

CULTURAL SERVICES BOARD MINUTES

Tuesday, January 24, 2017

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The January 24, 2017 meeting of the Cultural Services Board was called to order at 4:40pm 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, and Teresa Mueller. Kris Ortmann was absent.

Staff Present: Council Liaison John Fogle; Susan Ison, Cultural Services Director; Bryan Zellmer, Rialto Theater Center Manager; Jenni Dobson, Curator of Education; and Michelle Standiford, Cultural Services Graphic Designer. Tegan Hollen, Office Support Specialist, was absent.

Guests Present: There were no guests at the meeting.

Additions/Changes to the Agenda

There were no additions or changes to the agenda.

Additions or Corrections/Changes to the November 29, 2016 Minutes

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

Approval of the November 29, 2016 Minutes

Suzanne Janssen motioned for the approval of the minutes. Teresa Mueller seconded the motion. The motion passed unanimously.

Public Comments

There were no public comments made at the meeting.

II. Agenda Items

Board Reports

CSB Accomplishments Update – Susan Ison reviewed the activities that CSB members participated in during the last two months.

2017 Board Officer Election – After reviewing the responsibilities of each position and discussing nominations, the Cultural Services Board elected Suzanne Janssen as the new Chair

and Heather Fortin Rubald as the new Vice Chair for the remainder of 2017.

2016 Holiday Tree Lighting Recap – Board members and staff discussed the 2016 Holiday Tree Lighting that took place on November 30, 2016. The event was coordinated by Jenni Dobson and the Loveland Downtown Partnership/Downtown Development Authority (LDP/DDA) and included some changes in 2016, most notably a change in location from the Civic Center to downtown Loveland on 4th Street. Board members and staff agreed the event was successful in its new location and Bryan Zellmer estimated the overall event attendance at around 3,000 visitors. Bryan noted that of those attending the tree lighting about 1,000 visited the Rialto, which may have been due to the placement of the tree in front of the theater. It is likely the tree will be placed in front of the Rialto again in 2017 then move to the plaza of the new downtown development *The Foundry* after its completion. Board members who attended or volunteered at the tree lighting offered feedback for future events, including:

- Asking 4th Street businesses to offer beverages outside instead of or in addition to inside to ease the flow of visitors in stores.
- Charging 50¢ for hot chocolate and having a community group use the proceeds as a fundraiser.
- Scheduling two horse-drawn carriages in 2017 to handle the demand for rides.
- Handling the timing of the tree lighting differently as it seemed to happen early and some visitors missed the countdown.
- Exploring the purchase of a portable stage by the City of Loveland as the one used for the event was borrowed from the City of Fort Collins.

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:

- *Museum Live – Jenni Dobson:* Jenni spoke about the upcoming Museum – LIVE event happening on Saturday, January 28, 2017 at the Museum. This event brings the Museum's exhibits "to life" through volunteers in period dress who act as historical figures or guides, such as a carriage driver, mountain man, dressmaker, and doctor. Visitors can interact with these guides and participate in a number of activities such as buying items from the general store, leaving messages for other visitors at the hotel front desk, and painting with watercolors in the Main Gallery for the *Richard Schilling: Passport to Painting* exhibit. The event will also include an opportunity for visitors to provide feedback about the proposed Museum expansion. Poster boards with prompts about expansion topics, such as increased classroom space or the architect's initial rendering of the Museum's new exterior, will be set up. Visitors can leave their feedback on the boards for staff to review. A press release was distributed to board members with additional event details.
- *Explorers Club – Michelle Standiford:* Michelle has developed a new program called the Explorers Club focused on better engaging children who visit the Museum. Children who sign up for the program complete activity cards related to specific exhibits or artifacts

when they visit and can earn prizes for completing a certain number of cards (1, 5, 10, etc.). Prizes include an Explorers Club pinback button, compass/flashlight combination keychain, and water bottle. Children interested in participating in the program can sign up at the front desk after it launches in March 2017. Program materials including an exhibit map and activity cards were passed out for board members to review.

- *Open Houses* – Susan Ison spoke about the two open house events focused on gathering feedback about the proposed Museum expansion that were held in December 2016 and on January 13th, 2017 during Night on the Town. The December event targeted local artists and arts advocates and was an invitation-only event. The January Night on the Town event was open to the general public. Susan is exploring additional ways to both spread information and gather feedback about the expansion project, including using the Museum website and collaborating with the City of Loveland Public Information Officer. The Loveland Reporter Herald featured the expansion project in a recent article to which the response has been favorable. The project was also mentioned in the informational flyer the City of Loveland includes with mailed utility bills. Susan shared the poster boards with expansion topics used to collect comments at both events and gave board members a packet with the comments that have been compiled to date. Susan will be meeting with the architect in February 2017 to go over the comments and discuss the interior space design for the expansion project.

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

- *Upcoming Events & Performances* – Bryan reviewed upcoming Rialto performances and events, including the Taylor Hicks, Peter Dinklage, and Lisa Loeb concerts and Kevin Nealon comedy show. Ticket sales for these shows are going well and VIP tickets for the shows have sold out or are close to selling out.
- *Summer Programming* – Bryan discussed the Foote Lagoon Summer Concert Series and the Summer Cinema Program. Bryan has received 80 submissions from bands or musical groups wanting to participate in the Foote Lagoon Summer Concert Series. The deadline for submission is Tuesday, January 31, 2017, after which Bryan will review applications and narrow the list to 20 – 30 groups to determine the series schedule. Bryan is also working on gathering sponsors for the Cinema Program and planning which films to show for the summer based on the response to those shown in 2016. Councilor John Fogle reminded board members and staff of the upcoming construction related to The Foundry development as it might affect parking for Rialto performances and events beginning in March 2017.
- *Backstage Rialto Fundraising Campaign* – The fundraising campaign for Backstage Rialto, the 501(c)(3) group for the Rialto Theater Center, has raised more than \$3,000 to date. The money raised by this campaign will offset costs for booking additional performers at the theater and other special projects.

City Council Report

Councilor John Fogle offered an update about specific items being considered by City Council as well as City Council news:

- *Current Projects: Pulliam Building, The Brands, and The Foundry* – In partnership with the Pulliam Community Building Foundation, City Council recently agreed to provide funding to renovate the Pulliam Community Building on Cleveland Avenue in downtown Loveland. Planning has begun for *The Brands* project, a multi-use complex north of Crossroads Boulevard in Loveland. Finally, all funding is in place for *The Foundry* project between Backstage Alley (behind the Rialto Theater) and 1st Street in downtown Loveland. The latest renderings are available to view in the LDP/DDA office. Work started on the project in 2016 and construction will start again in March 2017, lasting for 18 – 24 months. The Visual Arts Commission and LDP/DDA have begun discussing how to incorporate public art into *The Foundry* project, including a way to tie the existing downtown buildings together with the new development, perhaps through decorative planters, sculptures, or other artworks. Susan Ison noted that she has considered applying for a creative district designation through Colorado Creative Industries (CCI) or creating a downtown art or cultural district, either through CCI or through the City alone, which would be one way to anchor *The Foundry* to the rest of the downtown area. Councilor Fogle encouraged exploring the idea, referencing the benefits of downtown Loveland being designated as the Downtown Loveland National Historic District.

Miscellaneous

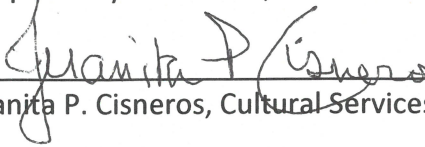
- Jenni Dobson distributed a list of upcoming Museum events to board members.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, February 28, 2017 at 4:30 pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 6pm.

Respectfully Submitted,



Juanita P. Cisneros, Cultural Services Board Chair

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