

CULTURAL SERVICES BOARD
MEETING MINUTES
Tuesday, March 27, 2018
4:30 PM

LOVELAND MUSEUM
503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The March 27, 2018 meeting of the Cultural Services Board was called to order at 4:30pm by Heather Fortin Rubald in the upstairs Conference Room of the Loveland Museum.

Board Members Present: Juanita Cisneros, Dr. Dierdre Cook, Jan DesJardin, Heather Fortin Rubald, Kris Ortmann, Libby Skowron, and Cornelia Winters.

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

Guests Present: Leslie Snow, Citizens Finance Advisory Commission (CFAC) Member; and Jill Stilwell, Arts and Culture Consultant at Stilwell Cultural Consulting.

Additions/Changes to the Agenda

There were no changes to the agenda.

Additions/Changes to the February 27, 2018 Minutes

There were no additions/changes to the minutes.

Approval of the February 27, 2018 Minutes

Juanita Cisneros motioned to approve the minutes. Jan DesJardin seconded the motion. The motion passed unanimously.

Public Comments

Leslie Snow introduced herself as a member of the Citizens Finance Advisory Commission (CFAC). CFAC has committed to attending meetings of the City Boards and Commissions when the budget is discussed.

II. Agenda Items

Board Reports

2018 Goals Approval – Dr. Dierdre Cook motioned to approve the 2018 goals as modified at the February meeting. Cornelia Winters seconded the motion. The motion passed unanimously.

Meeting Time or Agenda Order Change – Due to new conflicts between the City Council and CSB meeting day and time, the Board discussed moving future meetings to the 2nd Wednesday of each month from 4:30 – 6:00pm. Susan Ison will take the proposed change to City Council for approval, which, if accepted, will begin in May 2018.

CSB Accomplishments Update – Kris Ortmann reviewed the activities that CSB members attended, assisted with, or participated in since the last meeting.

Membership Passes – Juanita Cisneros suggested that the Museum give members the option to donate admission passes that are a benefit of their membership to other visitors (at the discretion of the front desk staff). The Board discussed how and when to offer the passes and whether wording about the option should be included in the membership welcome letter.

Cultural Services Department Reports

Boards and Commissions Event – Jennifer Cousino – Jennifer Cousino provided an overview of the Boards and Commissions Event that took place on March 8, 2018. Attendees agreed the new event format was well received and will most likely be adopted in the future. Jennifer facilitated an activity at the event that involved inviting attendees to respond to questions about the Museum expansion on building blocks. These building blocks were then assembled into a model as a visual representation of the feedback gathered. The completed model was shared with board members.

Cultural Master Plan – Jill Stilwell, formerly the City of Fort Collins Cultural Services Director and now consultant, is assisting with the creation of a Cultural Master Plan for Loveland. Jill asked several survey questions of the Board to help in the formation of this plan, which is currently in the research phase of a year-long process. There will be outreach to the public in conjunction with the Ballot Measure Task Force community outreach in May 2018. The discussion was enthusiastic and the Board looked forward to additional discussions with Jill.

Budget (Decision Packages/Fees) – Susan Ison reviewed the status of the budget for the Cultural Services Department at this time. The core budget remains the same, but there are opportunities for decision packages (formerly supplemental requests) to be funded. Staff are currently working on putting these decision package requests together, including additional funding for the PatronManager database and point-of-sale software and hiring a curatorial assistant.

Susan also asked the Board for input on increasing fees at the Rialto by 10 - 15% for both profit and non-profit rental partners. Councilor Fogle inquired about why these fees are not raised each year by 3% as allowed and suggested that doing so would account for expenses like inflation, etc. and be accepted by everyone as a necessary change. This suggestion was overwhelmingly supported by the CSB. Susan inquired about raising the admission fee for the Main gallery at the Museum as well. Kris Ortmann mentioned that visitors are often surprised that the fee is so little, but that increases might be reserved for “blockbuster” exhibits. Other board members suggested one fee for Loveland residents and a higher fee for out-of-town visitors. A possible fee change will be discussed further after staff have had the opportunity to research admission prices for similar museums nearby and discuss the change themselves.

Ballot Initiative Task Force – The task force is working on the ballot initiative that will propose a sales tax increase to support capital improvement projects such as the Museum expansion. Kris Ortmann is part of the group and reviewed the task force meetings to-date, including the expectations for remaining work. Councilor Fogle said that the task force was approved by a 5/4 vote of City Council, suggesting that the ballot measure to increase the sales tax may not have overwhelming support moving forward. He added that Council would likely not vote for a ballot measure brought to them by the task force for 2018 as there may also be ballot measures submitted by the school district and Larimer County for the same election. A discussion followed about putting the initiative on the ballot for 2019 instead of 2018.

Pulliam Building – Susan Ison mentioned that the Pulliam Building was added to the list of capital improvement projects by the task force for possible inclusion in the 2018 ballot measure, and that the Pulliam is now officially part of the Cultural Services Department. She reviewed the funding challenges for fire suppression, HVAC, and ADA compliance that must be addressed before the building can be opened for public use. Those issues will be discussed further at the City Council meeting on May 15, 2018. Councilor Fogle suggested having the Pulliam included in the Downtown Loveland Historic District that was added to the National Register of Historic Places in 2015. The addition would provide access to funds from the Office of Archaeology & Historic Preservation (OAHP) of History Colorado.

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

- *Sign* – Steve relayed that, after research, the electronic sign Councilor Fogle previously encouraged adding to the back of the theater to attract the attention of traffic on Lincoln will not work due to line-of-sight issues. Councilor Fogle suggested working with the MetroLux Theatre being built at *The Foundry* for 20% of their sign space for community events as an alternative.
- *The Rez (Use of Funds)* – Steve addressed additional questions that board members had about Rez.Church using the Rialto for Sunday services. The contract is still being solidified for the rental.
- *Back of Theater & Henry's Pub* – Dave Brull, Rialto Technical Coordinator, will be talking with the owners of Henry's Pub to address marks on the back of the Rialto caused by the grease trap/vent at the restaurant. There appears to be actual damage done, not just cosmetic.
- *Summer Concert Series* – The name of the series will be changed to Kaiser Permanente presents the Summer Concert Series as opposed to the former Foote Lagoon Concert Series. The change acknowledges the support of Kaiser Permanente as a sponsor, and it allows the change in venue to Hammond Amphitheater when appropriate.
- *Season Change* – Steve also discussed the new scope of seasons for the Rialto that will free staff to book further ahead and possibly have season ticket packages. This change will change the Aha! brochure format and printing schedule, which will be split between the Museum and Rialto so each will have their own publication come out twice a year.

City Council Report

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

- The sale of the former Larimer County building on 6th Street and Cleveland Avenue, once closed, will make the property a part of the Finley Block Urban Renewal Area (URA). As a result,

the Museum, also included in the URA, could see a possible revenue stream from the future property taxes.

Miscellaneous

- There were no miscellaneous comments.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, April 24, 2018 at 4:30 pm in the Loveland Museum upstairs Conference Room.

III. Adjournment

The Cultural Services Board meeting was adjourned at 6:41pm.

Respectfully Submitted,



Heather Fortin Rubald, Cultural Services Board Chair

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