

CULTURAL SERVICES BOARD MINUTES

Tuesday, August 23, 2016

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The August 23, 2016 meeting of the Cultural Services Board was called to order at 4:30pm by Juanita Cisneros in the upstairs Conference Room of the Loveland Museum.

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

Staff Present: Council Liaison John Fogle; Susan Ison, Cultural Services Director; Bryan Zellmer, Rialto Theater Manager; Erika Lehman, Marketing Coordinator; and Tegan Hollen, Office Support Specialist.

Additions/Changes to the Agenda

Kris Ortmann added Museum Grounds and Collection Move items to the Board Reports section, and , with Bryan's approval, moved the Rialto Cinema Program & Foote Lagoon Concert Series Recap item to the Rialto Report section.

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

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

Approval of the July 26, 2016 Minutes

Suzanne Janssen motioned for the minutes to be approved. Teresa Mueller 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 July and August.

Museum Grounds – Kris Ortmann noted that she has seen an increase in pet waste around the Museum grounds and asked about how this can be remedied. Susan Ison also noticed the pet waste and is working with the Facilities and Parks & Recreation Departments to ensure pet waste disposal is part of the regular maintenance of the Museum grounds. Tegan is also exploring the option of adding a pet waste bag station near the Museum to encourage owners to clean up after their pets.

Collection Move – Kris Ortmann provided board members with information about the next phase of the Collection Move that will take place on Monday, August 29. Board members interested in helping with the move were asked to contact Jennifer Cousino, Curator of History. This phase of the move will include moving items from the storage building across the parking lot from the Museum (formerly Mister Neats Formalwear) to the new permanent off-site storage building. After this phase, the remaining collection items and shelving system will be moved in late 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 news:

- *Marketing Update & Annual Campaign Plan – Erika Lehman:* Erika Lehman spoke about the recent digital marketing campaigns she put together for both the Rialto Theater and Loveland Museum, explaining the reach gained and revenue earned through each. Erika also spoke about using Eventbrite, a digital event management service, to provide patrons with a way to register for classes and make donations online through the Museum website. Erika then explained the annual campaign she is planning for the Museum, providing board members with a sample campaign letter and information about the “Trip to Paris” sweepstakes she is planning to coincide with the *Picasso, Chagall, Matisse, Miró: A Collector’s Vision* exhibit. Board members and Councilor John Fogle discussed the campaign and offered feedback about the letter language, specifically its accuracy regarding sweepstakes rules and tax-deductible donations. The group also brainstormed additional methods for patrons to participate in the annual campaign. After this discussion, Susan Ison shared the monthly compilation of graphic design projects done by Michelle Standiford, Cultural Services Graphic Designer, for Rialto and Museum marketing. Finally, Erika spoke briefly about a video she is working on with Jenni Dobson, Curator of Education, to market the *Picasso, Chagall, Matisse, Miró: A Collector’s Vision* exhibit.
- *Museum Expansion:* Susan Ison explained that the Museum expansion has been rescheduled and is now included in the City Capital Plan for 2026. Board members, staff, and Councilor John Fogle discussed this change and brainstormed options for speaking to City Council about starting the project sooner as well as different fundraising ideas to support the expansion. Councilor John Fogle suggested asking for the expansion to be added to a Council study session meeting to make it more present in Councilor’s minds, and also spoke about the potential effects of the Larimer County SCFD and Downtown Development Authority (DDA) ballot items on the project. Teresa Mueller suggested expediting the creation of a 501(c)3 for the Museum to assist with fundraising efforts for the expansion project.

Rialto Theater Center Report – Bryan Zellmer spoke about recent and upcoming performances and events at the Rialto Theater Center as well as other news:

- *Recent Performances:* Bryan provided a brief review of recent events at the Rialto Theater, highlighting those with 200 or more attendees which included the Tuesday Family Cinema for Kids showing of *Annie* and The Olate Dogs performance.
- *Rialto Cinema Program & Foote Lagoon Concert Series Recap:* Bryan reviewed the Cinema Program and Foote Lagoon Concert Series:

- Cinema Program: 2,278 patrons attended films in the program, which generated revenue in the amount of \$17,000. The films with the highest attendance numbers were those in the Tuesday Family Cinema for Kids series and Date Night series.
- Foote Lagoon Concert Series: 11,350 patrons attended the concerts over the season. A donation method involving Foote Lagoon branded stickers given to patrons for each \$1 donated raised more than \$650 dollars for the series. Only one evening in the series was cancelled due to inclement weather. Patrons expressed their appreciation for the new concert format with the addition of the Children's Stage and expanding the Main Stage to include two bands rather than one.
- *Broadway Bootcamp*: Bryan also reviewed the Broadway Bootcamp program, which had 62 students and generated revenue in the amount of \$14,000. Overall, feedback was positive for the program and students enjoyed interacting with the variety of Broadway professionals who were their instructors.

SCFD – Susan Ison informed board members that the Larimer County SCFD petitions were accepted and the required number of valid signatures was met. To officially be added to the ballot, the initiative needs to be presented to the Larimer County Commissioners at their meeting on Tuesday, August 30 for their approval.

City Council Report

Councilor John Fogle offered an update about specific items being considered by City Council as well as other City Council News.

- *Downtown South Catalyst Project*: The project is now being referred to as *The Foundry* and more information about the project and the latest artist renderings are available to view on the City of Loveland's website.

Miscellaneous

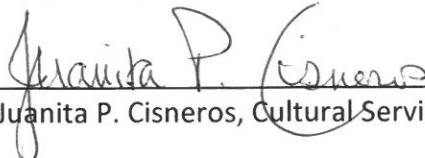
- There were no miscellaneous items discussed at this meeting.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, September 27 at 4:30 pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 5:55pm.

Respectfully Submitted,



Juanita P. Cisneros, Cultural Services Board Chair