

## CULTURAL SERVICES BOARD MINUTES

Tuesday December 7, 2010

4:30 P.M.

### LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

- I. The December 7, 2010 meeting of the Cultural Services Board was called to order at 4:37 p.m. by Juanita Cisneros in the Upstairs Conference Room of the Loveland Museum/Gallery.

**Board members present:** Rose Watson, Jan DesJardin, Dena Kirk, Kris Ortmann, Juanita Cisneros, and Peggy Schwarz. Also present was City Councilor Kent Solt. Staff present included Susan Ison, Jan Sawyer and Michelle Standiford. Guests present were Paul Smith (Loveland citizen) and Maria Servold (*Loveland Connection*).

#### A. Additions/Changes to the Agenda

Susan Ison added *Capital Expansion Fees* to item 4 under Museum Reports and *Structural Deficit* as item 5. Kris Ortmann added *Donation/Admission Policy for the Museum* to the Museum Reports as item 6. In addition, *Public Comments* will be added to the agenda following the approval of the minutes.

#### B. Additions or Corrections/Changes to the October 26<sup>th</sup>, 2010 Minutes

There were no changes to the October 26<sup>th</sup>, 2010 minutes.

#### C. Approval of the October 26, 2010 Minutes

Peggy Schwarz motioned to accept the minutes and Dena Kirk seconded. All approved.

#### D. Public Comments

Visiting guests were introduced. Paul Smith is interested in research and government ordinances.

## II. Agenda Items

### A. Board Reports

Juanita Cisneros shared an article from the December 1<sup>st</sup> *Denver Post* about an art gallery that removed a piece of work after a complaint. She also shared that she was invited to represent the Cultural Services Board at the Government Day sponsored by the Youth Advisory Commission.

## **B. Rialto Reports**

### **1. November Events & Attendance**

Jan Sawyer shared that this November saw the highest number in attendance on record. In addition, the Theater saw the second highest number of events. Totals were 5679 in attendance at 37 total events. These attendance numbers were due in part to a lot of children's shows with approximately 1200 students visiting the three performances of *If You Give a Cat a Cupcake*. November closed out with *The Nutcracker* performed by Canyon Concert Ballet. This is their first time performing at the Rialto and it is hoped that they will be back in 2011.

### **2. December Events**

This month started out with two well attended shows including *Gunpoint Musical Ministry* and *Acoustic Eidolon*. Each show had attendance in the high 300s. The annual *Community Sing-a-Long* was successful again this year with 352 in attendance. Loveland Choral Society is now in the process of loading in for four shows, two of which have already sold out. Events continue through the month until Monday, December 20<sup>th</sup> when the Theater will go dark for two weeks until the New Year. The stage floor will be refinished and the carpets and upholstery will be cleaned during this time. Shows begin again on January 4<sup>th</sup>, 2011.

Kris Ortmann shared with the Board that the new credit card machine in the concession stand has been very successful and there has been an increase in sales. The volunteers have appreciated having that payment option for guests.

### **3. Rialto Bridge Update**

The Rialto Bridge project continues to move forward. The project is now heading to City Council for approval of the developmental agreement on January 4<sup>th</sup>, 2011.

Research for the removal and possible reuse of the Carrara glass blocks that were on the front of the former Quality Shoe Building is underway. These glass pieces are from the Art Deco era and it would be great to reclaim this glass and reuse in the project somehow.

Rose Watson shared that at a "Ward I Meet & Greet" meeting, comments shared by the citizens attending were in general negative and unsupportive of the Rialto Bridge project. However, most had confusion about the "bridge" concept. Juanita thought it would be a good idea to put together an article for the newspaper explaining the significance of the "bridge" and how it is a bridge from the past to the future.

### **4. White Paper**

Jan Sawyer is continuing her work on the project and hopes to present it to the Cultural Services Board in January.

## **C. Museum Reports**

### **1. Mission Statement**

Two versions of the Museum's mission statement were read to the Board. The Board was asked to choose one or amend them into one version. The Board discussed the wording and came up with this new version:

*The mission of the Loveland Museum/Gallery is to promote and enrich quality of life by providing diverse cultural experiences through history, artistic expression and community celebration.*

Rose Watson motioned to accept the new mission statement. Peggy Schwarz seconded and all approved. The new version will be updated on the web site and the Museum's Facebook page as well.

### **2. Comment Form**

A copy of the Museum's comment card was distributed for review. Susan requested suggestions for improvements from the Board. She would also like to include a place for people to request a follow-up from staff.

After discussion, the form will be redesigned to include the following wording: *"If you would like to be contacted for any reason, please leave your name, contact information and reason (so the appropriate staff can call.)"* Kris Ortmann also asked for a format to encourage guests to write their contact information legibly to make it easier to read so that staff can follow-up. These requests will be implemented and the cards will be made available in the galleries and at the front desk.

### **3. Art Exhibit Planning**

Maureen Corey prepared a preliminary flyer for the art exhibit selection process. The Board reviewed this form and shared thoughts for improving the wording and structure to more accurately present it to its intended audience. The suggestions will be forwarded to staff to implement and a final version brought back to the Board for approval in January.

### **4. Capital Expansion Fees**

Susan invited the Board to attend the December 14<sup>th</sup> City Council meeting where Capital Expansion Fees will be discussed. The increase or decrease in the fees could impact the expansion of the Museum. Kent Solt explained that these fees were implemented in 1984 to help growth pay for itself. Discussion within the Council will be around whether or not these fees inhibit growth and the impacts that eliminating them could have on future expansions. In addition, with the expansion fees, shortfalls arise in the general fund as the additional buildings and expansions require extra funds to operate and maintain. The December 14<sup>th</sup> meeting is a study session and no votes will be made at that time.

### **5. Structural Deficit**

It is predicted that by 2013, the City will run into a deficit in the general fund as revenues are not keeping up with expenditures. While continuing to look for ways to cut costs, other options are being considered within the City to raise revenues. There will be weekly meetings starting next year to address these issues. All the Boards were asked to participate. Rose Watson and Kris Ortmann volunteered to represent the Cultural

Services Board. Kent Solt also mentioned that concerns were raised about whether or not the Museum and Rialto Theater carried their weight and if the City was getting back what they put in to them. Jan Sawyer is addressing some of those concerns in her White Paper. She stated that many of the downtown restaurants often inquire when there are big shows and the ticket sales when determining staffing for that particular time frame. Downtown businesses definitely benefit from the activities that occur at the Theater and the City ultimately benefits from additional sales tax revenue. While a complete economic development impact study has not been completed, it was felt that the Rialto acts a catalyst for the economy in downtown.

**6. Donation/Admission Policy for the Museum**

Kris Ortmann presented a concern that she had with the sign in the Museum lobby regarding the admission/donations. She shared that about once every week, she has noticed people entering the front doors, noticing the sign, and then leaving. She feels that the “admission” word is so large, that people are only seeing that word and turning to leave without seeing that admission is free. Susan will direct staff to redesign the sign and change the wording so that “free admission” is more prominent than just “admission”.

**III. Adjournment**

**Miscellaneous items:**

Juanita found a videotape at an estate sale titled “Ethel Gates talks About Loveland” and will get with Jennifer Cousino to see if this would be of interest to the Museum.

Susan shared postcards from the current exhibits.

**Next Meeting:**

Tuesday, January 25<sup>th</sup>, 2011 at 4:30 pm.

Motion to adjourn the meeting at 5:40 pm was made by Kris Ortmann. Dena Kirk seconded. All approved.

Submitted by Michelle Standiford