reviewed and possibly revised on a regular basis. The plans can change and the impact of inflation is difficult to accurately predict. Population projections can have a major impact on the revenue structure. The current projected 2.6% average growth rate needs to be monitored annually. The CEFs can be adjusted accordingly.

The results of the update to the capital expansion fees and the growth projections used as a basis for the fee calculations are expected to be presented to City Council at the March 24, 2015 study session.

Ralph Trenary made two additional points of observation. Property values are very low in Loveland and therefore property tax revenue may not keep up with the plan timelines. Any type of bond, debt, or loan may not be feasible with the low Loveland property tax structure.

New Logo

Erika Lehman presented a draft of a proposed new logo for the museum. Erika will also create new logos for the Rialto Theater, Art In Public Places, and Cultural Services if the museum example is acceptable. General support for the approach was expressed by the Cultural Services Board.

Membership Software

Erika also reported that a new online software package has been selected to better facilitate museum membership services. The new software will also benefit class registrations at the museum as well as better track member donor activity and behavior. The software will also handle online payments and credit card transactions. The new software is expected to be launched with the publication of the next AHA! brochure.

Rialto Theater Center rates and fees are expected to be presented to City Council at the February 3, 2015 meeting and will be available to everyone on the City website beginning Friday, January 30, 2015.

Office Support Specialist

Tegan Hollen has been offered the position and will begin employment on February 10, 2015.

Memorials

Susan Ison reported that a memorial service for Solveig Lark will be held at the museum on February 14, 2015 from 3pm to 5pm. A memorial for Dave Phelps will be held at the museum on February 15, 2015 from 12pm to 5pm.

Development

Susan Ison suggested the Development report be move to the February 2015 meeting.

Rialto Theater

Rich Harris gave a report about January activity at the Rialto Theater. Rich also spoke about Rialto Theater presentations expected in 2015 that include two weekly production by the Missoula Children's Theater, two Tuesday Theater For Kids presentations during the summer of 2015, a fall performance by the Vienna Boys Choir and a Christmas show by Colcannon. Rich also spoke about the good ticket sales

for the February 14th performance by the Colorado Jazz Repertory Orchestra and a special open rehearsal offered by the CJRO to build audience on February 9, 2015.

Museum events

Susan Ison reported strong attendance (8212 patrons) for the Nexus of Modernism exhibition with 413 patrons attributed to a special promotion offered through ValPak. A member and artist opening is scheduled for January 29th beginning at 7pm.

City Council Report

Ralph Trenary reported on the meeting sponsored by the Community Foundation at the Rialto Theater on January 28, 2015 concerning further development of Downtown Loveland.

Ralph also informed the Cultural Services Board of his presentation at the City Council retreat on January 24, 2015 concerning community wide broadband connection.

There is a stakeholders meeting with school representatives on the second Monday of each month beginning at 9am at City Hall and anyone interested is invited to attend.

Miscellaneous

The Boards and Commissions Summit meeting is scheduled for February 19, 2015 from 5pm to 9pm. Two members from the Cultural Services Board are needed to attend. Teresa Mueller volunteered. One other representative is needed.

The next meeting of the Cultural Services Board is scheduled for February 24, 2015 beginning at 4:30pm in the Loveland Museum/Gallery upstairs conference room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 6:12pm.