

CSD Board Meeting
City of Loveland
April 21, 2011

Paul Mueller, acting as chair, in the absence of Leah Johnson and Meg Corwin.

Meeting was called to order at 5:30pm. Members present: Sheila Carrasco, Michael Lang, Lynn Hayden Ugarte, Mary Bahus Meyer, Paul Mueller, Jan Rosetta, Kim Wheeler, and City Liaison Betsey Hale and Business Development Specialist, Marcie Erion. Special guests from Tool Box Creative were Dawn Putney and Ed Goodman.

Motion was made by Jan Rosetta and Michael Lang seconded, to approve minutes as is.

Betsey read Objective 4 from the OCSD Strategic plan and discussed how the Community Marketing Commission plan, based on the lodging tax, was related to this objective. Tool Box Creative has been hired by the CMC to determine whether Loveland has a brand or if one is needed. They are conducting stakeholders meetings to make this determination and that is why Ed and Dawn were guests at the CSD meeting. They are present to get input from the CSD board members to help provide a community consensus of a brand to City Council.

Ed told the board they have been busy conducting this research and Dawn added that she wanted to hear what Loveland wants to be, not just what “we” currently are. She has heard a broad range of ideas, and so what does the CSD want it to be and what does the “premiere arts city” (from objective 4) mean. She asked, “How can we marry the arts and economic development and what are the action steps to achieve this?”

Each board member was asked to weigh in.

Kim Wheeler communicated that she saw Loveland as place where art and science meet and that we want to be an innovative center for art and technology and their merging making technology appealing to the masses. She wants leaders involved from each industry to network and share giving an artistic edge to technology. The possibility of a TED talk was discussed as Paul Mueller owns a TEDx license.

Jan Rosetta agreed that Loveland is a place to marry artistic and scientific creativity. Loveland has a national reputation for manufacturing bronze but it might be a bit much to be the premiere arts town but could be a premiere arts town. We should emphasize that Loveland is a place where art is made and maybe focus more on the involvement our businesses have with the process.

Paul shared that he feels a brand is an outreach method so people who appreciate art could find it in Loveland. Loveland is a place where emerging artists can start a career, and our current community efforts on behalf of the arts tell creatives that our community embraces the arts and the process. Loveland is a place where people can learn, study, apprentice and produce.

Mary said creativity/innovation is the true reflection of Loveland as art takes existing elements and makes something new with them, a re-purposing by vibrant and energetic people. She proposed other keywords as being representative of the area like “the west” such as “pioneers in innovation.” She also sees a focus on green and clean and sustainability.

Lynn said it will be important to let tourists know about the variety of arts/artists in town and we will need a plan moving forward to attract more tourists and provide them ways that encourage them to stay.

Michael said he feels Creative is the key descriptor of Loveland and we need to work to make it a destination – we need to give people a reason to come.

Sheila says that Loveland is a friendly place but the brand will evolve on its own. Mentorship in Loveland is a challenge and that artists should expect to sustain themselves. Loveland is now seen as the Gateway to the Rockies and perhaps we are more well-known than we think. But regardless, we need to let the process take its own course.

Jan offered at the end that there is a definitive need between CMC and CSD to consolidate the branding and messaging of Loveland and that a specific office is needed to manage the branding, tourism, information portal, etc.

Betsey confirmed that the “portal” has been a consistent theme throughout the CMC stakeholder meetings. Then Betsey provided a power point discussion on the CSD process and how we have arrived here. Then board members were encouraged to refer to their board books to take another look at the board member handbook and conflict of interest pages so members know when it is appropriate to recuse themselves. She also noted the addition of the code of conduct pages to the books. Any questions about these materials can be directed to Marcie who will address the concerns. Betsey reiterated that this is an exciting time in Loveland and she appreciates the CSD board volunteers and that she is getting very positive feedback from other communities who want what we Loveland has in the OCSD.

Joan Shaffer gave the City Council liaison report and told of a panel that Senator Udall participated on along with a discussion of a company called Harrison Resources that is working on an energy park in Northern Colorado. She confirmed that the Rialto Bridge project had been passed and that a contract on a location for ArtSpace was close. She encouraged the board to attend the Governor’s Art Show which is put on by the local Rotary Clubs. Mary Meyer and Joan are also taking part in an initiative called Embracing Northern Colorado which is a task force to address the future of growth in Northern Colorado. She feels that it is important to have a strong relationship between Weld and Larimer Counties given the growth that is headed our way and the pressure that will result on traffic, infrastructure, etc. She encouraged others to get involved.

Marcie discussed the 2011 performance matrix timeline and gave the board updates on the status of each goal. One of these is the development of the website and she indicated she needs one more bid and board members offered Jafe Parsons, J&M Design, and Perfect Square as possibilities.

Paul Mueller gave the report for the Finance Committee. He discussed the model of the three legged stool in sustainability which includes gifts, grants, and revenue. It is currently difficult to pursue these as there is not enough of a track record yet but once we have accomplishments, it will be easier to start pursuing these funding sources. The committee will be meeting the 2nd Wednesday of the month at Mueller and Assoc if other board members wish to attend. Michael also added that once we know the needs for the office, we will have a better idea of the dollar amount of the revenue stream needed. Meg is researching NEA funding and Paul is looking into the Santa Fe Arts Commission best practices. Mary brought up the possibility of SCFD funding and Marcie mentioned that she had a meeting the next day about looking at this for Larimer County. Joan indicated she would like to be involved with the process.

Marcie's report started with an update of the some of the projects she is working on which still includes many informational interviews to get the pulse of the community. This includes the Living Loveland educational program, enhancement of the Park shows, additional casting opportunities for the foundries, adding educational and arts components to existing events, work on the website, finalizing data for the AFTA survey, an artists' co-op gallery/studio space and several community arts partnerships. She asked for the surveys back from board members as she starts to need help in certain areas from the board. She gave an update on the Colorado Governors' Tourism conference and asked the board for their opinion on how to update the original stakeholders group. It was agreed to have the May CSD meeting from 4-5pm on May 19th and then a stakeholders update meeting from 5-6pm. Marcie will get this organized.

Board comments included Sheila's attendance at a Cultural Services meeting and a Kroh grant that the museum had received towards it possible expansion. Jan issued concern over the office accessibility at AIMS as starting May 9th Marcie will not have access to her office Fri, Sat or Sun through the summer.

Meeting was adjourned at 7:30pm