

# CULTURAL SERVICES BOARD MINUTES

Tuesday, May 23, 2017

4:30 PM

## LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

### **I. Call Meeting to Order**

The May 23, 2017 meeting of the Cultural Services Board was called to order at 4:34pm by Jan DesJardin in the upstairs Conference Room of the Loveland Museum.

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

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

**Guests Present:** Elizabeth Skowron

### **Additions/Changes to the Agenda**

Museum Expansion and Annual Report items were added to the Museum Report section of the agenda.

### **Additions or Corrections to the April 25, 2017 Minutes**

There were no additions or corrections to the minutes.

### **Approval of the April 25, 2017 Minutes**

Dr. Dierdre Cook motioned for the minutes to be approved. Kris Ortmann 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 last month.

**New Board Member** – Elizabeth Skowron, former intern for the Cultural Services Marketing Coordinator, will join the Cultural Services Board once approved by City Council. Elizabeth will be filling the vacancy left by Suzanne Janssen after she was hired as Public Art Manager in February 2017.

### **Cultural Services Department Reports**

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

- *Loveland Historical Society Meetings* – The Loveland Historical Society uses the Foote Gallery/Auditorium at the Loveland Museum for their member meetings and free history presentations every month. Recently, the group decided to start charging an admission fee for non-member presentation attendees. This change prompted a discussion among Museum staff as the group does not pay a fee to use the gallery/auditorium space while others do, and the relationship between the group and the Museum has evolved as the group grew and became more focused on historic preservation throughout Loveland rather than just history at the Museum. The issue was brought before the board for their input. After discussing it, Kris Ortmann motioned that the group, effective immediately, be required to pay the non-profit rental fee as other organizations do for future use of the space. Dr. Dierde Cook seconded the motion. The motion passed unanimously.
- *Valentine Exhibit* – The renovated *Sweetheart Town USA* exhibit is open to the public. Additional components geared toward youth visitors will be added to the exhibit during the coming months.
- *Reporter-Herald Archive* – Museum staff will speak before City Council and present a proposal for taking on the task of storing the Reporter-Herald newspaper archives at the off-site collection storage building at 710 14<sup>th</sup> Street SW. This proposal includes a request for funds for all one-time costs relating to moving and storing the collection as well as the ongoing cost of having a full-time Museum Registrar to organize and maintain the collection so that it can be used by the public. Councilor John Fogle suggested items to include in the proposal presentation, such as the number of requests for newspaper documents that cannot be fulfilled as a result of the collection not being accessible to the public and photographs of the collection in its current condition compared to others that are well cared for like the archives at the Longmont Museum. Board members discussed how they could support the presentation, both before and at the City Council meeting at which it would be given. As Jan DesJardin, Board Chair, will be out of town during the meeting and Juanita Cisneros, who previously worked with the newspaper archive, was unable to attend this board meeting, Kris Ortmann offered to contact others in the community to ask for their help.
- *Staff Change* – Erika Lehman, Cultural Services Marketing Coordinator, has accepted a new position with the U.S. Figure Skating Association and will be leaving the City. Her last day of work will be Wednesday, June 21, 2017. Her position will be posted on the City website on Friday, May 26, 2017 and be open until Friday, June 9, 2017.
- *Security* – Susan Ison is keeping a log of the incidents in Peters Park and the Museum to provide the Police Department with a better understanding of the frequency of activity in both locations. A number of disruptive persons have been trespassed from the property for 6 months. Security guards from Whelan Security have also started working at the Museum on weekends. Additional options for the managing the problem have been explored, including requesting police presence at downtown events and asking the Facilities Department to fix the lights in the Peters Park as well as add motion lights. Councilor Fogle again mentioned playing classical music through speakers in the park, which has worked for other cities with similar problems.
- *Museum Expansion* – Susan Ison shared a document showing potential renderings of the Museum interior done by Olson Kundig as the next step in the expansion project. Susan asked

board members to review the document and provide their feedback to her so she can share it with the architect when they visit the Museum in July 2017.

- *Annual Report* – The 2016 Cultural Services Department Annual Report is complete and ready to be distributed. Susan Ison provided board members with their own copies and highlighted different aspects of the report, which was redesigned and expanded by the Marketing Coordinator and Graphic Designer this year.

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

- *Recent Performances* – The Loveland Choral Society show went well, even with the challenges caused by limited parking and marketing, but attendance overall was lower than their previous May shows. Bryan will be meeting with the group to discuss methods for increasing attendance at their future events.
- *Upcoming Performances* – Copies of the guide for the Summer Cinema at the Rialto program were distributed to board members. Bryan discussed some changes to the schedule based on an issue with the main film distributor the Rialto works with. Bryan also described the different themes for the schedule. The schedule for the Foote Lagoon Summer Concert Series has been updated to include the acts for the Library Stage. Bryan provided board members with more information about the Sundays in the Devereaux lounge style shows that will start in the fall, including details about ticket options and prices as well as upcoming performers.
- *Chocolat Event* – Susan confirmed that a special event in partnership with Nuance Chocolate, a chocolate shop in Fort Collins, will be held at the Rialto for Valentine's Day in 2018. The event will include a film, chocolate tasting, and possible VIP pre-show reception.
- *RTC 100<sup>th</sup> Anniversary* – Bryan outlined his strategy for planning the celebration for the Rialto's 100<sup>th</sup> anniversary that will occur in 2020. He will begin gathering ideas from the community this year through forums and special marketing efforts regarding what to include in the celebration. Susan provided Bryan with individuals and community organizations to include in his planning. Councilor Fogle suggested putting up a sign on the Rialto or nearby for the anniversary to both advertise shows and mirror the outdoor screen that will be mounted on the new theater being built for The Foundry project.

**Budget** – Susan Ison provided board members with an update regarding the Cultural Services Department budget for 2018 currently being worked on by staff. Planning the next year's budget often includes supplemental funding requests, now called decision packages, and Susan described the packages being submitted by staff. These packages include requests for funding to increase staff hours, hire a consultant to assist with the creation of a cultural plan, move the remainder of the history collection from the Museum to the off-site storage building, and support the Sundays in the Devereaux and Cinema programs. Susan also discussed the current department fees such as membership prices and rental partner fees that will be submitted with the budget. Kris Ortmann suggested that the Museum membership prices be increased for 2018. After board members discussed the change, it was agreed that the prices would increase by \$5 - \$10 to match corresponding memberships levels at other museums in Northern Colorado such as the Fort Collins Museum of Art and Longmont Museum.

## City Council Report

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

- *Cell Towers*: City Council is working on determining codes for the new cell towers being installed around the City to keep the appearance of the downtown area intact. This work includes looking at ways to minimize the appearance of new equipment on banner poles downtown and partnering with the Art in Public Places program to enhance this equipment as they do with the Transformations electrical box project.

## Miscellaneous

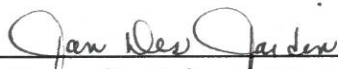
- Susan Ison shared a few additional items:
  - The Reporter-Herald newspaper recently published a front-page article about the re-opening of the *Sweetheart Town USA* exhibit.
  - The recent graphic design report highlighting the work done by Michelle Standiford, Cultural Services Department Graphic Designer, was passed around to board members.
  - The Museum recently received a message through the American Association of Museums website from a teacher in Ukraine expressing her appreciation of the Museum and Benson Sculpture Garden, which she visited during a recent trip to Colorado.

**NEXT CULTURAL SERVICES BOARD MEETING:** Tuesday, June 27, 2017 at 4:30 pm in the Loveland Museum upstairs Conference Room.

## III. Adjournment

The Cultural Services Board meeting was adjourned at 6:02pm.

Respectfully Submitted,



Jan DesJardin, Cultural Services Board Chair

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