

# **CULTURAL SERVICES BOARD MINUTES**

**Tuesday, August 25, 2015**

**4:30 PM**

## **LOVELAND MUSEUM**

**503 N Lincoln Avenue, Loveland, CO 80537**

**I.** The August 25, 2015 meeting of the Cultural Services Board was called to order at 4:30pm by Desiree Eremondi in the upstairs Conference Room of the Loveland Museum.

**Board Members Present:** Jan DesJardin, Desiree Eremondi, Louise Kauffman, and Kris Ortmann. Juanita Cisneros, Dr. Dierdre Cook, and Teresa Mueller were absent.

Also present were Council Liaison Ralph Trenary; Susan Ison, Cultural Services Director; Tegan Hollen, Office Support Specialist; Erika Lehman, Marketing Coordinator; and Jenni Dobson, Curator of Education.

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

Juanita Cisneros requested via email that the Holiday Tree Lighting item be tabled until the next Cultural Services Board meeting. Susan Ison asked that the Gallery 101 agenda item be tabled until a future meeting where Maureen Corey, Curator of Art, can speak about it, and she added a Capital Expansion Fee item in its place. There were no other additions or corrections/changes to the agenda.

### **Additions or Corrections/Changes to the July 28, 2015 Minutes**

The section regarding the Frank Peak video created by the Police Department was changed to more accurately reflect how the video can be viewed. There were no other additions or corrections/changes to the July 28, 2015 minutes.

### **Approval of the July 28, 2015 Minutes**

Jan DesJardin motioned for the July 28, 2015 minutes to be approved as amended. Louise Kauffman seconded the motion. The motion passed unanimously.

### **Public Comments**

There were no public comments.

## **II. Agenda Items**

### **Board Reports**

**CSB Accomplishments Update** – Kris Ortmann reviewed the activities that CSB members participated in during the last month.

## Cultural Services Department Reports

**Museum Report** – Museum staff spoke about current and upcoming events and exhibits at the Loveland Museum as well as other news.

- *Google Analytics*: Erika Lehman presented an overview of Google Analytics and how she uses the information it gathers for Loveland Museum and Rialto Theater Center marketing. She also spoke about how she uses Facebook ad campaigns to market exhibits, programs, and performances. Board members were given handouts with Google Analytics and Facebook data, including website visitor demographics (age, location, etc.), the number of times the website was visited, which specific pages were most visited, and examples of recent and current ad campaigns being run on Facebook. She explained how this information will be helpful in growing the Loveland Museum and Rialto Theater Center’s audiences by targeting groups who are more likely to attend specific performances, events, and programs – for example, increasing participation in the Missoula Children’s Theater auditions by marketing to parents on Facebook.
- *Colorado Creative Industries Grant Review*: Susan Ison and Erika Lehman spoke about the Colorado Creative Industries Grant, which the Loveland Museum submitted an application for in July, and the grant review session she, Susan Ison, and Maureen Corey attended on Wednesday, August 5<sup>th</sup> at the Poudre River Public Library District Old Town Library. Grant applicants were given feedback and scores from two judges at this review session. The scores for the Museum were:
  - Artistic Excellence and Merit from Proposed Activities, 10/10 from one judge and 7/10 from the second judge.
  - Community Involvement and Benefit from Proposed Activities, 10/10 from one judge and 7/10 from the second judge.
  - Implementation Capacity: 8/10 from one judge and 8/10 from the second judge.

The two judges were impressed with the variety of exhibits presented by the Loveland Museum, and also appreciated how the Museum’s application was formatted as well as the fact that it is the only accredited Museum in Northern Colorado. The Museum applied for a grant amount of \$10,000. The announcement of grant recipients will be made in September.

- *Fall Programming*: Jenni Dobson provided board members with information about upcoming programs at the Loveland Museum, including school tours, teacher professional development workshops, and exhibit related events. She reviewed the *Do You Know More about Loveland History Than a 2<sup>nd</sup> Grader* tours scheduled at Lone Tree School, the Loveland Museum, and the Rialto Theater Center. Those who register for a tour will be asked to consider donating to the Lola Johnson Fund, which provides funding for the transportation for 2<sup>nd</sup> Grade History Days. She also spoke about the Museum partnering with the Heart J Center for Experiential Learning and Front Range Community College for fall art classes. She also spoke about the next big event, which is the Halloween Family Fun Festival on October 31<sup>st</sup>. She reported that donations for big events like the Halloween Family Fun Festival, Children’s Day, and the Cherry Pie

Celebration have doubled since 2014. She also spoke briefly about the holiday tree lighting, mentioning that it will be coordinated once again by an interdepartmental City committee. She will provide more information about the event for the board at the next meeting.

- *Public Art Report:* Susan Ison provided an update about some of the recently installed Art in Public Places projects. First, she mentioned Joe Norman's *Bike Band* that can be found in Thompson Park in downtown Loveland. This installation will be up through October, and is currently comprised of two bikes that, when ridden, play music. A third bike will be added in the coming weeks. She also mentioned the Transformations project. Artists are currently painting their transformer boxes and will be finished on September 4<sup>th</sup>. Finally, she spoke about The 3D Art Advocacy Project sculptures on 4<sup>th</sup> street and at the corner of 3<sup>rd</sup> street and Lincoln Avenue in downtown Loveland. She spoke about the Request for Proposal that is currently active for a project in collaboration with the Public Works Department focusing on redoing the parapets and railing on the Wilson Avenue bridge. Public Works are also interested in collaborating with Art in Public Places on other projects involving placing artwork at crosswalks, and on public transportation and trash trucks.
- *Capital Expansion Fees:* Susan Ison reviewed her recent meeting with Marcia Lewis, Loveland Public Library Director, and other library board members regarding Capital Expansion Fees. Susan Ison and Marcia Lewis asked Alan Krcmarik to send them the most current CEF figures, after which a letter will be drafted and approved to send to City Council. The primary questions that will be mentioned in this letter are 1) What is the process for determining which projects require outside funding? and 2) If outside funding is needed, how is the amount determined?

### **Rialto Theater Center Report**

- *RTC Theater Manager:* Susan Ison shared that the new Rialto Theater Manager, Bryan Zellmer, will be starting on Monday, August 31<sup>st</sup>. He will be at the next Cultural Services Board meeting, which was moved from Tuesday, September 22<sup>nd</sup> to Tuesday, September 29<sup>th</sup>.
- *RTC Box Office Hours:* The Rialto Theater Center Box Office hours have been reduced for three weeks while repairs inside the building are being done. The box office is currently open Tuesday, Wednesday, and Thursday from 12:30-5:30pm. The hours will expand to Tuesday – Friday from 12:30-5:30pm after the theater opens again in September. Once Bryan Zellmer starts, changing the box office hours may be revisited and discussed again.
- *RTC Maintenance:* The Rialto is undergoing some maintenance to restore the ceiling by repairing the plaster and paint. Railings are also being installed in the Balcony area. There have been some issues regarding chair and mural damage by the contractors that are being addressed.

## **City Council Report**

Councilor Ralph Trenary offered an update about specific items being considered by City Council as well as City Council news.

- Councilor Ralph Trenary spoke about the Kelly's Heroes/40s on 4th Street event on August 1, 2015, The Artists Collective's recent presentation about 3D printing at the Loveland Public Library, and the Loveland Art Studio Tour. He sees potential for more events like this in Downtown Loveland and would like to explore how the Loveland Museum and Rialto Theater Center can be involved.
- The Study Session meeting this evening will focus on the 2016 Budget and the Building and Development Code, among other topics.
- He recently spoke with the Loveland Connection Club and they are interested in having a representative from the Rialto Theater Center give a presentation to their group.

## **Miscellaneous**

- Susan Ison shared the commemorative coin that was created for the Frank Peak Memorial event. Jennifer Cousino, Curator of History, was given one of these coins to add to the Museum collection.
- Susan Ison also shared a photograph given to the Museum by Elizabeth Anderson, Director of Parks and Recreation. The photograph, taken in 1915, shows a wedding party in front of the house at 7<sup>th</sup> and Monroe, which she recently purchased. The groom was the Superintendent of Great Western Sugar Factory when it opened in Loveland.
- Desiree Eremondi and the Cultural Services Board wanted to express their thanks to Rich Harris for his work as the Rialto Theater Manager.

**NEXT CULTURAL SERVICES BOARD MEETING:** Tuesday, September 29, 2015 at 4:30 pm in the Loveland Museum/Gallery upstairs Conference Room. The meeting was moved from Tuesday, September 22<sup>nd</sup> so board members and staff could attend the Community Foundation's Destination Downtown Loveland meeting.

## **III. Adjournment**

The Cultural Services Board meeting was adjourned at 5:46pm.