

**CULTURAL SERVICES BOARD**  
**MEETING MINUTES**  
**Wednesday, July 3, 2019**  
**4:30 PM**

**LOVELAND MUSEUM**  
**503 N Lincoln Avenue, Loveland, CO 80537**

**I. Call Meeting to Order**

The July 3, 2019 meeting of the Cultural Services Board was called to order at 4:30pm by Libby Skowron in the upstairs conference room of the Loveland Museum.

**Board Members Present:** Geraldine Amat, Juanita Cisneros, Dr. Dierdre Cook, Heather Fortin Rubald, Kris Ortmann, Libby Skowron, and Cornelia Winters. Christopher Rae, alternate, was 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:** There were no guests present.

**Additions or Changes to the Agenda**

There were no additions or changes to the agenda.

**Additions or Changes to the June 5, 2019 Minutes**

There were no additions or changes to the minutes.

**Approval of the June 5, 2019 Minutes**

Juanita motioned to approve the minutes. Dierdre 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 during the last month.

**Cultural Services Department Reports**

**CSB Time Change** – Changing the Cultural Services Board meeting time from 4:30pm to 5:00pm will be presented to City Council at their July 16, 2019 meeting. If approved, the change would take effect in August.

**Community Improvement Program** – The Community Improvement Program (CIP) initiative will also be presented to City Council at their July 16, 2019 meeting. The initiative currently includes eight projects,

including the Museum expansion, and may be approved as is or may be changed to focus funding on projects that are considered a higher priority. Susan and Councilor Fogle encouraged the Board to attend the meeting. Councilor Fogle asked how community artists can be supported through the CIP initiative, and Susan explained the role of the Creative District as well as the Loveland Downtown Partnership/Downtown Development Authority (LDP/DDA) in providing this support.

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

- *Grease* – Henry’s Pub and the City will share the cost of retrofitting the restaurant’s grease exhaust in order to mitigate damage to the Rialto building moving forward. The City will cover the cleaning of the current grease stain.
- *Rez.Church* – Based on feedback received by the Rialto and Backstage Rialto about the signage displayed by Rez.Church on Sundays, Claire Havelda, Assistant City Attorney, wrote a short policy letter detailing the marketing rental partners can engage in during their time in the theater. The Board will be involved in discussing the language of this policy and making changes in the future if needed. Rez.Church has requested to rent the theater for another year.
- *Summer Programming* – The first Foote Lagoon Summer Concert on June 27, 2019 went well and it was estimated that there were 3,500 attendees at the event. The Kids’ Summer Movie Club, in its second year, is also going well with nearly 1,000 kids registered, up from 700 in 2018. The Kids’ Summer Movie Club films have averaged 500 kids at each movie this year so far. The activities provided by the LDP/DDA in The Foundry plaza have helped drive attendance for the films.

**Creative District** – Steve reviewed the recent Creative District meetings, including the new sub-committee meetings focused on preparing different aspects for the application submission later this year. Steve noted that the group is very motivated and working well together. The group has developed five working goals for the District to guide their work moving forward. Discussions have begun considering how the group will be governed in the future. Heather explained the current physical boundaries developed by the group. Suzanne Janssen, Public Art Manager, who is coordinating the Creative District meetings, will speak to the Board once the application has received the support of City Council and is ready to submit to Colorado Creative Industries.

Councilor Fogle mentioned the Indianapolis Art Walk as an idea for bringing art to various parts of the city, potentially an idea for the Creative District. Susan responded that public art project ideas should be discussed with Suzanne. Other ideas being discussed include ground murals at bus stops and crosswalks. Heather mentioned that the Creative District committee has discussed creating a map showing the various public art opportunities in the District once it is approved.

**Museum Expansion** – Susan and Olson-Kundig have been working to create a new expansion rendering that incorporates the former Reporter-Herald building into the plan. The intent is to have the rendering complete before the CIP initiative is reviewed by City Council. Susan provided the Board with the current version of this plan, explaining the new layout and potential changes.

**Budget** – City departments were asked by the City Manager to generate ideas for budget reductions or enhancements in 2020 to relieve a predicted decrease in revenue for the year. Potential ideas for the Cultural Services Department include:

- Changing the format of the Rialto’s Phyllis Walbye film viewings from an ongoing schedule to a one-weekend film festival

- Backstage Rialto covering the cost of the Trailhead Sessions concerts so revenue can be directed back to the theater
- Reducing the number of Foote Lagoon Summer Concerts by half and partnering with the Loveland Library to coordinate the remaining performances to share costs and revenue
- Exploring obtaining a liquor license for the Rialto and collecting revenue from sales during performances
- Charging for parking in a section of the lot on 5<sup>th</sup> Street and Cleveland Avenue, which was included with the purchase of the former Reporter-Herald building: Reserving a spot in this lot section would be \$50 - \$75 per month for parking between 8:00am – 5:00pm. Similar to other parking limits downtown, the lot would open up to public parking after 5:00pm.

## 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* – The Board was again encouraged to attend the July 16, 2019 meeting in support of the CIP initiative. Councilor Fogle reviewed the projects that are currently part of the initiative, and offered that having the program approved as is will be most beneficial for the Museum expansion.
- *Upcoming Election* – Councilor Fogle shared that currently two community members have announced they are running for the Ward 1 City Council seat, two are running for the Ward 2 seat, one is running for the Ward 3 seat, and one is running for the Ward 4 seat. The Mayor has not announced whether or not she will be running for reelection. Those interested in running for these positions must file and submit packet materials and nomination petitions with the City Clerk by August 26, 2019.
- *Questions* – Councilor Fogle asked the Board for their questions regarding current City Council business. Board members inquired about the canceled agreement between LPR Construction and the City regarding the former Larimer County building on 6<sup>th</sup> Street and Cleveland Avenue. Councilor Fogle explained that potential ideas for the property have been brought forth by other community members.

## Miscellaneous

- *Cast in Bronze Project* – Heather and Libby are working together on the *Cast in Bronze* project. The two proposed involving the Board in interviewing artists for the project and recording audio or video.
- *Boards and Commissions Appreciation Event* – Susan provided the Board with information about the Boards and Commissions Appreciation Event, which will take place on September 9, 2019 at Fairgrounds Park. City boards and commissions are invited to create a centerpiece that represents their group for the event. Heather offered to coordinate the centerpiece project.
- *Cherry Pie Celebration* – The Cherry Pie Celebration will take place in Peters Park outside the Museum on July 6, 2019 from 5:00 – 8:00pm. Perkins is the new pie vendor for the event this year.
- *Paperless Campaign* – The Museum is working to reduce mailing costs and has started a campaign to go paperless involving its members. Currently, most members have responded that they prefer to receive only the Aha! brochure in the mail.
- *Estes Park Rack Card and Coupon* – A rack card aimed at drawing those vacationing in Estes Park to visit Loveland has been distributed. The card includes a buy one, get one free coupon for Museum Main Gallery admission.
- *History Photograph Traffic Cabinets* – Historic images of Loveland are being installed on twenty-nine City of Loveland traffic cabinets. The project is being spearheaded by City of Loveland Traffic Engineer, Bill Hange. Images are courtesy of the Loveland Museum and the Gingery Family. A map is being created by Michelle Standiford, Cultural Services Graphic Designer, that will show the location of the

cabinets. Susan shared that 10 new boxes are being painted this summer for the Art in Public Places Transformations project.

- *Daas Mural* – The artist Daas has finished painting the Lincoln Avenue portion of his mural *My Favorite Things* on The Foundry parking garage. Painting will begin on the 3<sup>rd</sup> Street portion of the mural after a safe option is identified for painting around The Foundry sign and over the garage entrance.
- *Reporter-Herald Building* – Access to the building for Museum classes has been delayed due to the need for restroom and water fountain upgrades.

**NEXT CULTURAL SERVICES BOARD MEETING:** Wednesday, August 7, 2019 at 5:00pm in the Loveland Museum upstairs conference room, upon approval of the proposed time change by City Council.

### III. Adjournment

The Cultural Services Board meeting adjourned at 5:55pm.

**/S/ Libby Skowron, Cultural Services Board Chair**

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