

CULTURAL SERVICES BOARD MINUTES

Tuesday, February 23, 2016

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. The February 23, 2016 meeting of the Cultural Services Board was called to order at 4:30pm by Jan DesJardin in the upstairs Conference Room of the Loveland Museum.

Board Members Present: Juanita Cisneros, Dr. Dierdre Cook, Jan DesJardin, Suzanne Janssen, and Kris Ortmann. Teresa Mueller was absent.

Also present were Susan Ison, Cultural Services Director; Bryan Zellmer, Rialto Theater Center Manager; Jennifer Cousino, Curator of History; Erika Lehman, Marketing Coordinator; and Tegan Hollen, Office Support Specialist.

Additions/Changes to the Agenda

There were no additions or corrections/changes to the agenda.

Additions or Corrections/Changes to the January 26, 2016 Minutes

There were no additions or corrections/changes to the minutes.

Approval of the January 26, 2016 Minutes

Kris Ortmann motioned for the January 26, 2016 minutes to be approved. Suzanne Janssen seconded the motion. The motion passed unanimously.

Introduction of Guests

Michelle Vendegna, a reporter from the Loveland Reporter Herald, was also present.

Public Comments

Michelle Vendegna spoke briefly about her responsibilities at the Loveland Reporter Herald in regard to reporting on entertainment and local events. She provided board members and staff with her business card should they need or want to speak with her.

II. Agenda Items

Board Reports

CSB Accomplishments Update – Kris Ortmann reviewed and recorded the activities that CSB members participated in during the past month.

2016 Board Goals – Kris Ortmann led a discussion of the 2015 Cultural Services Board goals and asked for feedback regarding revising these goals for 2016. The goals will be changed to include input from this discussion and sent out to board members and staff to be reviewed. The new goals will be presented for approval at the next Cultural Services Board meeting in March.

Fire & Ice Festival Feedback – Board members discussed the recent Fire and Ice Festival and its impact on the Rialto Theater Center. The discussion focused specifically on parking for and accessibility to the Rialto performances that took place during the festival. Board members suggested exploring additional locations for parking, sending a reminder about the festival and parking options to performance attendees, and arranging for an alternate drop off lane for attendees who may need assistance or cannot walk long distances to the theater.

Board Appointments – At their February 16, 2016 meeting, the City Council approved the appointment of Suzanne Janssen and Juanita Cisneros to the Cultural Services Board for a term effective until December 31, 2019.

Board Interviews – The advertisement for the vacant board position closed on February 12, 2016 and an interview has been scheduled with the applicant, Gail Luna.

Election of Officers – After reviewing the responsibilities of each position and discussing nominations, the Cultural Services Board elected Juanita Cisneros as the new Chair and Jan DesJardin as the new Vice Chair for the remainder of 2016.

Cultural Services Department Reports

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

- *Staff Reports: Erika Lehman – Marketing Report:* Erika Lehman presented information to board members about the different marketing tools she uses for promoting exhibits, classes, events, and performances at the Loveland Museum and Rialto Theater Center. Board members were given handouts that explained these various methods; Erika also provided an in-depth look at recent digital marketing campaigns run on Facebook.
- *Membership:* Susan Ison asked board members for input regarding implementing a system for Loveland Museum Giving Level members to pay for their membership in installments. After a brief discussion, board members were open to the idea of creating such a system, stressing the importance of creating a schedule for collecting payments, perhaps on a quarterly basis, and ensuring this could be done with the tools and technology currently used by the Museum front desk staff. There was also concern expressed about creating an additional impact to the front desk workload.
- *Accession Committee:* Jennifer Cousino provided an update to board members about the new Accession Committee that will help make decisions about accepting donated objects into the Loveland Museum's collection. This committee will meet quarterly in January, April, July, and October on the second Thursdays of each month, with additional meetings to be scheduled if

necessary. The first meeting is scheduled for April 14th, 2016 at 5:30pm. Suzanne Janssen offered to be the Cultural Services Board representative on the committee.

- *Museum Expansion*: Susan Ison shared that Olson Kundig, the architectural firm working on the museum expansion project, has finished an initial design of the proposed expansion which will be presented to board members at the March CSB meeting.
- *Momentum Exhibit*: Susan Ison reviewed the *Momentum: Women Drive the Arts in Loveland* exhibit currently on view in the Main Gallery, noting that the member reception was well attended and that many members had a pleasant experience at the event. Susan Ison also mentioned Maureen Corey, Curator of Art, is working with the *Momentum* artists to show the exhibit in other galleries.

Boards and Commissions Dinner – Susan Ison reminded board members about the Boards and Commissions Dinner for the City of Loveland scheduled for Thursday, March 3rd from 5-9pm at the Rialto Theater Center. Dr. Dierdre Cook and Jan DesJardin offered to attend the event to represent the Cultural Services Board.

Budget Reduction – Susan Ison provided an update about the proposed budget reductions for City departments to assist with Police Department staffing needs. The proposed amounts to be cut have been submitted to each department and the Cultural Services Department has been asked to explore options to reduce their budget by \$20,000. Proposed funding options for the Police Department will be discussed again at the City Council meeting on Monday, February 29, 2016 at 6pm.

SCFD Update – The Northern Colorado SCFD committee has finished drafting ballot language for the SCFD petition and will be submitting it to Larimer County for certification. Susan Ison encouraged board members to assist with the collection of signatures for the petition, which will begin as soon as the petition is certified. Fact sheets detailing the proposed creation of the tax district are also being created and will be available to the general public when finished.

Rialto Theater Center Report – Bryan Zellmer spoke about current and upcoming performances and events at the Rialto Theater Center as well as other topics.

- *Recent Events and Performances*: Recent Rialto Theater Center and rental partner performances, including The Lettermen and Emery Entertainment's *Men Are From Mars - Women Are From Venus, Live!*, have been very well attended. The Lettermen VIP ticket option was particularly popular and may be adapted for similar performances in the future.
- *Rialto Film Program*: The Rialto Film Program committee met on Thursday, February 18, 2016 to discuss program ideas and plan the launch of the program in June 2016. Specific films and related events are being scheduled and will be confirmed soon. The program also received additional funding through the Iva McKee Charitable Trust for Arts and Education.
- *Broadway Boot Camp*: The Broadway Boot Camp is a two week training scheduled for August 1 – 12, 2016 at the Rialto Theater Center. The training is geared towards students in grades 7-12 who have an interest in developing their acting, singing, and theater dance skills and will feature instruction from Broadway professionals. Tuition for the full two week program is \$200

per student. This program is also funded in part by the Iva McKee Charitable Trust for Arts and Education, which will allow for 20 partial and full scholarships for qualifying students.

- *Foote Lagoon Concert Series*: Over 100 performers have submitted applications for the 2016 Foote Lagoon Concert Series; the applications are currently being reviewed. Once chosen, the opening and headlining acts for each night, as well as the activities and performers for the children's stage, will be presented at the March CSB meeting. A call for vendors for the concert series will be released soon. Bryan Zellmer will be speaking with the Loveland Downtown Partnership & Downtown Development Authority about how they can be involved in the series.
- *Berthoud Dance Performance*: Jan DesJardin expressed her appreciation of the recent Berthoud Dance performance at the Rialto Theater Center, specifically the inclusiveness of the group.

City Council Report

There was no City Council Report given at this meeting as Councilor John Fogle was unable to attend.

Miscellaneous

- Susan Ison shared a handout detailing the design projects created for the month by Michelle Standiford, Graphic Designer, for both the Loveland Museum and Rialto Theater Center.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, March 22, 2016 at 4:30 pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 5:49pm.