

## CULTURAL SERVICES BOARD MINUTES

Tuesday, January 26, 2010

4:30 P.M.

### LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

The January 26, 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, Dena Kirk, 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 “Lone Tree School” to the Museum Reports, item number 10

#### Additions or Corrections/Changes to the Minutes

There were no changes to the December 15<sup>th</sup>, 2009 minutes. Peggy Schwarz moved to accept the minutes, Jan DesJardin seconded. All approved.

#### Board Reports

Kris Ortmann expressed her appreciation for the new cocoa machine at the Rialto Theater. She was also impressed by some of the Cultural Services numbers featured in the City of Loveland’s *News Briefs* “Business by the Numbers” for 2009.

#### Museum Reports

##### Foote Lagoon

Kim Akeley-Charron presented the survey results from the 2009 Foote Lagoon summer concert season. She did not receive as many responses this year due to the increased number of event cancellations. Highlights from this report include that 75% of the attendees were Loveland residents and 46% of the respondents have attended the concerts 3-5 times. The top genres enjoyed most were Celtic-traditional and Celtic-rock. The Reporter Herald was listed as the top source for receiving information about the concerts. Additional survey results are included in the [attached full report](#).

In previous years, the Senior Advisory Group has sold water during the concerts. Kim requested the Board’s input about allowing other food vendors to participate in upcoming seasons. She expressed concerns regarding no guarantee of sales to the vendors, total number of vendors and electrical requirements. Board members suggested that the food be easy to serve so as to prevent long lines from forming. Kent Solt thought that allowing food vendors would be a benefit as families tend to come to the concerts directly from other events and having a dinner option available would be extremely appreciated. However, he wanted to make sure that the vendors’ placement didn’t interfere with the programming either. Locating the vendors next to the City building or in the Library parking lot was considered to help ease congestion around the seating area and allow for electrical usage as well. It was also communicated that there should be a limit of 5-6 vendors offering a variety of items ranging from

dinner, sweets and snack type options. Trash has been a concern in previous years, and with the addition of food vendors, there would need to be extra trash receptacles. The Cultural Services Board overall felt positive about allowing food vendors and directed Kim to look into this further.

In closing, Susan Ison reported that the Kroh Foundation generously donated \$5000 towards to the 2010 Summer Concerts series and that she is sending a donation request to Medical Center of the Rockies. She is hoping to reach a goal of \$10,000 by next month.

#### Children's Day

Jenni Dobson presented the Board with several volunteering opportunities at upcoming events. The first event is Children's Day on Wednesday, March 3<sup>rd</sup>. She needs volunteers to assist with the passport stamping stations during the time periods of 12:30 – 2:30 pm and 2 – 4:30 pm as well as assistance with way-finding. There will be stations set up at the Museum, Library, Chilson Center, Fire Station Number 1 and at the Foote Lagoon. The Museum will again have Miss Loveland Valentine signing autographs and will host the Stormwater and the Smarty Fox safety skits in the Foote Auditorium. The Rialto will be offering cartoons and popcorn.

#### Teen Easter Egg Hunt

This annual event will be held on Friday, April 2 at 8pm. Volunteers are needed from 6:00 onward. Jenni reported that this year's event is held the Friday of Spring Break. This happened once before in the past and did not have a significant impact on the number of attendees.

Looking ahead, Jenni will need volunteers in September during her ArtSteps event. ArtSteps is a partnership between the Museum, R2J School District and Aims Community College as a community art project. This program involves teachers, artists and students from the school district. This year's theme will be "plein air" and held the at Fairgrounds park on September 18<sup>th</sup>. Following the event will be an auction of the artwork.

Jenni also shared her 2009 class and event statistics. Donations and event attendance were up from 2008; but class attendance went down by 12%. Volunteers logged in 262.25 hours for events. [Full report is attached.](#)

#### Cherry Pie Celebration

Susan Ison updated the board on the progress of the Cherry Pie Celebration. Engaging Loveland was interested in taking over the event; however they wanted to keep the celebration on the same day as Summer Fest. Wanting to move the event away from Summer Fest, Susan presented the celebration to the Loveland Historical Society. The group was open to sponsoring this event since they would make their original donation back from sales. Since that discussion, Susan spoke with Johnson's Corner and they have agreed to donate 200 cherry pies to the event. Loveland Historical Society will be asked for sponsorship of \$2000 to cover band and support fees. In addition, the Cultural Services Board decided to support bringing back the cherry pie contest for 2010 as well. The Cherry Pie Celebration is scheduled for July 24<sup>th</sup>.

#### Dali Exhibit

Susan reported that attendance figures for the Dali exhibit have been amazing. The museum has seen a constant stream of visitors from a wide demographic. Weekend attendance has shown a marked increase as well. Many visitors are first time guests. Rose Watson shared how enjoyable it has been working as a volunteer for this exhibit.

## Thiebaud

The Denver Post listed the Thiebaud exhibit as one of the top 10 art shows of 2009. The challenge to staff has been how to continue meeting this new high profile of art exhibition.

## Web Site

Michelle Standiford has been working on re-doing the Cultural Services website. The Board was encouraged to review the site and offer their opinions at the next board meeting. Rose Watson has seen the website already and thought it looked nice and is easy to use. Kris Ortmann proposed having a business card at the front desk for guests to take listing the website and the Museum's Facebook information. The Museum now has a FaceBook page and the Board was invited to become fans of the Museum's page.

## Seasonal Calendar

The "Seasonal Calendar" is the new name given the newsletter. Staff is pursuing options to save costs in the printing and mailing of this brochure. They will be meeting in the upcoming week and Susan will have more details at the next board meeting.

## Admission/Rental Fees

Admission and rental fees were brought up for discussion at the City Council Retreat; however, admission fees for the Museum are not being pursued at this time. Susan shared that the total donations for 2008 were \$4432 and in 2009, the total was \$13,269. This in part was due to the increased appreciation for the Thiebaud and Dali exhibits. Susan asked if the Board supported having a more visible donation box with a suggested \$5 donation featured on it. Kris mentioned that the Longmont Museum has a donation box at the entrance and it is very visible. Guests have to walk right by it to enter. In the past, the Louis Recchia TV donation box was a big success in drawing attention to the guests and made for a fun way to donate to the Museum. During the Thiebaud exhibit, a "cake" donation box was made and installed in the entrance to the exhibit. The Board felt that a more prominent donation box would work better than the small box on the counter. Staff will consider other fun, art-like options for a donation box or the possibility of bringing the TV back to the lobby area.

Rental fees for both the Rialto and Museum will be reevaluated and adjusted accordingly. The Rialto raised their rental rates in 2009. Jan routinely looks at rates every other year. She feels the Rialto remains competitive with other similar venues. User groups have understood about the rate increases. The main concern that these groups have has been the lack of green room space.

## Lone Tree School

Lone Tree School was vandalized last week. Jennifer Cousino visited the school house earlier in the day and reported that it appeared to have been used as a clubhouse. Ink was splattered all over, books were damaged, windows broken, graffiti was painted on the walls and fires were set in the coal plates. Jennifer is working with the Police Department to figure out charges and total damages. Susan is working with the Facilities Department to establish some form of a security system.

## **Rialto Report**

### Year End Numbers

2009 was a great year for the Rialto Theater even with the end of year cancellations of three big shows. Attendance and revenue for 2009 was higher than it has ever been. Jan Sawyer shared the [Rialto Theater Usage report](#) that highlighted the totals for the past decade. This report includes user group information as well. In summary, the Theater brought in \$156,023 in revenue with 47,307 in attendance in 2009 and is currently used primarily by community groups.

## 90<sup>th</sup> Anniversary

The 90<sup>th</sup> anniversary celebration will be May 26<sup>th</sup>. Celebration activities will be spread over a 3 week period this year. On Friday, May 7<sup>th</sup>, the Rialto Theater is presenting the vaudeville group, *The Handsome Little Devils*. On Friday, May 14<sup>th</sup> the silent film *Peter Pan* will be shown. On May 26<sup>th</sup> the Phyllis Walbye sculpture will be dedicated followed by a showing of the movie *Sullivan's Travels*. In addition, Jan is working with the Visual Arts Commission for entertainment and closing off the street making it an evening of celebration for both the sculpture and the theater. Volunteer help will be needed this evening as well. Both Jan and Kim are looking ahead and investigating ideas for the 100<sup>th</sup> anniversary celebration.

## February Events

Highlighted shows for the month include *Turtle Island Quartet with Mike Marshall* on February 6<sup>th</sup>, *Couples in Love and Music* featuring Acoustic Eidolon and 2 other nationally recognized couples on February 12<sup>th</sup> and the film *An Affair to Remember* on February 14<sup>th</sup>. In addition, *The Big Lebowski* will be shown at the theater on February 4<sup>th</sup>.

## Art in Public Places Report

### Library and Chilson Center Expansion

Suzanne Janssen presented the status of the Library and Chilson Center expansions in relation to the public art plans. The Visual Arts Commission (VAC) hired Onsite Artists to identify areas for public art placement within the new expansion areas. The VAC is anticipating approximately \$60,000 - \$70,000 worth of public art that can go into these spaces. Onsite Artists will return in February with a list of what they can provide within that price range. Both expansions will be happening approximately the same time and they are looking for a way to tie in both projects for a cohesive look.

### Highway 287 Underpass

This project will cover approximately 200 square feet of concrete wall and will utilize Styrofoam forms covered in concrete to create the art. Only a small portion of the art will be painted. The theme will be whimsical flora and fauna set in prehistoric times. They are anticipating work to commence in October.

### VAC Accomplishments and Goals

VAC was incredibly busy in 2009 working on three big projects and installing 22 pieces in the downtown area. Looking ahead, they have made a commitment to the Museum to include a sculpture garden in the upcoming Museum expansion. Suzanne distributed the [VAC's Goals and Accomplishments](#).

## Closing

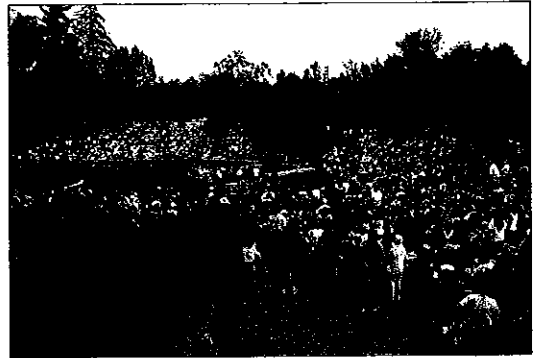
The Boards and Commissions Summit will be held on February 17<sup>th</sup> at the Mariana Butte Stone Ridge Grill. Rose Watson and Juanita Cisneros will attend and present the CSB's goals and accomplishments.

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

Meeting was adjourned at 6:00 pm with a motion from Jan DesJardin and a second from Dena Kirk.

Submitted by Michelle Standiford

## Summer Survey 2009 Conclusions



-75% percent of respondents live in Loveland (80537 or 80538)

-46% attend Foote Lagoon Concerts 3-5 times per summer and 25% say "Never miss them"

-The quality and variety of music are the top 2 reasons that respondents continue to come back

-The top 5 music genres enjoyed by Foote Lagoon audiences are:

1. Celtic-Traditional
2. Celtic-Rock (tied with Celtic-Traditional for 1<sup>st</sup> place)
3. Bluegrass
4. Country
5. Folks/Roots Rock

(in the 2007 survey, the top five were Jazz-Dixieland, Bluegrass, Celtic-Traditional, a cappella and Country, in that order.)

-The top 5 past performers, 2004-2008 enjoyed by Foote Lagoon audiences are:

1. The Elders
2. Wendy Woo
3. Chris Daniels & the Kings
4. Queen City Jazz Band
5. Cool Shooz

(in the 2007 survey, the top five were Cool Shooz, Queen City Jazz Band, 101<sup>st</sup> Army Dixieland Band, Chris Daniels & the Kings and The Elders, in that order.)

-In response to an open question about other music groups they would like to see at Foote Lagoon, many were suggested but no one group received more than three votes.

-36% gave options of foods they would consider purchasing from food vendors at the concerts with popcorn & hot dogs being the top two choices. Although there were more verbal requests for food vendors in 2009, is the demand large enough to make this option more widely available? Staff will address this question before the 2010 season begins.

-66% of respondents listed the Foote Lagoon series as high or very high importance in their summer plans.

-61% of respondents rated the Foote Lagoon series as high or very high importance to their sense of community in Loveland.

-30% of respondents replied that they attend other summer outdoor concert series in Northern Colorado with Fort Collins listed the most often as the alternative location.

-The Reporter-Herald was listed the most often (40%) as the place to get information about the concert series. The Museum/Rialto brochure was number two.

**Outdoor Summer Concerts Survey 2009 Results  
(Based on 171 Surveys)**

What is your zip code?

80537	60
80538	68
80513	3
80526	4
80525	8
80501	3
80524	2
80504	1
80534	4
80543	3
80521	1
80634	2
80615	2
80503	1
80510	2
80631	1
80513	1
80620	1
80540	1
No Answer	6

How often do you attend Foote Lagoon outdoor concerts each summer?

First Time	17
1-2	28
3-5	78
Never miss them	43
No Answer	5

If you answered "Never attend", what keeps you from attending?

Day of the Week	7
Time of concert	7
Music styles presented	19
No Answer	138

If you are a regular Foote Lagoon concert attendee, what keeps you coming back?

Sense of Community	61
Quality of the music	101
Variety of the music	90
Like music played outside	37

Queen City Jazz Band 55  
Southern Exposure 27  
Sweet Sunny South 13  
Tempa & the Tantrums 21  
Tropical Coyotes 3  
Wendy Woo 63  
No Answer 12

Are there any other music groups you would be interested in seeing at the Foote Lagoon?

Celtic Storm, Colcannon, Wicked Tinkers, Southern Gospel, Acoustic Eidolon, Young Dubliners, Rodney James (2), That 80s Band, Halden Wofford (2), FAB 4, Mollie O'Brien (2), Pride of 5, Rhonda Vincent (2), Screaming Orphans, Amazing Rhythm Aces, FACE (2), Enter the Haggis (3), The Wyos, The Wilders (2), The Waybacks (2), Dave Beegle, Daddy Hoo, Sandy Wells & the Smoking Guns, Motorhome, Elephant Revival, Randy Travis, Alston Krauss, Liz Barnes, The Kennedys, The Subdudes, Mickela Ray Johnson, Santana  
Comments: You do great as is.

If you bring a picnic dinner when you attend Foote Lagoon Concerts, do you most often prepare it at home or purchase from a local restaurant?

Home 57  
Restaurant 40  
No Answer 74

City affiliated support groups are allowed to sell prepared foods at Foote Lagoon concerts like bottled water, ice cream, etc. Are there any food items you would like to see for sale each week?

Snacks (1), Popcorn (10), Wine (2), Cheese (1), Hot Dogs (9), Sandwiches (5), Hamburgers (3), Soda (2), Fruit (1), Tacos (2), Beer/Wine (4), Ice Cream (5), Water (2), BBQ (2), Coffee (1), Peanuts (1), Ices (1), Chips & salsa (2), Healthy foods (2), Pizza (1), Nachos (2), Burritos (2), Brats (1), Juice (1), Cookies (1), Buffalo (1), Whatever (1), No (4)

Please rate ( 1 low, 5 high) how important the summer outdoor concert series is in your summer plans?

1 3  
2 3  
3 15  
4 40  
5 74  
No Answer 36

Please rate (1 low, 5 high) how important the summer outdoor concert series is to your sense of community in Loveland?

1 4

- Find your "helpers" are excellent.
- Great volunteers-very courteous & helpful
- Great, great! Too bad so much rain.
- The lagoon, stage & seating are great (if you get there very early.)
- This is a great venue, great community function
- Great Community event
- Thanks
- These concerts are great!
- Thanks!!
- I love all outdoor concerts
- It's always a treat to spend a nice summer's evening listening to great music in a great setting.
- Thanks so much for having these concerts
- We are so blessed to live in Loveland
- Love The Elders
- This is well done, Thanks!
- Looking forward to The Elders concert tonight
- We live in Longmont & we just came to see The Elders because we (heart) them
- This is our second time here-we had a BLAST last year! Thank you for hosting this!!!It made we want to live here.
- Better than Woodstock!
- A great way to spend a summer eve
- Look forward to Elders every year
- Great job! Appreciate these free concerts!
- I really enjoy these concerts
- They are getting very crowded
- Love this venue & the yearly Elders concerts
- Love the shows & location. Love Summerfest, but do it on a different weekend (3<sup>rd</sup> or 4<sup>th</sup> weekend of July)
- Awesome! Love it!
- I long for the Foote Lagoon series ALL WINTER! Awesome!!
- Love it!
- Very nice!
- Boulder Acoustic Society was great this year.
- Love them
- Sound techs for After Midnight were only average. Would like to see some adjustments of analysis of the sound during the concert, not just sitting there getting paid by the hour.
- I live across the street.
- Great job, Rock & Blues
- The bands should have their names on a sign in front (maybe in back also) of them because we often don't know who they are and would like to know.
- You should let people get in the water and sit in the aisles-not be so cop like!
- Thank you! I love the concerts!



**2009 by the Numbers for Youth and Family Programs**

<b>Event Donations *</b>	<b>\$12,616.00</b>	<b>(up \$1,156.50 from 2008)</b>
Teen Egg Hunt	\$4,596.00	
Battle of Bands	\$4,035.00	
Halloween Fest	\$3,985.00	

*(\*does not include Children's Day \$11,450)*

<b>Volunteer Hours</b>	<b>262.25</b>
Children's Day	54.75
Egg Hunt	32
Cherry Pie	63
Battle of the Bands	26
Fire Exhibit Opening	6
Halloween	61
Tree Lighting	12.5
Sing Along	2
Classroom Helpers	7

<b>Class Attendance</b>	<b>348</b>	<b>(down 12% from 2008)</b>
Art After Hours	93	
Tot Art	58	
Spring Break WS	19	
Summer WS	178	

<b>Event Attendance</b>	<b>8,550</b>	<b>(up 45% from 2008)</b>
Children's Day	2,000	
Egg Hunt	350	
Cherry Pie	2,000	
Halloween	3,600	
Tree Lighting	600	

**Rialto Theater Usage**

	1999	2000	2001	2002	2003	2004
Number of uses	193	261	345	331	326	391
Attendance	25,664	27,684	30,594	37,491	36,924	37,396
Revenue	\$ N/A	\$71,818	\$83,582	\$83,487	\$98,558	\$101,260
	2005	2006	2007	2008	2009	2010
Number of uses	368	325	394	361	370	
Attendance	42,843	42,364	46,518	45,987	47,307	
Revenue	\$114,749	\$122,932	\$135,326	\$141,119	\$156,023	

These figures include performances, rehearsals, movies, meetings, tours and misc. events.

Community users include:

Loveland Choral Society	Women's Resource Center
Loveland Opera Theatre	Journey Conference for Young Women
Loveland Community Theatre	Loveland Music Guild
Dance Theatre of Loveland	Bells of the Rockies
Up In Lights Productions	Poet Laureate Committee of Loveland
Valentine City Barbershop Chorus	Thompson R2J School District
Encore! Encore! Inc.	Aims Community College
Moonlighting Teachers	Silver Spoon Student Film Festival
Centennial Blend Chorus	Foothills Service League
Front Range Community College	Loveland Chamber of Commerce
University of Wyoming Alumni Assoc.	Larimer Humane Society
Choice City Singers	Tri-Media Film Festival
Ethos West Chamber Orchestra	Rocky Mountain Chamber Singers

For-profit users include:

Smiling Dog Productions	Broadway Bound Dance Studio
Acoustic Eidolon	Prymal Music, LLC
Celtic Events & Entertainment	Interstate Cowboy
Masters of Magic	Loveland Dance Academy
The Starlite Ramblers	The Elders
Bluegrass Patriots	Rob Miller/Sweet Sunny South
Numerous individual performers	

Corporate users include:

Interweave Press	Mountain Rentals
The Group Real Estate	Monk Yoga
Home State Bank	Loveland Music
K-99 Radio	Wachovia/Wells Fargo Securities
Penton Media	The Piano Institute
First National Bank	GrowSecure Investments
Skybeam	

City Departments:

Library, Human Resources, Police, Fire, Facilities, Cultural Services, Parks & Rec., Risk Mgt.

Misc. uses include:

Weddings, class reunions, memorial services, school tours, community group tours and classes

Current Annual Usage: 75% Community Groups, 13% Commercial, 12% Rialto/City Events

## **CITY OF LOVELAND VISUAL ARTS COMMISSION**

### **2009 Accomplishments**

New Art in Public Places brochure published

22 new outdoor works of art added to the Downtown business district

Approved nine new sculptures for Benson Sculpture Garden and Walbye Family Donation  
(to be placed in front of the Rialto Theater)

Artwork commissioned for the Highway 287 Underpass

Maintenance for artwork collection

### **Three New Programs Developed in 2009**

The Art Advocacy Project (called TAAP - "Tap"): Six sculptures on temporary loan for one year

Transformations Project: 18 power transformer boxes painted with unique and diverse designs

*Elemental Discovery* by Sheldon James: Downtown Mural located at 5<sup>th</sup> Street and Cleveland Avenue

Dedication of funds for Museum/Gallery Expansion Sculpture Garden

### **Goals for 2010**

Continuation of The Art Advocacy Project (TAAP) May 2010-2011

Continuation of the Transformations Project

New public art commissions for the Loveland Library Expansion

(including the relocation/storage and reinstallation of existing artwork)

New public art commissions for the Chilson Recreation Center Expansion

(including the relocation/storage and reinstallation of existing artwork)

Approval of donation(s) for Benson Sculpture Garden

Revision of current Acquisition, Donation and Deaccession Policies

Artwork research for Museum/Gallery Expansion Sculpture Garden