

CULTURAL SERVICES BOARD MINUTES

Tuesday, May 25, 2010

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

The May 25, 2010 meeting of the Cultural Services Board was called to order at 4:30 p.m. by Juanita Cisneros in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board members present: Juanita Cisneros, Leslie Snow, Kris Ortmann, Dena Kirk, Rose Watson and Jan DesJardin. Also present were City Council Liaison Kent Solt and Cultural Services staff members Susan Ison, Jan Sawyer, Kim Akeley-Charron, Jennifer Cousino and Michelle Standiford.

Additions/Changes to the Agenda

- Jan Sawyer added “House Manager Position” to the Rialto Reports

Additions or Corrections/Changes to the Minutes

There were no changes to the March 23rd, 2010 minutes. Rose Watson moved to accept the minutes, Leslie Snow seconded. All approved.

Board Reports

Kris Ortmann shared that all the activities held in conjunction with Bee Week were really great. She expressed her appreciation to all who put these events together.

Juanita Cisneros mentioned that while in Manitou Springs, she visited a gallery and spoke with the owners who said that they loved the Loveland Museum/Gallery. In addition, they felt our website was very useful and easy to navigate.

Rialto Reports

Rialto Bridge

Jan Sawyer reported that approximately 600 people attended that Northern Colorado Community Project meeting where the Rialto Bridge project was highlighted along with other major area projects. The Rialto Bridge is scheduled to go before the City Council on June 1st where funding and planning will be discussed. Susan Ison mentioned that on Thursday, May 27th, there will be a community open house event at Cherry Blossom, Rialto Theater and Mandolin Café where citizens will be able to learn more about this and other downtown projects.

Susan Ison also shared that another downtown project, Art Lab, has scheduled two artists every month through October of this year.

March, April & May Usage

For the first quarter of 2010, there were 86 events scheduled at the Rialto Theater. This is down from last year. However, the total number of guests and revenue was up from last year. These numbers vary year-to-year depending on when the Loveland Choral Society schedules their productions. The Rialto presented *Grand Derangement* and *In the Loop*, part of the Phyllis Walbye Film Series. The theater also hosted two movies for City of Loveland employees, the Loveland Public Library fundraiser movie *Bee Movie* and a Leadership Loveland class and tour.

June Events

The Rialto Theater has 40 events currently scheduled for the month of June including the Tuesday Theater for Kids series and Missoula Children's Theater. Tuesday Theater for Kids will feature *Bug Songs* on June 15th and *Ben Rudnick* on June 29th. This year's performance of the Missoula Children's Theater will be *Beauty Lou and the Country Beast*. Performances will be on June 26th at 3 and 7 pm.

LHAT Nomination

Jan Sawyer shared a video that was made as support material for the Rialto's nomination for the Outstanding Historic Theatre Award from the League of Historic American Theatres. The video was made without charge by Laura Pacini and Shadow Play Films of Loveland. This award is given to one historic theatre each July at the LHAT annual conference (which is in San Antonio, Texas this year.) The video will be used as an informational piece on the Rialto in general as well.

Walbye Sculpture Dedication

Dedication of *Persistence of Memory* will be outside the Rialto Theater on Wednesday, May 26th in conjunction with the 90th anniversary celebration of the theater. Tours of the theater will begin at 5pm followed by the sculpture dedication at 6pm. Live music and performances will follow and birthday cake will be served at 6:45pm. Afterwards, guests will be invited to enjoy a medley of movie tunes followed by the showing of Phyllis Walbye's favorite movie *Sullivan's Travels*. These activities mark the end of a month long celebration of the Rialto's 90th anniversary.

Front of House Coordinator Position

Bill Guddeck has resigned from this position as he is moving on to full time employment. Jan Sawyer has posted this 10 hour position and hopes to find someone with strong customer service skills and be able to handle many duties at the same time. Through the month of June, staff will cover these duties until a candidate is placed.

Museum Report

Cherry Pie Celebration

This year's Cherry Pie Celebration will take place on Saturday, July 24th from 5-8 pm. Sponsors this year include Johnson's Corner, Loveland Historical Society, Davidson Chevrolet, Penguins Ice Cream and Dazbog. The *Art of the Tart* cherry pie competition will continue again this year with the Cultural Services Board manning this booth. Kim Akeley-Charron distributed a preliminary timeline and job duties to the board. Board members offered some suggestions learned from last year's event including mentioning ahead of time to participants to bring their pie in a disposable pie tin and labeling the pies with a tooth pick and label versus sticking the number on the bottom of the pan. Judging positions were offered to each of the sponsors and Kim would like to extend one judging position to a member of the Cultural Services Board. Dena Kirk expressed an interest in serving as a judge.

Medina Exhibit Opening

The opening of the Mariano Medina exhibit was well attended. The press have embraced the mural and given the artist Kent Pendleton lots of coverage. Jennifer Cousino shared that the interactive kiosk in the exhibit was a result of her winning the software package from the creator. She used it to share the Museum's extensive photograph collection of Mariano Medina as well as some photos provided of Louis Papa. Text in the exhibit guide is in both English and Spanish. This is the beginning of updating all exhibit labels to include both languages.

Lone Tree School

Jennifer Cousino shared that the repair to the Lone Tree School was going well. Scott Waterhouse is the doing the work for the cost of materials only and donating his services. This has reduced the repair costs in half. In addition, she is going to the Loveland Historical Society's meeting as they had promised to donate their proceeds from their annual Historic Home Tour to the restoration of the schoolhouse as well. She also went to Edmondson Elementary and received \$801.45 that the students collected from a penny drive to be used for the schoolhouse. In addition, a Denver based security company is donating a new security system for Lone Tree. Susan Ison shared that the City of Loveland's facility staff has also been extremely helpful in this restoration process.

Presently, two charges have been made and the case is heading to court. The people charged are high school students.

Newsletter

Staff has been seeking feedback from patrons who receive our brochure and so far, the comments have been very positive. Kris Ortmann shared that she has received comments from people being pleased about the new size fitting into purses and that it is saving the department money.

Facebook

The Cultural Services department currently has two Facebook pages for the Loveland Museum/Gallery - Art in Public Places and Rialto Theater. Susan Ison shared that there has been discussion within the City to establish a policy for social media marketing. This primarily began as a concern about whether the City is able to enter into the agreements with Facebook and possibly making the conversations one-way from the City only to prevent people from posting to these sites.

Facebook and our website are being promoted as alternative ways for the department to share its information. Michelle Standiford has mailed out approximately 500 postcards to out-of-state guests letting them know that we will no longer be mailing them the newsletter and to follow our activities via Facebook and our website.

Easter Egg Hunt

Jenni Dobson had prepared a final report of this event and Susan Ison shared some of the highlights. 2010 saw 380 teens participate, five area event sponsors supported the event, 17 prizes totaling over \$9700 were given out, 11 volunteers assisted and the total budget for expenditures was \$940.

Silver Spoon Film Festival

This year, 48 films were submitted and 29 were shown at the event. There were five judges this year that included two returning judges and three new judges who actively work in the film field. The quality of films this year was really good and the youth participants received some great feedback. Next year could see some changes to this program as Thompson Valley High School has eliminated their video production program. Many of the entries come from TVHS. It was also decided to move the event from May to April in 2011.

Miscellaneous

Susan Ison shared some additional news with the Board.

- Kris Ortmann and Linda Osmundson will be attending volunteer training at the Denver Art Museum.
- *Integral Elements* received some very positive comments from patrons
- A thank-you note from Jenni Dobson was read to the Board for their assistance with the Teen Easter Egg Hunt
- Rack cards for the summer concerts and upcoming *Triad* exhibit were distributed
- The Loveland Museum will be presenting Chuck Close's photography in 2012. The Erion Foundation has agreed to donate \$12,000 to help bring this exhibit to the gallery.
- Jan Sawyer and Susan Ison will be reviewing a possible electronic sign to be placed in the exterior marquee at the Rialto Theater.

Art in Public Places

2010 TAAP

Five temporary sculptures have been placed along 4th Street in downtown Loveland as part of the 2010 TAAP (The Art Advocacy Project) program. Artists will be at their sculptures at 6pm on June 11th during Night on the Town as part of the official dedication of these pieces. The Visual Arts Commission (VAC) purchased a sculpture from the 2009 TAAP collection entitled *Heron's Rising* by Rosetta. This sculpture will remain in its current location on 4th Street until a permanent location is established.

2010 Transformations Project

58 submissions were received for this year's Transformations project. Twenty-one transformer boxes were selected including one traffic box to be this year's canvases. The VAC decided to include a traffic box as a trial this year. However, there are more restrictions on what can go on them. Artists will start painting their boxes in June and July. All will be completed in August.

Persistence of Vision by Pat Kennedy

This item was discussed in the Rialto Reports

Window Art for Mr. Neats

Robin Dodge will be painting a sunflower design on the windows of the former Mr. Neats building. She previously painted the ice crystals on the windows for winter.

Library Design Concepts & Chilson Center Design Concepts – combined items

With the recent discussions surrounding the art for these two locations, the VAC is returning to the beginning and will be seeking request for proposals for the Library art installations. With the construction of the Chilson Center so far along, they may not be able to include installation art in this project. The VAC will meet next week to discuss this upcoming process. Susan Ison shared a summary of the process followed by the VAC in choosing the Onsite artists and the time limitations imposed on them by other City departments. It is hoped that because of this unfortunate situation that the VAC will be invited on board earlier in the design phase of future expansion projects so that there is more time to allow for submissions by more artists.

The Cultural Services Board empathized with the Visual Arts Commission and hopes that there could be more understanding that Board members are volunteers trying to do the best that they can. They hope that the community could offer them more support for taking on that volunteer role for their community.

In Closing

Susan closed the meeting with an invitation to join the Community Foundation for a press conference on June 17th at 5:30pm to discuss Art Space, Rialto Bridge, the Museum expansion, Art Lab and more.

The next Cultural Services Board meeting is scheduled for June 22nd, 2010 at 4:30 pm in the Loveland Museum/Gallery conference room.

Meeting was adjourned at 6:10 pm with a motion from Jan DesJardin and a second from Kris Ortmann.

Submitted by Michelle Standiford