

CULTURAL SERVICES BOARD MINUTES

Tuesday, August 24, 2010

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

The August 24, 2010 meeting of the Cultural Services Board was called to order at 4:38 p.m. by Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board members present: Kris Ortmann, Rose Watson, Peggy Schwarz and Jan DesJardin. Also present were Cultural Services staff members Susan Ison, Jan Sawyer, Jennifer Cousino, Kim Akeley-Charron and Michelle Standiford.

Additions/Changes to the Agenda

- The Museum Reports section was amended as follows:
 - De-accession – Jennifer Cousino
 - Accreditation
 - Cherry Pie – Kim Akeley-Charron
 - Summer Concerts – Kim Akeley-Charron

Additions or Corrections/Changes to the Minutes

There were no changes or corrections to the July 27th, 2010 minutes. Peggy Schwarz moved to accept the July 27th, 2010 minutes; Rose Watson seconded. All approved.

Board Reports

Kris Ortmann has had the opportunity to work with Sandi Elliott, the new Front of House Coordinator for the Rialto Theater. Kris felt that Sandi is doing a wonderful job and was pleasant to work with. She felt staff did a wonderful job selecting her for this position.

Museum Reports

De-Accession

Museum staff has been cleaning out the downstairs storage room and removing old items from the historical collection that were being housed in this room. Most of these items do not have records and are in very bad condition. Jennifer is recommending that the Board consider de-accessioning these items and removing them from our permanent collection. These items include:

- One Box of Books – Approximately 30 books, final inventory will be included on de-accession form. Books in this set were moldy and damaged beyond repair. Rose Watson suggested that in lieu of discarding these books in the trash that they are taken to the recycling center.
- Acrylic Painting – no artist or donor listed. No history is known for this painting.

- Hospital Gurney – donated in 1991. The cover is torn and the metal legs are broken off. There is no history on where this gurney was used or how it relates to local history. The metal legs will be removed and taken to the recycling center as well.
- 2 Taxidermy Mounts – deer heads. Jennifer will check with the School District to see if they can use them or if the Parks Department would like them for the education center at Viestenz-Smith Mountain Park. There is no history on when these mounts were donated and there are concerns about chemicals used in the preservation process.
- 2 Mattresses & 1 Box Spring – possible bug infestation.

Peggy Schwarz motioned to accept Jennifer's recommendations to de-accession and discard the above listed items. Jan Desjardin seconded the motion, all were in favor. Motion passed.

Accreditation

The accreditation visit is coming up on September 16th. The accrediting committee will plan to meet with Juanita sometime during their visit. Major preparations are underway at the Museum with staff cleaning and organizing all areas of the Museum. Special cleaning for the historical exhibit areas needs to be scheduled. The Board was asked if they would like to assist with this cleaning. Peggy, Kris and Jan volunteered and the date is scheduled for September 13th from 10am – 2 pm.

Cherry Pie

Kim Akeley-Charron presented the final report for the Cherry Pie Celebration (see attached). In-kind sponsorships were tremendously valuable this year. Kim also felt that having a professional sound service greatly improved the quality of the concerts and would like to have that fee amount worked into next year's budget again. She discussed possible things to change/improve for next year's event as well as possible additions to the event. Kim mentioned that some guests arrived to the event assuming that there would be additional food as well as the cherry pie. The Board discussed the possibility of allowing additional food vendors to provide dinner options. The concern was raised to have the food be simple and pre-prepped in order to allow for fast service. Other concerns were to not have too many vendors and possibly use the downtown restaurants as vendors if possible. Staff will discuss this further with next year's planning. Kris mentioned that the fans were a big hit and Kim really felt that having a person distribute them was better than just setting them out. Staff will also pursue not seeking financial sponsorships next year as the event does bring in enough money to cover all its costs. Councilwoman Donna Rice called Susan and wanted all to know how nice the event was.

Summer Concerts

Kim presented the final report for the 2010 Summer Concerts (see attached). It was another very busy year with strong attendance numbers and good weather with minimal impact from rain. *The Elders* were moved to the Hammond Amphitheater this summer due to rain, but the event worked really well at this facility and will probably be utilized for this group again in the future. This facility accommodates the larger crowds better. Facility staff again provided great support to the concerts this year.

This was the second year that we worked with Engaging Loveland for dual promotion with the summer rack card. Community members have voiced their appreciation for this one-stop card for all of Loveland's summer activities.

Concerns were raised that the front desk of the Museum did see a lot more phone calls this year as the afternoons progressed and the clouds rolled in. Kris inquired if there was a better way to get the

information out to the public to alleviate some of these calls and provide more accurate information. Staff will look into the possibility of using the special events hotline as well as promoting updates on Facebook and the website. Staff may also consider using Constant Contact for summer concert update emails.

Rialto Report

Rialto Bridge Update

Dena and Juanita have volunteered to serve on the subcommittee to pick the artists for the Rialto Bridge design. The committee has met and narrowed the artist submissions to three. The Visual Arts Commission met and from those three, chose David Griggs as the finalist. The selection process went really well. Beginning tomorrow morning, the design committee, along with Jan and Susan, will now meet every Wednesday through October 27th to continue refining the design.

Fall Events Previews

The Volunteer Picnic Dinner for Rialto volunteers will be held on Monday, August 30th at 5pm at Fairgrounds Park. The Board is invited to attend and celebrate the hard work given by the Rialto volunteers this past year.

The Rialto Theater will be dark for the next two weeks. Maintenance and cleaning will be conducted during this time. Tech staff is installing a sound relay switch making it easier to turn on the various components of the sound system as well. Shows will resume on Labor Day weekend and the schedule will be full through December 19. Moonlighting Teachers is currently loading in and their shows sell out each time. The Rialto will be bringing the *Hot 8 Brass Band* on October 1st and *Darren Beachley and the Legends of the Potomac* on October 15th. They will be doing some school shows for grades K-2 with *If You Give a Cat a Cupcake*.

In Closing

Kris asked for a follow-up from last month regarding her question about the e-newsletter's header where it states to click to confirm your continued interest in receiving the newsletters. Michelle Standiford checked with Constant Contact, the e-mail service, and they said it was just a standard phrase that was used on all the templates. They added it in case it was ever needed due to new regulations. In the meantime, we are able to de-activate that from appearing on the newsletters and Michelle will do that with all future emails unless it becomes a required feature.

The next Cultural Services Board meeting is scheduled for September 28, 2010 at 4:30 pm in the Loveland Museum/Gallery conference room.

Meeting was adjourned at 5:40 pm with a motion from Jan DesJardin and a second from Rose Watson.

Submitted by Michelle Standiford

Cherry Pie 2010 Final Wrap-up

The 2010 Cherry Pie Celebration was a phenomenal success except for running out of pie by 6:45. 1200 pieces of pie, 300 people in line when we ran out and at least another 400-500 who came down after 6:45 and either hung out without dessert or bought ice cream. Our estimated attendance is 2000.

In-Kind sponsors were:

Johnson's Corner	200 pies
Penguin's Ice cream	60 gallons vanilla ice cream
Dazbog Coffee	10 gallons each regular & decaf

Financial sponsors were:

Loveland Historical Society	\$2000
Davidson Gebhardt	\$2000

Pie/Ice Cream Sales Total: \$4,851

Expenses: \$3,516

Profit: \$5,334

Art of the Tart Contest

Cultural Services Board hosted the contest. A total of 20 pies were entered and were evaluated by four judges: Deana Kirk (CSB), John Moyer (Johnson's Corner), Dan (Penguin's Ice Cream) and Ed (Loveland Historical Society). Third place winner was Madeline Seusy, Second place was Robin Doge and First Place was Darlene Helsel (2nd year in a row!).

The judges began with five pies each to taste and picked their top 2 based on flavor, appearance, crust, filling texture and overall impression. The four judges re-tasted the top 8 finalists and narrowed down to the top 3. Equipment that the contest used/needed was: pens, registration forms, registration log, knives, spoon to scoop juices, tasting plates or cups, tasting spoons or paddles, camera, double toothpick stakes for numbered stickers to be applied, certificates & prizes for the winners and bottled water for the judges/volunteers.

Music

The performers were:

Book 'em Danno	5:00 – 6:20
Loose Cannon Bluegrass	6:40-8:00

Sound was provided by Harley's House of Sound. The quality of the production was much higher than we have done in the past and made a difference in the event. The performers were both a good fit for the celebration. If we extended the hours of the event, we may need to add a third performer.

Pie/Ice Cream Serving Area

There were 29 volunteers who donated 78.5 hours to serve pie, serve drinks etc. A staff person is needed to be stationed at the cherry pie serving area to oversee the lines and any problems that may arise. If pies can be cut in advance, that would help with both timing and volunteer hours. To help ensure that pie can be served to more people, the whole pies should be cut into 7 pieces instead of 6.

Penguin's brought their own staff and that was definitely a help in keeping the line moving. Paper goods were on a table past the food but before the cash. Perhaps paper products could be after the cash table to help with the juggling of plates. We will investigate a tray donor for 2011. A volunteer would need to be assigned to collecting and cleaning the trays.

The Kwikcover tablecloths are out and will need to be purchased again for 2011. Although their cost is a bit higher than the tablecloth rolls, the quickness and ease of use is worth the extra cost. Any that were still in good shape after the event could be used by the museum or donated to either the Chilson Center or the County Waste Department to be used during kid craft programs.

Drink Service

The Youth Advisory Commission does a great job with the drink service. The amount of coffee that was donated was sufficient. For 2011, staff will investigate selling bottled water and larger glasses for lemonade (no ice tea) at \$1 each, keeping the cost of all the drinks the same.

Museum-Inside

It would be best to have a staff person or trained front desk volunteer so people could get answers to questions and purchase from the gift shop. There are a lot of people and a lot of drinks/food in the area...perhaps volunteers could be stationed in different galleries to help with this.

Cash Boxes

The amount of quarters and ones seemed to be adequate this year with no last minute scrambling for change. Suzanne acted primarily as cash runner and that was a great position to help at the event.

Ideas to Consider for 2011

- Bring portalets in for the street area.
- “Ask a Baker” table for people to ask questions about cherry recipes and nutrition.
- Have a banner over the Museum front door where exhibit banners are sometimes displayed?
- Have two separate cash tables with two boxes
- Add a student division (16 + under) to the Art of the Tart contest
- Investigate having food vendors to make the celebration a whole evening for participants...longer hours?
- Have a children's area, geared 10 + with craft activities (The Cherry Orchard?)
- Move drinks to the SW corner of the street with a tent.
- Add a cherry cider booth...sales or samples?
- Add more visible signs for different areas of the event.
- If budget allows, rent some larger tents for shade
- In advertising, suggest patrons bring umbrellas and chairs

2010 Cherry Pie Festival Budget

Sponsorships		001-5222-363-90-00 ECP 007
Davidson-Gebhardt	\$	2,000
LHS	\$	2,000
TOTAL	\$	4,000

Revenue		001-5222-365-07-00 ECP 007
Pie & Ice Cream Sales	\$	4,851.00

Expenses 001-5222-409-03-38 ECP007

Item	Budget	Actual	
Beverage & Paper Supplies	\$ 300	\$ 154.02	King Soopers \$23.02/Sam's \$131
Ice	\$ 20	\$ 20.11	
Road Closure	\$ 200	\$ 160.60	
Coffee	\$ 100	\$ -	in-kind sponsor
Entertainment	\$ 1,000	\$ 1,000.00	
Sound Tech	\$ 300	\$ 300.00	
Event giveaway--fans (1000)	\$ 350	\$ 259.00	
Contest Award frames	\$ 25	\$ 32.98	
Contest Prizes	\$ 100	\$ -	Gift Shop Items
Ads (Connection/RH-1 round)	\$ 300	\$ 313.00	
Poster	\$ 100	\$ 80.00	
Poster Distribution	\$ 75	\$ 80.00	
Postcard	\$ 50	\$ 50.63	
Highway 34 banner	\$ 600	\$ 600.00	
Downtown banners (1 roll plus ink)	\$ 400	\$ 306.00	
Frames for sponsor Posters (4)	\$ 100	\$ 160.00	
	\$ 4,020	\$ 3,516.34	

In-Kind Sponsors

Johnson's Corner--200 pies
 Penguin's Ice Cream--vanilla, 60 gallons
 Dazbog--Coffee, 10 gallons each regular & decaf

Profit

Income	\$	8,851.00
Expenses	\$	<u>3,516.34</u>
Total	\$	5,334.66

Loveland Museum/Gallery Foote Lagoon Summer Concert Series 2010



Returning favorites The Elders
bring out a ANOTHER record
breaking crowd of 5000!



New Talent with Rani Arbo &
daisy mayhem!



2010 Foote Lagoon Sponsors:
Kroh Charitable Trust, Audiology & Hearing Aid Center,
Medical Center of the Rockies & Best Western Crossroads Inn

Loveland Museum/Gallery Summer 2010 Concert Series Final Report

Overall Observations:

-Even with rain threatening several concerts during set-up, the overall attendance numbers recovered from the soggy 2009 season. The average attendance at each concert was 1681, a 49% increase from 1125 in 2009 and on par with the 2008 average attendance of 1706.

-Merchandise sales continued to be strong for performers who had CDs and items for sale.

-Mike Fackler of FackAttack Productions provided sound tech for the Foote Lagoon and July 4th concerts again this year. Mike takes great pride in the Foote Lagoon series and continually comes up with ways to increase the already superb sound quality. His attention to customer service with the performers is without complaint and his response to any problem is quick and purposeful.

-The Facilities Management employees Jeremy Elliott and Paul Bennett did an excellent job of providing assistance to the Cultural Services staff at the concerts. They consistently go above and beyond to help and provide invaluable support to the CS staff.

-Due to the weather forecast and the size of the crowd anticipated for The Elders on July 8, made the decision to move the concert to the Hammond Amphitheater. This proved to be a much better venue for both the size of the band and the size of the audience. I would recommend using this venue again in the future for any group that might bring in a crowd larger than 3000. Much better sightlines for the audience, room to dance and a bigger stage for the band. Audience response to venue was positive. Had additional help from staff with crowd control and this made a big difference. There are two things to remember about concerts at Hammond. Bring additional cones to block parking on the east side of the amphitheater upper lot...it was difficult to maneuver cars through. Also, we need to keep a well-stocked medical kit at the amphitheater. There really wasn't anything available for skinned knees, etc. An incident report was filed for a small child that fell and bumped her head. Emergency services were called but transport was not necessary.

-The summer concert season was funded by \$4,000 in Artist Fees, \$6,000 in Cultural Marketing fees and \$7000 in donations. Sponsors were Kroh Charitable Trust, Audiology & Hearing Aid Center and Medical Center of the Rockies. In-kind sponsor was Best Western Crossroads Inn. Financial sponsorships will continue to be important and actively solicited as the concert series moves forward.

-The Chilson Center Senior Advisory Group provided bottled water and ice cream from Penguins this year. They have already indicated that they will continue for 2011. As we do every year, we will evaluate whether to allow additional food vendors for 2011.

-I worked with Engaging Loveland to promote summer events together in one rack card. This saved almost \$500 in printing and distribution costs with double the amount of cards and exposure. The community likes receiving all the information on one card for their refrigerators instead of a series of cards. In addition, we communicate throughout the booking season so that we didn't duplicate performers and/or genres. This is a valuable partnership that we expect to continue in 2011.

Budget: \$11,200 Performers, \$6000 Sound, \$17,200 Total

Actual Cost: \$10,000 Performers, \$6000 Sound, \$602 for promotion, \$67 supplies, \$130 for portalet with move to Hammond, \$16,799 Total

June 17 The Jurassicasters (6)

Attendance: 1200 85° clear

June 24 Kizumba (12)

Attendance: 1150 90° clear

July 1 Cool Shooz (6)

Attendance: 2000 83° partly cloudy

July 8 The Elders (8)

Attendance: 5000, rain forecast but clear and in 70s for event. Moved to Hammond Amphitheater in anticipation of the rain.

July 15 Heidi & the Rhythm Rollers (4)

Attendance: 1000 93° hot & clear

July 22 Rani Arbo & daisy mayhem (4)

Attendance: 800 83° overcast but dry, held set-up 1 hour

July 29 Brad Fitch & the TropiCowboy Band (5)

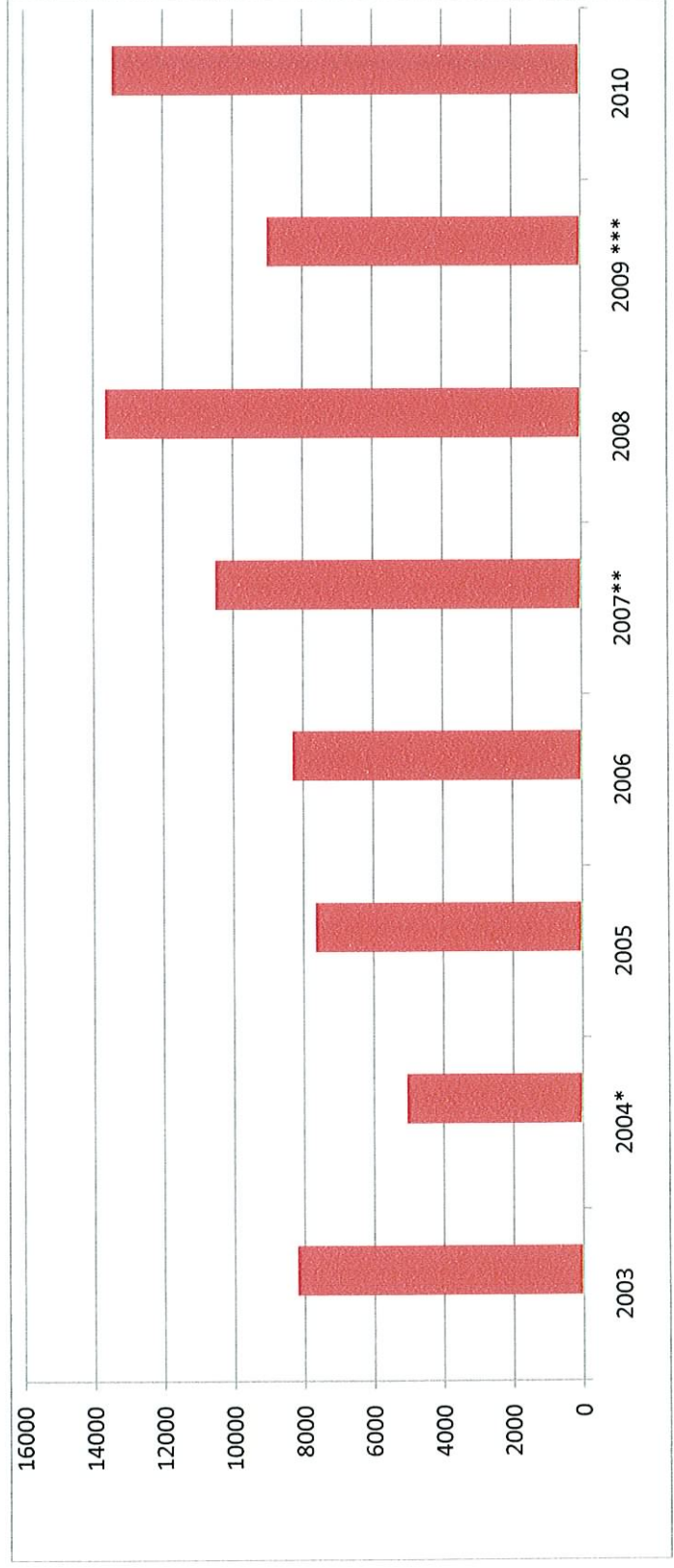
Attendance: 1000 80° Rain early, held set-up. Concert Dry

August 5 Wendy Woo (5)

Attendance: 1300 80° with rain, started at 8 pm

TOTAL ATTENDANCE 13,450 (50)

Footo Lagoon Concert Attendance 2003-2010



*Multiple rain cancellations had a severe impact on 2004 attendance.

**In 2007, increased number of Footo Lagoon concerts from 7 to 8.

***Two rain cancellations and one move into the Rialto had a severe impact on 2009 attendance