

CULTURAL SERVICES BOARD

MEETING MINUTES

Wednesday, February 6, 2019

4:30 PM

LOVELAND MUSEUM

503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The February 6, 2019 meeting of the Cultural Services Board was called to order at 4:32pm by Libby Skowron in the upstairs conference room of the Loveland Museum.

Board Members Present: Geraldine Amat; Heather Fortin Rubald; Kris Ortmann; Christopher Rae, alternate; and Libby Skowron. Juanita Cisneros, Dr. Dierdre Cook, and Cornelia Winters were absent.

Staff Present: John Fogle, City Council Liaison; Susan Ison, Cultural Services Director; Steve Lemmon, Rialto Theater Center Manager; and Tegan Hollen, Business Services Specialist.

Guests Present: Jenni Dobson, Curator of Education

Additions/Changes to the Agenda

The Pulliam tour was canceled due to the weather. The City Council Report was moved closer to the beginning of the agenda. *Alcohol* and *New Ticketing Fees* items were added to the Rialto Report section. A *Poet Laureate* item was added to the end of the Cultural Services Reports section.

Additions or Changes to the January 9, 2019 Minutes

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

Approval of the January 9, 2019 Minutes

Heather motioned to approve the minutes. Kris 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.

2019 Goals – Kris Ortmann reviewed the goals from 2018, noting which were the Board's most accomplished. The Board discussed which goals should remain for 2019 and any specific action items that should be added to those goals. Kris made edits to the goals based on the discussion, and will send the final draft out to the Board for approval at the March meeting.

City Council Report

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

- *Community Improvement Program (CIP)* – The Community Improvement Program (CIP), an initiative that would increase sales tax to fund various City capital projects if approved by voters, was discussed at the January 26, 2019 City Council Retreat as well as the February 5, 2019 City Council meeting. Work on the program was paused in 2018 due to the ballot items submitted by the Thompson School District. The CIP committee is now restarting their effort to submit the initiative for consideration on this year's ballot. The group plans to send out a poll to the community to gather input about the projects that should be included in the program. There are currently eight projects on the list for consideration, including the Museum expansion. The Pulliam Building was previously on this list, but has now been removed at the request of the Pulliam Community Building Foundation. Susan encouraged board members to join the CIP committee, and Geraldine and Heather expressed interest in getting involved.

Cultural Services Department Reports

Curator of Education Report – Jenni Dobson – Jenni introduced herself to the new board members then reviewed the upcoming events and programs at the Museum:

- *Black Valentine* – The Black Valentine event will take place during Night on the Town and the Sweetheart Festival on February 8, 2019. Visitors can share brokenhearted stories through various activities, view artwork by Scott Young in the *Love is a Thug* exhibit, enjoy drinks from Dark Heart Coffee, and see a slam poetry performance.
- *Thompson School District Art Show* – The Thompson School District art show, *Local Motion*, will be on view in the Main Gallery from March 9 to April 21, 2019. The opening reception will take place during Night on the Town on March 8, 2019.
- *Children's Day* – The Museum is participating in the annual City of Loveland Children's Day event on March 1, 2019. Families can visit the Museum between 11am – 3pm to enjoy various art and history activities.
- *History Days* – History Days, the field trip program that brings all 2nd Grade Thompson School District students to the Museum, Rialto, and Lone Tree School, will take place this year on May 2, 3, 6, 7, 9, and 10. Jenni opted to split the program between two weeks, taking a break every two days, because of changes in the Wednesday school schedule. Board members were given the History Days volunteer application and were encouraged to help.
- *Classes & Workshops* – Current classes and workshops at the Museum are running. The schedule for summer classes will be released in April. Since the AHA! brochure is being published less frequently, Jenni will be changing class and workshop marketing to include rack cards that can be distributed to remind the community about upcoming opportunities.
- *Cherry Pie Celebration* – The annual Cherry Pie Celebration will take place on July 6, 2019. Pies for the event this year will be sponsored by Perkins.
- *Halloween* – The annual Halloween Family Fun Festival will take place on October 26, 2019.
- *Lone Tree School Camps* – Teri Johnson, who has helped teach previous Lone Tree School Camps, will return to help with the camps again this summer.
- *Art & History Drop-In Events* – Jenni has scheduled art and history drop-in events for days that Thompson School District students are out of school and throughout the summer. Attendees will complete activities related to current art exhibits or local history topics like the Big Thompson Water Project and the cherry industry.

- *Hot Metal, Cold Brews* – The Museum will have another Hot Metal, Cold Brews event in September. Jennifer Cousino, Curator of History, is coordinating the event.
- *Pastels on 5th* – Alternatives to Violence will hold Pastels on 5th, their chalk art festival and fundraiser, outside the Museum again on September 14, 2019.
- *Tours/Group Visits* – Group visits and tours have increased at the Museum over the past two years, and are more frequent in the fall.

Kris encouraged the Board to attend the Thompson School District show and to volunteer for History Days. Kris also asked Jenni for an update about the effort to make the Lone Tree School building and summer camp more accessible for ADA compliance. Jenni is still working with Jo Cochrane, City of Loveland Digital Media Specialist, to create a summer camp video and education trunk that families can check out. Additionally, the Facilities Department plans to make some alterations to the school building.

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

- *Henry's Pub Cleanup* – Councilor Fogle asked about the cleanup of the grease from Henry's Pub on the side of the Rialto building. Steve has spoken with the restaurant owners, who have said they are still waiting for better access to the alley to clean.
- *Yearly Comparison & Season Breakdown* – Steve provided the Board with a document detailing the number of events, attendance, and revenue since 2013 for both the Theater and Event sides of the Rialto. The document also provided a breakdown of the number of tickets sold and revenue generated for the 2018/2019 *Rialto Presents* Season.
- *Trailhead Sessions* – Steve introduced the *Trailhead Sessions*, a new concert series geared toward millennials that will bring nationally touring artists to the Rialto. The series will kick off with a concert by The National Parks on March 9, 2019. Steve noted that there are sponsorship opportunities for the series and encouraged the Board to refer potential sponsor businesses or organizations to Jess Killingsworth, Cultural Services Marketing Coordinator.
- *Upcoming Events* – Steve mentioned that planning for the Rialto's 100th Anniversary continues. Steve also reminded the Board about the upcoming Backstage Rialto fundraiser event that will take place on Valentine's Day, *Death by Chocolate*. Attendees can enjoy wine, hors d'oeuvres, and chocolate from Nuance Chocolate before a screening of the film *Harold & Maude*.
- *New Ticketing Fees* – Kris spoke about an experience she had while volunteering in the box office during the Mountain Film on Tour event at the Rialto. Advertising for the rental partner event did not make clear that fees are charged on top of the listed price, and a number of patrons were surprised and frustrated about having to pay more once at the theater. Steve plans to meet with rental partners to discuss the issue and make sure advertised ticket prices reflect the fees in the future.
- *Alcohol* – Susan and Steve are considering obtaining a separate alcohol license for the Rialto. The partnership with Door 222 to serve alcohol at theater events worked well initially, but recent challenges with coordinating server availability and event logistics has prompted staff to consider other options. Susan and Steve are also exploring making alcohol available for the summer concerts at the Foote Lagoon. Susan may look at obtaining a license for the Museum, mentioning the Longmont Museum and Cultural Center as an example of a similar facility that operates with its own liquor license.

CIP – Susan reiterated what Councilor Fogle explained about the Community Improvement program (CIP) in his report.

Cultural Master Plan – Susan mentioned that Jill Stilwell is making final updates to the Cultural Services Master Plan, including adding information about the Creative District Certification. Jill intends to be done with the plan in March.

Creative District – Susan explained that Suzanne Janssen, Public Art Manager, is working with Jill Stilwell, Stilwell Creative Consulting, to complete the Colorado Creative Industries Creative District Certification process for Loveland. Suzanne and Jill will hold a number of public meetings to inform the community about what this certification means and discuss the potential district boundaries. The meetings schedule was provided to the Board, and they were encouraged to attend as well as pass on the information to others.

Public Art Projects – Susan provided a brief update about current and upcoming public art projects:

- *The Foundry* – An artist for The Foundry parking garage project will be chosen at the Visual Arts Commission meeting on February 7, 2019.
- *Viestenz-Smith Mountain Park* – An artist for Viestenz-Smith Mountain Park art project will also be chosen at the Visual Arts Commission meeting on February 7, 2019.
- *Sam Betters Sculpture* – A call for entry is open for a project to honor Sam Betters, the former Loveland Housing Authority director. The deadline to apply is February 22, 2019.
- *2D and 3D TAAP* – The Art Advocacy Project 2D and 3D finalists have been chosen. The new 2D work will be installed at the Loveland Public Library later this month. The new 3D work will be installed in June.
- *Transformations* – Upon approval from the Water and Power Department, five new transformer boxes will be painted for the Transformations program this year.
- *Downtown Event Power Cabinet* – Susan shared a photograph of the completed downtown event power cabinet featuring artwork by Mark Leichter.

Poet Laureate – Susan met with the committee formed to coordinate the Loveland Poet Laureate program. The committee has chosen Veronica Patterson as the first poet to be honored, and they will celebrate her at an event at the Rialto on May 19, 2019. After this year, the program will be named for Veronica and will honor a new poet every two years. Susan asked for an endorsement by the Board in support of the program. Heather motioned to support the endorsement. Kris seconded the motion. The motion passed unanimously.

Miscellaneous

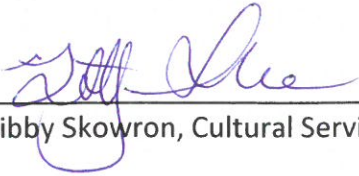
- *Hot Metal, Cold Brews Pins & Coins* – Tegan offered leftover pins and coins from the Hot Metal, Cold Brews event in 2018 to board members.
- *Articles* – Susan mentioned a newspaper clipping from the Museum's collection shared by Ashley Yager, Registrar, as well as recent articles about museums boosting real estate values and museum visits being prescribed to treat chronic pain.

NEXT CULTURAL SERVICES BOARD MEETING: Wednesday, March 6, 2019 at 4:30 pm in the Loveland Museum upstairs conference room.

III. Adjournment

The Cultural Services Board meeting adjourned at 6:13pm.

Respectfully Submitted,



Libby Skowron, Cultural Services Board Chair

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