

CULTURAL SERVICES BOARD MINUTES

Tuesday, March 28, 2017

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The March 28, 2017 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, Chair; Heather Fortin Rubald; and Teresa Mueller. Kris Ortmann 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.

Guests Present: Michelle Vendegna, Loveland Reporter Herald Reporter

Additions/Changes to the Agenda

There were no additions/changes to the agenda.

Additions or Corrections/Changes to the February 28, 2017 Minutes

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

Approval of the February 28, 2017 Minutes

Teresa Mueller motioned to approve the minutes. 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 – The review of the activities CSB members participated in was tabled until the April meeting as Kris Ortmann was absent.

2017 Board Goals – Jan DesJardin led a discussion about the correct name to use for the Loveland Museum/Gallery and Rialto Theater Center on the board goals. Board members agreed that the names could be shortened to Loveland Museum and Rialto Theater on the document. Teresa Mueller motioned to approve the goals as edited. Juanita Cisneros seconded the motion. The motion passed unanimously. Board members also discussed their new goal to support efforts to create a ballot

initiative addressing the Museum expansion and renovation, and brainstormed ways they could begin to offer their support.

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:

- *Expansion/Community Foundation* – Susan Ison spoke about a recent meeting with representatives from the Community Foundation of Northern Colorado, which included discussion of a ballot initiative to support various cultural projects in Loveland such as a new recreation center and branch library as well as the Loveland Museum expansion. Susan has also met with Kelly Jones, Economic Development Director, and Elizabeth Anderson, Parks and Recreation Director, for the City about how the Cultural Services department can collaborate with them on ballot initiative efforts.
- *Imposter Incidents* – Susan Ison provided information about a female visitor, known as Hattie, who has appeared at both the Museum and Rialto and has falsely claimed to be involved with or responsible for a number of projects, including the Museum expansion and Foote Lagoon Summer Concert Series. Susan recently confronted Hattie at the Museum and asked her to stop making these claims, as she is misleading others. Museum staff are discussing the issue with the City Attorney's Office to learn what can be done should Hattie return to the Museum or Rialto and make false claims in the future.
- *Valentine Exhibit* – Susan Ison mentioned that the renovation of the *Sweetheart Town USA* exhibit is underway. The exhibit will reopen for Historic Preservation Month in May 2017. An opening celebration will take place on Thursday, May 18 from 5:30 – 7:30pm and youth activities will take place in the exhibit on Friday, May 19 from 10 – 11:30am and 1 – 3pm.
- *Visitor Kiosk* – Tegan Hollen spoke about the new digital kiosk that will be placed at the Museum front desk as discussed at the February CSB meeting. The kiosk will go live on Saturday, April 1st and will provide Museum staff with a quicker way to gather and a better way to report visitor information. This information, such as where visitors are from, the purpose of their visit, and whether or not they have visited the Museum before, is important to measure as it is used for grant applications, reports to City Council, program planning, and marketing.
- *Fiddle in the Gallery* – Susan Ison reported that ticket sales increased for the *Soiree des Artes 2.0: Fiddle in the Gallery* event as it got closer and the final number of attendees was 112. The next ticketed event will coincide with the *Blow Up: Inflatable Contemporary Art* exhibit. It is called *Down the Rabbit Hole* and is scheduled for Thursday, August 10 from 7 – 9pm.
- *Membership Brochure* – Susan Ison reported that the Museum membership brochure has been updated and reprinted to reflect the change to the discount on gallery sales discussed at February's CSB meeting. The discount will now be offered at the Patron Level and above only. Other minor changes were made to the brochure form as well.

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

- *Recent Events & Performances* – Many recent events and performances at the Rialto Theater were sold out or nearly sold out, including the Peter Yarrow concert, Kevin Nealon comedy show, and Phyllis Walbye Film Series film *Family Fang*.

- *Upcoming Events & Performances* – Ticket sales have started to increase for the upcoming Moon Theatre Company production of the play *Beets* and ticket sales for the Lisa Loeb concert are selling well. The Foote Lagoon Summer Concert Series performers have been confirmed and the schedule will be announced in the next Cultural Services AHA! newsletter. The Summer Cinema Series and Broadway Bootcamp will both run again and a new comedy series in the Devereaux Room will start this summer at the Rialto.

Public Art – Susan Ison spoke about *Goldfish Justice*, a recently completed public art project by local artist Joe Norman. This project, coordinated in partnership with the City of Loveland Public Works department, serves as a railing for a public walkway at north Garfield. Bryan Zellmer asked about placing a similar installation at the Benson Sculpture Garden so visitors can safely and quickly cross 29th Street to view all of the sculptures in the park. Susan Ison explained that a traffic light with a pedestrian crossing is going to be installed near the park, which may help alleviate the problem.

City Council Report

Councilor John Fogle was unable to attend the meeting so no report was given.

Miscellaneous

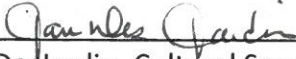
- *History Days Volunteering Opportunities* – Tegan Hollen passed around a schedule showing the remaining volunteer needs for History Days, and encouraged board members to sign-up to help if they are available.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, April 25, 2017 at 4:30 pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 5:31pm.

Respectfully Submitted,



Jan DesJardin, Cultural Services Board Chair

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