

CULTURAL SERVICES BOARD MINUTES
Tuesday, February 23, 2010
4:30 P.M.

LOVELAND MUSEUM/GALLERY
503 N. Lincoln Ave.
Loveland, CO 80537

The February 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, Leslie Snow, Kris Ortmann, Peggy Schwarz, Rose Watson and Jan DesJardin. Also present were City Council Liaison Kent Solt and Cultural Services staff members Jan Sawyer, Jennifer Cousino and Michelle Standiford.

Additions/Changes to the Agenda

- Michelle Standiford added “Web Site” to the Museum Reports, item number 4

Additions or Corrections/Changes to the Minutes

There were no changes to the January 26th, 2010 minutes. Peggy Schwarz moved to accept the minutes, Leslie Snow seconded. All approved.

Board Reports

Juanita Cisneros and Rose Watson did a skit for the Cultural Services Board report at the Boards and Commission Summit. The skit was written by Rose and included props. It was very clever and fun and the audience enjoyed it.

Kris Ortmann wanted to express her appreciation for the new recycling bin in the lobby of the Rialto Theater. Many guests had asked in the past about recycling bins and are happy to have them available now.

Rialto Reports

Rialto Support Space Update

There has been a new development in the Rialto Support Space. A copy of an article from the Reporter Herald dated February 21, 2010 was distributed for the Board to read. Developer Troy Peterson has presented a proposal for the “Rialto Bridge”. This three-story design includes space for a restaurant, offices, open atrium, community room and green room support space for the Theater. This project is very conceptual at this point but has brought in much excitement from staff and the Community Foundation. The new design incorporates the buildings that formerly housed Monaco’s restaurant and Quality Shoes and will provide for an additional 7000+ square feet of space. Jan Sawyer felt this design, with all the windows, will provide an openness lending to a more vibrant and energetic appearing downtown. Kris Ortmann inquired about the affect this new design would have on the Rialto’s listing in the historic register. Jan said she would investigate but didn’t feel this would be a concern since the design is not affecting the exterior of the building. The Board was very excited about this proposed new project and hopes to hear more updates in the coming months.

February Numbers

Jan wasn't able to present the final numbers for the month, but so far February has been amazing and filled with great shows. The Valentine weekend events were very popular with Bill Reed Presents on February 11th, *Couples in Love and Music* on February 12th, TriMedia's Film Festival of Best Comedy Shorts of February 13th and the movie *An Affair to Remember* on February 14th. All shows had great attendance. Up in Lights production of *Broadway Stoppers* is bringing in good numbers as well.

March Events

The Rialto is looking ahead to another great month with *Hansel and Gretel* presented by Loveland Opera Theater, Michael Johnson, Leo Kottke, *Chicago City Limits*, *Dotsero* and Lost Marbles Theatrics presenting *Love, Lies and Lockpicks*.

Museum Reports

Lone Tree School

Jennifer Cousino reported that the Lone Tree School vandalism has received a lot of media coverage both locally and nationally. There have been newspaper articles in the Loveland Reporter Herald, Denver Post and USA Today in addition to an interview and report on 9News. She has received some support from the public and has two students interested in doing fund raising projects. 9News would also like to do a follow up with this story if these students do create fund raising projects. So far, there have been no updates from the Loveland Police Department on potential suspects. Jennifer has met with Risk Management on filing an insurance claim for the \$13,000 worth of damages. Staff has closed the school house this spring to school tours, but hopes to have the building reopened by summer for the annual school program.

Newsletter

Michelle Standiford reported on the process for the new Cultural Services Brochure. With some research, she has found a new design that will be less expensive to print and mail and is working on a new layout. Preliminary layouts of the covers were presented to the Board for review. The current plan is to print a 5.5 x 8.5 inch 20-page brochure four times per year. This will be much smaller than what has previously been done in the past. Instead of a "newsletter" format, it will be more of a "schedule-of-events" brochure. The Art in Public Places program will be included now as well with information regarding their new programs and dedications. In addition, staff has been working on cleaning up the mailing database removing bad addresses and duplicates. This should also reduce the total number of brochures being mailed and provide for additional cost savings.

Summer Concerts

Kim Akeley-Charron wasn't able to attend the meeting. In her absence, Jan reported that she has all the summer concerts booked at this time except for one. She will attend next month's meeting to present a final concert list.

Web Site Update

The Board was asked last month to review the new look of the Museum's web site and offer feedback this month. In general, the Board liked the web site. Michelle Standiford sought direction for the website based on some concerns presented from the public. Because the web pages are designed to "float", they are set to fill the entire width of the user's screen – regardless of the size of their monitor. However, problems arise when the user's settings are configured to a definite viewing size. This causes some of the information on the website to roll off their screen making it hard to find unless they scroll to the right. A solution to this problem would be to reset all of the pages to a set, smaller viewing width. While this would make all the information viewable to all, it would leave a considerable amount of white space on the right side of the screen to the majority of viewers. The Board was asked which way they prefer

the web pages to look. The consensus was to leave all the pages as they are and to “float” to make them visibly more attractive to the majority of people. However, they requested that the home page be set to a firm width and that the address and hours be added to the top of each page next to the logo. Michelle will begin these updates this week.

The next Cultural Services Board meeting is scheduled for March 23rd, 2010 at 4:30 pm in the Loveland Museum/Gallery conference room.

Meeting was adjourned at 5:20 pm with a motion from Peggy Schwarz and a second from Jan DesJardin.

Submitted by Michelle Standiford