

CULTURAL SERVICES BOARD MINUTES

Tuesday, February 28, 2017

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The February 28, 2017 meeting of the Cultural Services Board was called to order at 4:31pm 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, Teresa Mueller, and Kris Ortmann.

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

Guests Present: Michelle Vendegna, Loveland Reporter Herald Reporter

Additions/Changes to the Agenda

Susan Ison added Kiosk and Membership agenda items to the Museum Report section.

Additions or Corrections/Changes to the January 24, 2017 Minutes

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

Approval of the January 24, 2017 Minutes

Jan DesJardin motioned for the minutes to be approved. Heather Fortin Rubald 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 past three months.

2017 Board Goals – Juanita Cisneros led a discussion of the 2016 Cultural Services Board goals and asked for feedback regarding revising these goals for 2017. Kris Ortmann updated the goals

to include input from the discussion, such as removing the goal regarding support for the creation of a Larimer County Scientific and Cultural Facilities District and adding a goal about supporting the ballot initiative for the Museum expansion project. With these revisions, Teresa Mueller motioned for the new goals to be approved and accepted. Dr. Dierdre Cook seconded the motion. The motion passed unanimously.

Cultural Services Department Reports

Election of Officers & Board Vacancy – The Cultural Services Board elected Jan DesJardin as the new Chair and confirmed Heather Fortin Rubald as the new Vice Chair for the remainder of 2017. Suzanne Janssen, formerly the elected Chair for 2017, was hired as the Public Art Manager for the Cultural Services Department and can no longer serve as a board member. The vacant board position is advertised on the City of Loveland website.

Annual Giving Campaign – Susan Ison reported that the Backstage Rialto annual fundraising campaign for 2016 raised \$4,000 and the Museum’s annual fundraising campaign for 2016 raised \$6,700.

Rialto Theater Center Report – Susan Ison spoke briefly about current and upcoming performances and events at the Rialto Theater Center as well as other news:

- *Foote Lagoon Summer Concerts/Applications* – Bryan Zellmer received 200 applications from bands or musical groups wanting to participate in the Foote Lagoon Summer Concert Series and is reviewing them now to determine the series schedule. Kaiser Permanente has agreed to be a sponsor for the concert series again, and is working with Bryan to add more activities to the Children’s Stage.
- *Recent & Upcoming Events* – The Oscar Nominated Short Film Series was successful for the Rialto; Susan estimated that there were 200 – 300 participants each night.
- *Alcohol Permit* – The Rialto Theater Center holds a special permit in partnership with Door 222, the restaurant next to the theater, in order to serve alcoholic beverages for guests during performances and events. This permit expired at the end of 2016 and the Cultural Services Department is considering whether or not it will renew the license agreement as it stood or pursue obtaining a separate license of its own. Doing so would allow for more flexibility for performances and events to include alcoholic beverage options and also provide revenue for each venue. Susan asked board members for feedback about which option to pursue and will bring the topic to the next board meeting for additional discussion.

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

- *Expansion Open Houses/Olson Kundig* – Susan Ison distributed updated packets of the comments received from all open house events. Susan explained that the next step for the Museum expansion project is to provide Olson Kundig with the revised space plan, which was updated at the recent Museum Retreat, for the interior rendering. Susan also

mentioned that a long-time visitor and member of the Museum recently contributed the first donation for the expansion project in the amount of \$300.

- *Museum – LIVE* – Jennifer Cousino provided a summary of the recent Museum – LIVE event, noting that there was a large amount of participation by both children and grown-up visitors alike. Jennifer estimated that 275 – 300 visitors attended the event. The final open house for the Museum expansion project happened in conjunction with the Museum – LIVE event and was successful in gathering useful feedback for Susan Ison to share with the architects.
- *Paris Trip Giveaway* – The drawing for the trip to Paris, offered in conjunction with the Museum’s annual fundraising campaign, was done on February 10th during Night on the Town. The winner has been notified and is working with Erika Lehman, Marketing Coordinator, to arrange travel details.
- *Valentine Exhibit Renovation* – Jennifer Cousino provided board members with more information about the *Sweetheart Town, USA* exhibit renovations that have begun at the Museum. The updated exhibit will provide additional interpretation about the Valentine Re-Mailing Program and it will include a touch-screen interactive kiosk at which visitors can browse through Valentine Re-Mailing Program cachet stamps to print as well as a new area for young visitors to play while learning about mailing letters. Youth-oriented programs are planned for the reopening of the exhibit in May 2017 to coincide with Historic Preservation Month. Jennifer asked board members for feedback regarding her proposed plans and invited them to attend the reopening in May.
- *Accession Committee* – Jennifer Cousino informed board members that a new chair is needed for the Accession Committee due to Suzanne Janssen being unable to participate as a board representative. Jennifer reviewed the duties of the committee, which are to assist Jennifer and Ashley Yager, Museum Registrar, review objects being considered for donation to the Museum’s collection and make recommendations for objects to be deaccessioned to the board. Heather Fortin Rubald volunteered to fulfill the role of Accessions Committee Chair. Kris Ortmann motioned for Heather’s appointment to be approved. Dr. Dierdre Cook seconded the motion. The motion passed unanimously.
- *Kiosk* – Susan Ison explained the importance of capturing data at the Museum front desk such as from where visitors are coming from, for both reporting to City Council and planning marketing efforts. It was discussed at the recent Museum retreat that Museum staff are considering changing the current method for gathering this data – asking visitors face-to-face – to using a digital kiosk where visitors can enter the information themselves. Board members discussed the change and were ultimately in favor of adding the new kiosk. Board members suggested that the kiosk explain what the information is used for and that Museum staff add a way for visitors to also join the Museum mailing list to the kiosk and look into an expanded kiosk that would update a map in real-time to show where visitors come from across the world.
- *Membership* – Susan Ison referenced a recent situation at the Museum in which a buyer purchased artwork from an art exhibit, joined as a Supporter level member when purchasing another piece of work for the discount, then asked for a retroactive discount

on the first piece they purchased. Susan noted that the amount paid for the membership is often less than the discount received by a member if they purchase artwork, and asked board members for their input regarding changing the discount. Board members suggested starting the discount at the Patron Level rather than the Supporter Level, and changing the front desk policy to always inform a buyer of the discount they can receive at a higher member level when completing an artwork sale. Susan will take this recommendation to Museum staff and also check to see if the change needs to be brought before City Council.

City Council Report

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

Miscellaneous

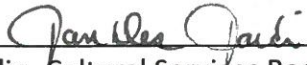
- *Explorers Club* – The Explorers Club program, focused on better engaging young Museum visitors, launched today. Three children have already signed up for the club.
- *Rialto Discussion Follow-Up* – Susan Ison explained that she would follow-up with Bryan Zellmer about any items from the Rialto that need to be brought to board members for discussion.
- *History Days Volunteering Opportunities* – Tegan Hollen reminded board members that they can contact Jenni Dobson, Curator of Education, if they are available to volunteer for the History Days program in May 2017.
- *LDP-Business Alliance Membership Opportunities* – Teresa Mueller spoke about LDP-Business Alliance Memberships, which are open to any and all businesses interested in downtown Loveland. The Business Alliance allows businesses to support the organization that keeps the downtown thriving.

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

III. Adjournment

The Cultural Services Board meeting was adjourned at 5:59pm.

Respectfully Submitted,



Jan DesJardin, Cultural Services Board Chair

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