

CULTURAL SERVICES BOARD MINUTES

Tuesday, March 23, 2010

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

The March 23, 2010 meeting of the Cultural Services Board was called to order at 4:35 p.m. by Juanita Cisneros in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board members present: Juanita Cisneros, Kris Ortmann, Peggy Schwarz, 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, Jenni Dobson and Michelle Standiford.

Additions/Changes to the Agenda

- Susan Ison added Silver Spoon Film Festival, Children's Day and Miscellaneous to the Museum Reports.

Additions or Corrections/Changes to the Minutes

There were no changes to the February 23rd, 2010 minutes. Peggy Schwarz moved to accept the minutes, Kris Ortmann seconded. All approved.

Board Reports

Juanita Cisneros wanted to recognize Rose Watson for her creative efforts at the Boards and Commission Meeting. Rose prepared a creative skit as the presentation for the Cultural Services Board and it was well received.

Museum Reports

Summer Concerts

Kim Akeley-Charron shared a preliminary listing of the summer concerts scheduled for the Foote Lagoon beginning on June 17th. The 2010 season will include 8 concerts consisting of 4 returning and 4 new performers. Kim will also be seeking additional volunteers to help with crowd control for the *Elders* concert on July 8th. *The Elders* brought in very high numbers last year and she expects another highly attended event again this year.

Foote Lagoon Concerts

500 E 3rd Street

7 - 9 pm

June 17

June 24

July 1

July 8

July 15

July 22

July 29

August 5

**The Jurassicasters, Rock
Kizumba, Latin**

Cool Shooz, a cappella

The Elders, Celtic

**Chris Daniels & the Kings,
Blues/Rock**

**Rani Arbo & Daisy Mayhem
Americana**

**Brad Fitch & the
TropiCowboy Band,
Western**

Wendy Woo, Indie

July 4th Celebration

North Lake Park

Hammond Amphitheater

5:15 - 7:15 pm

7:15 - 7:45 pm

Children's

8 - 9:15 pm

**The Folk Collection,
Traditional Folk**

**Peter Davison,
Performer**

Loveland Concert Band

Fireworks Show

Cherry Pie Celebration

Cherry Pie Celebration will be held on Saturday, July 24th from 5-8 pm. Sponsors include Johnson's Corner, Loveland Historical Society and Davidson Chevrolet. Kim is working with Penguin's Ice Cream for a possible ice cream sponsorship; however, this is not confirmed at this time. The goal is to return this event to its past format and focus on the historical aspect of the cherry industry in Loveland rather than dessert for the BBQ and Summer Fest events. The *Art of the Tart* cherry pie contest will return this year as well. The Cultural Services Board members agreed to man this booth. Potential judges for this contest include a chef/neighbor of Chauncey's and a possible representative from the Reporter Herald. Peggy Schwarz suggested having more judges if the number of entries increases dramatically from last year. In closing, Kim encouraged the board members to meet again in April to finalize plans for booth operations.

Silver Spoon Film Festival

This year, there were 45 film entries that have been previewed and forwarded to the judges. A new category was added this year to include PSA and commercials. Judges include 2 professors, 1 videographer from the school district and 2 filmographers from Boulder. There were a couple of disqualifications this year due to exceeding the maximum time length. One participant's father sent an email to the Mayor about his son's disqualification in hopes that staff would reconsider the entry. Susan Ison shared this email with the Board and asked for their opinions in this matter. Both Kim Akeley-Charron and Jenni Dobson met with this student. However, they felt that they needed to stick with the published rules that everyone had to abide by. Both the student and his teacher were aware of the time length rules and staff decided that in fairness to all participants who kept their films to the allotted time, they would not allow this student to go back and edit his film after the fact. The Board was in agreement with this action taken by staff and supports their decision. The Board felt that by allowing this entry, a precedent would be established that could make enforcing time limits very difficult in the future. In addition, following time length rules is very important in the film industry and this is all part of the learning process. Susan Ison will follow up with the parent of this student and appreciated the Board's opinion in this matter.

Volunteer Hours

Susan shared the total 2009 volunteer hours for the Museum. In total, 3038 hours were donated by volunteers in several areas at the Museum in operations and programming assistance. Jan Sawyer stated that the volunteers at the Rialto recorded 4890+ hours in 2009 as well.

Teen Easter Egg Hunt

This year's Teen Easter Egg Hunt is scheduled for April 2nd. Board members who had volunteered to help with this event were reminded of arrival times and duties.

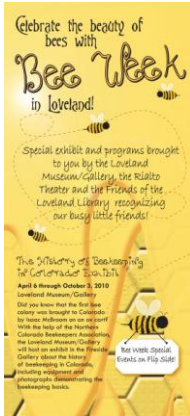
2009 Volunteer Hours - Museum

Volunteer Area	Hours
Administration	921.75
Visual Arts Commission	260.75
Youth Advisory Commission	449.25
Cultural Services Board	50.75
Special Events	711.5
Exhibit Docents	644
Division Total	3038

Medina Exhibit

The grand-reopening of the Mariano Medina exhibit is scheduled for April 9th during Night on the Town. The mural will be finished and there will be new additions to the cabin area.

Bee Week



The *Bee Week* rack was presented to the Board. The Loveland Museum/Gallery, Rialto Theater and Friends of the Library have worked to create a week filled with fun bee-related activities. The Museum will host a bee exhibit that will be displayed through October in Fireside Gallery. Jan Sawyer shared how great it was for all these activities and groups to come together.

Juanita recommended that staff contact the Reporter Herald for historical photos from when the bee hives had to be removed from out front of the Museum.



City Employee Movie Day

Jan Sawyer reported on this event for City employees. With all the recent budget cuts, furloughs and no pay increases for employees, Suzanne Janssen came up with great ideas to help boost employee morale without impacting the budget. One of them was a movie at the Rialto Theater. Jan Sawyer offered the Rialto Theater for one day on April 10th to host 2 movies just for City employees and their families. Employees have been voting for their choices in movies for the matinee and evening shows. She hoped that maybe this would be something that other city venues would consider doing to offer opportunities for appreciation to City staffers. It is a great way to say “We value you” to the employees.

Newsletter/E-Newsletter

Michelle Standiford shared copies of the newly re-formatted “Schedule of Events” brochure for the Board to preview. Staff is still finalizing dates and content but hope to have this sent to the printer in the next week to allow for an April 16th mail date. This new format should provide for cost savings in both production and mailing. Board members were also asked to provide their email addresses for test runs of the new e-newsletters. Michelle hopes to have the e-newsletters set up with Constant Contact after the brochure is completed. Board members were asked to provide input into the functionality of the email opt-in process and the look of the e-newsletters.

Children's Day

Susan provided some statistics for the 2010 Children's Day event. Attendance was a little lower than in 2009. This could be due to weather and temperature. The Fire Exhibit was open during this event but saw low attendance. The Board encouraged staff to consider adding that location as a passport stamp site to increase visitors. In addition, they wondered if it would be possible to require more stamps to receive the prize to encourage the kids to visit more locations as well. Staff will take that back to the Children's Day committee for consideration. Peggy Schwarz met Annie, the found of Children's Day, while volunteering at the library and commented that she's an amazing woman with a lot of energy.

March 3, 2010		
Statistics	Quick Stat	Details
Temperature	57 degrees	
Attendance	1,750	250 less than 2009 event
Passports Handed Out	700	245 less than 2009 event
Number of Sponsors	6	Down 3 from 2009, but in-kind donations up \$2,500
Number of Vendor/Sponsor booths	16	Down from 2009. More wanted in, but did not meet the application deadline!
Number of City Departments with booth/activity	6	Cultural Services, Parks and Recreation, Public Works, Library, Fire Department, Police Department
Number of Volunteers	20	
Estimate of City Staff assistance on event day	Museum- 1 Rialto- 2 Chilson- 3 Library- 4 Fire Department- 15 Police Department- 5 Streets and Solid Waste- 11 Facilities- 2 Public Info Officer- 1 Storm water- 2	Twelve city staff members and one Thompson School District staff member meet once per month from Sept. - March to plan the event.
Budget	\$ 900 expenditures (estimated as of 3/09)	Actual income \$450.00 Sponsors/booth fees \$500.00- City Manager's Office

Miscellaneous

- Susan Ison shared newspaper articles with the Board showing that museum attendance rises when the economy is down. This has been true of the Loveland Museum as well. She hopes that relationships are built with new visitors and that they will continue to visit when the economy rebounds.

- Lone Tree Update

Susan shared that the Police have found some of the kids who admitted to being in the school house but deny doing any of the damage. They are all high schoolers. The Police are continuing to work with them to identify other people involved.

- PT TSAES

The *Fort Collins Coloradoan* printed a photo for Children's Day of kids playing on the sculpture outside of the Museum – *Point Traveling Through Space at an Erratic Speed (PT TSAES)*. Susan mentioned that this sculpture will be re-painted soon.

- Liz Quisgard

Lis Quisgard, *Integral Elements* fiber artist, sent a note expressing her appreciation for Quinn Johnson's hard work in displaying her pieces for the show. She felt he did an amazing job.

Rialto Report

90th Celebration

To celebrate the 90th Anniversary of the Rialto Theater on May 26th, staff will offer 3 events throughout the month of May. *Handsome Little Devils* will perform at the theater on May 7th. The silent movie *Peter Pan* will be shown on May 14th. The Phyllis Walbye sculpture dedication and movie *Sullivan's Travels* will round out the celebration on May 26th. The planter and bike rack have been removed from the front of the Rialto to make room for the plinth for the sculpture. In addition, Jan is seeking financial assistance from the Theater Guild to purchase a bench for out front of the theater as well. This bench will match others located throughout the downtown area.

Rialto Bridge

There are many meetings happening in regards to the Rialto Bridge project. Jan Sawyer is meeting with some of the larger user groups of the Rialto to get their vision on this project. City Council will also be discussing this proposal at the April 13th study session. To date, public opinion has been positive.

The next Cultural Services Board meeting is scheduled for April 26th, 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 White.

Submitted by Michelle Standiford