

CULTURAL SERVICES BOARD MINUTES

Tuesday, November 29, 2016

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The November 29, 2016 meeting of the Cultural Services Board was called to order at 4:32pm by Juanita Cisneros in the downstairs Foote Gallery/Auditorium of the Loveland Museum.

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

Staff Present: Susan Ison, Cultural Services Director; Bryan Zellmer, Rialto Theater Center Manager; and Tegan Hollen, Office Support Specialist. Council Liaison John Fogle was absent.

Additions/Changes to the Agenda

A Gallery 101 item was added to the Board Reports section of the agenda.

Additions or Corrections/Changes to the September 27, 2016 Minutes

The September minutes were not reviewed at the October meeting because it was canceled. There were no additions or corrections/changes to the minutes.

Approval of the September 27, 2016 Minutes

Kris Ortmann 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 October and November.

Collections Handout Follow Up – Kris Ortmann asked for clarification about the collection handouts provided to board members at the September 27, 2016 meeting. Susan Ison explained that these documents were meant to be informational only and do not signify a change in current Museum collection policies.

Gallery 101 – Kris Ortmann reviewed the Gallery 101 training program at the Museum, specifically the option for program participants to commit to volunteer as a gallery docent for at least 6 months to receive a reduced or waived registration fee. Kris explained that retention of the participants who choose this option after the training program is complete has been challenging and asked for input from board members about how to have Gallery 101 participants fulfill their commitment and keep them engaged. Suggestions from the board included:

- Require these participants to sign a volunteer contract which, if broken, would require them to pay the full registration fee.
- Collect payment at the time of registration from these participants and, after their required volunteer commitment is complete, issue them a refund.
- Discuss whether or not the discounted registration fee option should be changed or no longer offered and explore other options for recruiting volunteers for the gallery docent position.

Cultural Services Department Reports

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

- *Events & Performances* – Bryan reviewed recent Rialto performances and events, including the Halloween film series that averaged 40 attendees per show, exceeding the target of 30 attendees per show, and the *FACE Vocal Band, Concert for Kids, Leo Kottke, and Christopher Titus* performances, which were all sold out shows. Bryan noted that the *Northern Colorado Supernatural Symposium* had lower attendance than expected. Bryan also highlighted upcoming activities at the Rialto, including both *Acoustic Eidolon* performances, for which over 300 tickets have sold, as well as the Christmas film series, specifically *It's a Wonderful Life*, for which 65 tickets have sold.
- *Fee Structure Follow Up* – Various board members asked Bryan about the impact of the ticketing fee structure changes made at the Rialto in 2015. Bryan has observed that more tickets have been sold to date in 2016 than 2015, suggesting that sales overall have not been influenced by the changes. Bryan went on to explain that seasonal changes in box office hours seem to be the primary factor that determines whether patrons purchase tickets online or in-person, since there is no financial incentive to use one method over the other now. Bryan also spoke about the impact of the rental partner fee changes, noting that it has changed the way he builds and maintains rental partner relationships as well as how rental partner events and performances are marketed. Bryan offered to provide more detailed information about fee structure changes at a future board meeting.

Museum Report – Susan Ison spoke about current and upcoming events and exhibits at the Loveland Museum as well as other news:

- *Soiree des Arts* – Tickets for the *Soiree des Arts* gala for the *PCMM: A Collector's Vision* exhibit sold out, and the event garnered positive feedback from guests. Due to the success of the gala, the Museum is considering planning three similar events per year. Susan asked for feedback from board members to aid in planning future events, which included:
 - *Some asked for clearer communication about an event's theme and attire.*

- *One board member suggested the Museum reconsider language used in event correspondence regarding food offered.*
- *The gift bags provided to Soiree des Arts guests at the end of the event were appreciated and the Museum was encouraged to offer a similar takeaway at future events.*

Susan ended by mentioning that the exhibit, in its last week, generated more than \$5,000 in admission fee revenue and also included an increase in school and group tours.

- *Richard Schilling: Passport to Painting* – The member reception for the *Richard Schilling: Passport to Painting* exhibit will be held on Thursday, December 8, 2016. The exhibit opens to the public on Friday, December 9, 2016 during Night on the Town.
- *Museum Expansion* – The Museum will hold private and public visioning events focused on gathering feedback from the community regarding the expansion project. A private event will be held on Thursday, December 8, 2016 before the member reception for the *Richard Schilling: Passport to Painting* exhibit. Representatives from local art galleries and arts organizations, the Loveland Historical Society were invited to this event as well as CSB and VAC members and those who have made donations to the Museum. Two public events, which are open to all community members, will be held on Friday, January 13, 2017 during Night on the Town and Saturday, January 28, 2017 during Museum – LIVE!

Board Interviews: Susan Ison informed board members that Kris Ortmann and Teresa Mueller have reapplied for their position on the Cultural Services Board. Interviews for both will be conducted in early January.

City Council Report

There was no report given as Councilor John Fogle was unable to attend.

Miscellaneous

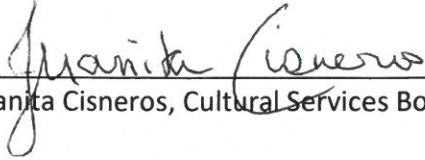
- Susan Ison shared a comment left by a visitor about the *PCMM: A Collector's Vision* exhibit that featured positive feedback and drawings. Susan also pointed out a recent article in the Best of Loveland magazine that highlighted ArtSpace as well as board member Heather Fortin Rubald.
- Juanita Cisneros reminded board members to prepare for the election of new board officers at the January 24, 2017 meeting.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, January 24, 2017 at 4:30pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

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

Respectfully Submitted,



Juanita Cisneros, Cultural Services Board Chair

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