

CULTURAL SERVICES BOARD MEETING MINUTES

Wednesday, November 7, 2018
4:30 PM

LOVELAND MUSEUM
503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The November 7, 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: Susan Ison, Cultural Services Director; Steve Lemmon, Rialto Theater Center Manager; and Tegan Hollen, Office Support Specialist. John Fogle, City Council Liaison, was absent, but Councilor Richard Ball was present in his place.

Guests Present: Sharon Danhauer, Loveland Historical Society

Additions or Changes to the Agenda

Program Idea, Loveland Historical Society, and Strange Parade items were added to the Board Reports section of the agenda.

Additions or Changes to the October 3, 2018 Minutes

There were no additions or changes to the minutes.

Approval of the October 3, 2018 Minutes

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

Public Comments

There were no public comments.

II. Agenda Items

Board Reports

CSB Accomplishments Update – Kris reviewed the activities that CSB members participated in since the last meeting.

Program Idea – Kris spoke about a History Crawl program offered by the Kansas City Museum she learned about when making travel plans. Kris offered that she would be interested in the Loveland Museum, perhaps

in partnership with the Loveland Historical Society, adapting a similar historical walking tour for Night on the Town programming. The Board discussed the idea and agreed to revisit it in the future.

Loveland Historical Society – Kris proposed inviting a representative from the Loveland Historical Society to Board meetings in order for both groups to stay up-to-date with each other's news and programming. Susan mentioned that LHS members are welcome to attend a meeting anytime.

Strange Parade – Kris asked Steve a clarifying question about a flyer for the Strange Parade event coming up at the Rialto. The flyer identifies the event as "A New Hope for the Rialto," which Kris cautioned sounds like the theater is experiencing difficult times. Heather offered that the comment is meant to be a pun related to Star Wars.

Cultural Services Department Reports

Loveland Poet Laureate – Susan spoke about the reinstatement of the Loveland Poet Laureate program that will recognize local poets. Following an event at the Rialto in May 2019 to recognize Veronica Patterson as the first poet laureate of the new program, the program committee will nominate a poet laureate every two years. The new program is a partnership between the Museum, Loveland Public Library, and Friends of the Loveland Public Library Foundation.

AIPP Brochure – The new Art in Public Places *Loveland: A Work of Art* brochures are now available. Copies were distributed to the Board. Councilor Ball asked Susan to speak about the AIPP program and the 1% for public art funding, because it was referenced at a recent City Council meeting regarding funding the new broadband initiative and he wanted more detail. Susan explained that Loveland was the first city in Colorado to adopt the 1% for public art measure, which allocates 1% of city capital projects over \$50,000 to AIPP. New art projects are funded through this measure, but it also covers the maintenance cost of the existing collection, which increases each year. The Loveland High Plains Arts Council does help with maintenance, but only for the first three years an artwork is in the collection. An endowment may be explored for maintenance in the future by the Visual Arts Commission. Susan also reiterated the role the Visual Arts Commission fulfills for AIPP and spoke about the most recent calls for entry.

Great Western Railroad Depot – The process to turn the Great Western Railroad Depot building into a public safety museum with the Police and Fire Departments is still being explored. The plan to do so will depend on the Police Department's master plan for expansion. Sharon shared additional details about the buildings as she and the Loveland Historical Society are involved with the project.

Cultural Master Plan/Creative District – Susan spoke about the Community Café event that took place on October 24th, which was intended to gather public feedback about the Cultural Master Plan. Attendance at the event was small, but Jill Stilwell, the consultant working on the plan who facilitated the event, felt she received good comments and feedback. Susan is going to follow up with the City Public Information Officer Tom Hacker about distributing some of the questions asked at the event to a wider audience through Open City Hall, an online forum available through the City's website. Susan also spoke about establishing a Creative District in Loveland through Colorado Creative Industries, which will be incorporated as a focus in the Master Plan. Once the draft of the Master Plan is completed, it will be reviewed by Cultural Services staff and the Board before it is presented to City Council.

Board Vacancies – The Board has three open positions for which seven citizens have applied. Two Loveland Historical Society members were among the applicants. Interviews will be scheduled in late November or early December.

CSB, VAC, and BR December Party – Susan reminded the Board about the Cultural Services Board, Visual Arts Commission, and Backstage Rialto holiday gathering on December 3, 2018 at 5:30pm at the Rialto.

Pulliam Building – Work by the Facilities Department to renovate the Pulliam Building continues. The plan is to reopen the building in 3 – 4 years.

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

- *Halloween Family Fun Fest* – Attendance was estimated at 3500 people. Good weather may have contributed to the high attendance as well as the costume contest entries increasing from 2017.
- *Hot Metal, Cold Brews* – Attendance was lower than expected for this year's event. Those who did attend appreciated having a takeaway, either a pin from Amy Joy Hosterman or bronze coin from Curtis Rowland. The Board discussed options for refreshing and marketing the event in the future.

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

- *Events/Performances* – The Rialto is going into a busy time and is currently on track to generate approximately \$114,000 in revenue from the season. Steve is working on the summer programming schedule and the new Rialto AHA! brochure.
- *Rez.Church Signage* – Changes have been made with Rez.Church signage for their services on Sundays so the Rialto programming posters are not obscured. Steve is still waiting for more information about any possible issues with the sidewalk banners.

City Council Report

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

- *Meetings* – Councilor Ball is thinking about suggesting Council members rotate the board and commission meetings they attend in order to get a sense of the work each one does. The Board supported this idea.
- *Broadband* – Councilor Ball spoke about the decision to revisit the Broadband issue and vote again. He mentioned there will be additional collaboration with Longmont and Fort Collins on the project, and more discussion about leasing the service to other vendors such as Comcast and Centurylink. Overall, the whole process is slated to take about 2 years to get up and running. Heather asked if it would be helpful for the Board to contribute a statement regarding the project.
- *Budget* – The 2019 Budget was approved at the recent Council meeting.

Miscellaneous

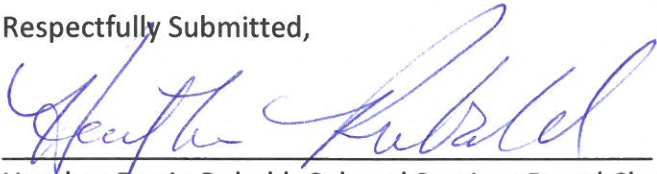
- *Annual Giving Campaign* – Jess Killingsworth, Cultural Services Marketing Coordinator, and Michelle Standiford, Cultural Services Graphic Designer, created a new brochure for the Museum's annual giving campaign. Juanita offered feedback about the images used in the brochure, noting that she would like to see more of an older demographic depicted in marketing as they are the largest membership group.
- *Artist Party* – Susan shared a comment from Andrew Svedlow thanking staff for the Artist Party on November 1, 2018.
- *4th Street Gallery* – The Board briefly discussed the 4th Street Gallery and the repair needed to the façade. The Facilities and Risk Departments are currently working on replacing the broken panel.
- *Volunteer Projects* – Susan passed out a list of the volunteer projects Ashley Yager, Museum Registrar, needs help with.

NEXT CULTURAL SERVICES BOARD MEETING: Wednesday, January 2 at 4:30pm in the Loveland Museum conference room. The December 5, 2018 meeting was canceled; in lieu is the December 3 combined party.

III. Adjournment

The Cultural Services Board meeting adjourned at 5:52pm.

Respectfully Submitted,



Heather Fortin Rubald, Cultural Services Board Chair

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