

CSD Board Meeting
City of Loveland
May 19, 2011

Members present: Meg Corwin, Sheila Carrasco, Jan Rosetta, Kim Wheeler, Lynn Hayden Ugarte, Leah Johnson, Mary Bahus Meyer. Cathleen McEwen was council liaison and guests were Madeline Rovey from the Reporter Herald and Harrison Hand, local artist.

Motion was made by Sheila Carrasco and seconded by Jan Rosetta, to approve minutes as is.

Betsey Hale was unavailable to make the meeting and so there was not a staff liaison report.

Cathleen McEwen gave the City Council liaison report and gave an update on the CMC branding process which will be presented to council in a study session in June but not approved until later in the summer. Marcie questioned the status of the Visitor Center as it would be a great venue to showcase local art and to capture tourists driving through town. The Chamber is having staffing difficulties with the Visitors Center and applied for a grant through the CMC to cover staff. Council pulled it from the agenda due to lease issues, and so currently there is no coverage of the Visitors Center. Cathleen suggested calling Rod Wensing or John Duvall for more information.

Meg gave the finance committee report. There is consideration of doing an NEA Our Town Grant in the next cycle. Research will be done to see if we might qualify. The group had also looked at a model from Santa Fe which gets a portion of its funding from a lodging tax.

Marcie's report started with an update on some of the meetings she has been taking to navigate the city departments she will be working with, ie finance, permitting, and risk management. She is concerned because the city is considering requiring artists to carry insurance in order to participate in OCSD sponsored events. The finance committee considered starting a non-profit from which to offer insurance and other services to make the organization more nimble. Leah thought it best to try to team up with an existing non-profit. OCSD is also looking for more ways to get exposure for events. Leah offered help with KUNC and other avenues for getting the word out. Marcie continues to work to establish a presence in Denver in order to keep Loveland on the map. A contract for the website is in the works and the site will be up and running this fall.

Board comments included : Jan is still concerned that the AIMS office is not the "one stop shop" that was discussed in the stakeholder meetings and is wondering about a partnership with the Visitors Center. People need to be able to find out about what's happening in town and that probably is not going to happen at AIMS. Sheila wondered if there wasn't room at the city building. Kim Wheeler mentioned the TEDx license. She mentioned the format that includes talks on technology and innovation topics. Paul

Mueller owns the local Front Range license. Kim thinks it would be a catalyst for furthering creativity in town and help get us on the map. We will need volunteers for a committee to help guide the process. Kim, Paul and Marcie will get together in June to discuss further. Sheila shared that her article about the Zimmermans had been published in the Reporter Herald.

There will be no meeting in June as Marcie will be at the Americans for the Arts Conference. Next meeting is July 21st.

Meeting was adjourned at 4:50pm. Stakeholders meeting followed immediately and Marcie gave a power point to attendees as an update of work of the OCSD.