

CULTURAL SERVICES BOARD MINUTES

Tuesday July 26, 2011

5:00 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

I. The July 26, 2011 meeting of the Cultural Services Board was called to order at 5:26 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board Members Present: Jan DesJardin, Dena Kirk, Kerri McDermid, Kris Ortmann, Peggy Schwarz. Absent was Juanita Cisneros, Rose Watson and staff liaison Susan Ison. Also present was City Councilor Kent Solt; staff liaison Jan Sawyer and staff Mary Shada.

Additions/Changes to the Agenda

Under Museum Reports: Museum Expansion was tabled until Susan Ison could be present and Department Name was added.

Additions or Corrections/Changes to the June 28, 2011 Minutes

There were no additions, corrections or changes made.

Approval of the June 28, 2011 Minutes

Peggy Schwarz motioned to accept the minutes. Jan DesJardin seconded the motion. The motion passed unanimously.

Introduction of Visitors

Madeline Novey, Cultural Services reporter for the Loveland Reporter- Herald, was present.

Public Comments

There were no public comments at the July meeting.

II. Agenda Items

Board Reports

Kris Ortmann requested more information on the city-wide sustainability discussion as it relates to Cultural Services. Jan Sawyer reported that as part of the sustainability plan, the Museum was directed to increase cost recovery by thirty percent and the Rialto by seventy percent within a target of five years. Jan recently submitted a budget that, pending City Council approval, will raise all of the rental rates and fees by about twenty percent. The opening of the Rialto Bridge next year is anticipated to help subsidize the theater side of the Rialto through room rentals. The Museum staff is looking at the logistics of charging an admission fee for

major exhibits. The board discussed the need for increasing marketing to educate the public regarding fees and memberships as well as researching other museums that have transitioned to a fee structure.

Kris Ortmann acknowledged board member Dena Kirk who was a highlighted artist in an article in the July 13, 2011 Loveland Reporter-Herald.

Museum Reports

Cherry Pie Celebration – Jan Sawyer asked for feedback from CSB members who volunteered at the Cherry Pie Celebration noting that Kim Akeley-Charron would be able to give a staff report about actual numbers at the next board meeting.

- Juanita Cisnero mentioned in an e-mail sent to staff that a sign placed up high directing people to where to buy pie is needed.
- Dena Kirk reported that people complained about the long lines, someone suggested two tables with two lines. Some of the people who brought pies to be judged were upset that there were only tiny pieces taken out of the pie to look at and be tasted by the judges.
- Peggy Schwarz, one of this year's judges, commented that she understood why people felt their pies were not represented as well without a whole piece being cut and suggested that the whole piece does not need to be eaten for the top and bottom crusts to be better seen. This is especially important since the first part of the judging is taking place in public. Peggy also suggested two different judging panels, one for the adult and one for the student categories so that the judges would not have to eat so much pie.
- Kris Ortmann presented a diagram she created as a suggestion to better serve the flow of the festival. Traffic patterns and shade shelters were discussed. Kris also reported that a visitor at the festival suggested cherry recipe books be sold.

Comprehensive Master Plan – There is an update underway for the Comprehensive Master Plan for the City of Loveland. Five years ago, each board and commission was asked to discuss goals and objectives to meet. Each board is being asked to review the previous goals and determine which ones are no longer relevant, which ones have been accomplished, which are ongoing and if there are any new goals to add. Peggy Schwarz suggested that the CSB receive this plan electronically so each member could have time to review it and respond electronically before meeting again. The time line requested is to complete the review by the end of August. Kent Solt shared that several boards have designated subcommittees in order to complete this process by the end of August. It was agreed that Jan Sawyer and Susan Ison would send the current CSB master plan to members July 27, 2011, with specific questions to be addressed, and request an electronic response from each board member in a timely manner. Completion of the updated goals and objectives will take place at the August 23, 2011 CSB meeting.

Department Name – Jan Sawyer said the staff would like to revisit the idea of renaming the “Cultural Services Department” to something that may be a better description of what encompasses the activities of the department’s three branches; Museum/Gallery, Rialto Theater, Art in Public Places. The CSB members were asked to send any ideas they may have to Susan Ison.

Rialto Reports – Jan Sawyer

Rialto Bridge Update – Starting the week of August 1, 2011, the erecting of the steel for the building will begin. The footings and foundations have been poured. Tentative Grand Opening is scheduled for April 9 – 15, 2012.

Concession Stand Relocation – The concession stand will be moved from the west side of the lobby to the east side in August after the completion of the asbestos mitigation in the front half of the building. The Rialto will “go dark” the last 2 weeks in September with no events scheduled to accommodate renovations and connections to the Bridge building.

Events - Up In Lights completed their production of *The Sound of Music* July 24, 2011. Kris Ortmann commented that the show was unbelievably good – the best she has seen. Tuesday Theater for Kids July 26, 2011 with Poet Peter Davison drew large crowds. July will close out with a private party, the Larimer County Workforce Center graduation and a jazz concert. In August Up In Lights Theater for Kids will perform and the Loveland Community Theatre will hold two weekends of productions.

Miscellaneous Items

There were no Miscellaneous Items.

Next Cultural Services Board Meeting: Tuesday, August 23, 2011 at 4:30 p.m. in the Loveland Museum/Gallery Upstairs Conference Room.

III. Adjournment

Motion to adjourn the meeting was made by Peggy Schwarz at 5:55 p.m. Dena Kirk seconded the motion. All approved the motion.