

CULTURAL SERVICES BOARD MINUTES

Tuesday August 23, 2011

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

I. The August 23, 2011 meeting of the Cultural Services Board was called to order at 4:35 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board Members Present: Juanita Cisneros, Jan DesJardin, Kerri McDermid, Kris Ortmann, Peggy Schwarz, and new member Teresa Mueller replacing Rose Watson who retired from the board. Absent was Dena Kirk. Also present was City Councilor Kent Solt; staff liaison Susan Ison; staff Kim Akeley-Charron – Marketing Coordinator, Jennifer Cousino – Curator of History and Mary Shada.

Additions/Changes to the Agenda

Under Museum Reports: A Portrait of an Artist, Comment box, and QR codes was added. Under Rialto Reports: Phyllis Walby Conference Room Library was added. It was decided to also add a miscellaneous item to future agendas.

Additions or Corrections/Changes to the August 23, 2011 Minutes

Under Museum Reports – Cherry Pie Celebration, Juanita Cisneros name was spelled incorrectly.

Approval of the June 28, 2011 Minutes

Peggy Schwarz motioned to accept the minutes as corrected. The motion passed unanimously.

Introduction of Visitors

Loveland resident Sheila Carrasco and Madeline Novey, Cultural Services reporter for the Loveland Reporter- Herald, were present.

Public Comments

There were no public comments during this portion of the August meeting.

II. Agenda Items

Board Reports

Juanita Cisneros reported that the Philo Club has an extensive history in Loveland and asked if the Museum would be interested in displaying their records. Jennifer Cousino said she would talk with them. Juanita will arrange the exchange of contact information.

Museum Reports

Foote Lagoon Concert Report – Kim Akeley Charron handed out the 2011 concert series report which is attached to these minutes. The report shows lower attendance; however weather was an issue, one concert was cancelled and one was moved to the Fairgrounds Park. Kim is considering utilizing The Roberta Price Auditorium as an alternate venue for weather related changes. The food vender was a new addition this year and was well received.

Changes to Deaccessioning Policy – Jennifer Cousino asked for feedback regarding possible changes in the formal process of permanently removing an object from the Museum collection. The Board will review the current collections management policy and discuss at the September 27, 2011 CSB meeting.

Department Name - Susan Ison mentioned that feedback from some community members regarding a Loveland Reporter-Herald article concerning the possible re-naming of the Cultural Services Department revealed that they like the current name and feel it accurately describes the activities of the department.

Depart “Chop” – Susan Ison asked for the Board to name some descriptive words that could be used as a mark or brand to describe the Cultural Services Department. Some suggestions were diversity, creative, inclusive, exclusive, innovative, educational and collaborative, enhance quality of life in the community, art & culture, essential community asset, inspires, responsibility as keepers of the heritage of Loveland. The staff has looked at possible descriptive acronyms to use for marketing purposes and to unify the three branches of the Cultural Services Department.

Comprehensive Master Plan – To manage the large amount of Loveland Boards and Commissions goals, the City Planning Department has asked the Cultural Services Department to combine the Youth Advisory Commission and the Visual Arts Commission goals with the Cultural Services Board goals, into one overall plan.

Museum Expansion – The Brinkmann proposal for the purchase of the 6th and Lincoln property is in discussion with the Loveland City Council. There are approximately 10,000 collection items that will need to be relocated once the proposal is approved. Classes currently held in the Sequel building will be moved to a downstairs classroom in the current museum. The Fire

Exhibit may move to another location or be put in storage. A museum expansion proposal to the south of the current museum will be taken to city council sometime after the election of the 2012 council members.

A Portrait of an Artist – An Artist call for entry for the Chuck Close exhibit deadline for submission is September 23, 2012. This juried Art Exhibition will be on display in the Foote Gallery November 19, 2011 – February 5, 2012.

Comment Box – Susan Ison shared comments from citizens regarding their great experiences visiting the Museum/Gallery.

QR Codes – Quick Response encoded information matrix barcode designs read by smartphones directing people to a URL or text data are being considered for use in the Cultural Services marketing information.

Rialto Reports

Rialto Bridge Update – Asbestos mitigation is finished. There were issues with a caisson being drilled that went through a sewer line. The “Hard Hat Review” Rialto newsletter is being created.

Concession Stand Update – The concession stand is currently under construction.

Grand Opening – CSB members were invited to sign up to be on the Rialto Grand Opening committee. The first planning meeting will be September 8, 2011 at 4:40 p.m. at the Rialto. Jan DesJardin and Juanita Cisneros are planning to attend. The Grand opening is being planned for the weekend of April 13, 2012 with a Gala for donors and sponsors as well as family celebrations.

Summer review/Fall preview – Attendance has been strong during the summer months. There is a full slate of events happening in November and December.

Phyllis Walbye Conference Room Library – George Walbye has donated several hundred books owned by his late wife Phyllis who was a longtime advocate of the arts in Loveland. The Conference Room in the Bridge is planned to house this library.

Miscellaneous Items

Susan Ison mentioned several miscellaneous topics – fall kids art classes; article in the “Engineering New Record” about Alice Walton’s Arkansas museum; Chagoya and Cherry Pie coverage in the Denver Post; target for the 75th Anniversary celebration of the Loveland Museum/Gallery is to be September 2012 and will include a fundraiser Gala event. Resident Sheila Carrasco offered suggestions for the Museum expansion at the end of the meeting.

Next Cultural Services Board Meeting: Tuesday, September 27, 2011 at 4:30 p.m. in the Loveland Museum/Gallery Upstairs Conference Room.

III. Adjournment

Motion to adjourn the meeting was made by Jan DesJardin at 5:45 p.m. Juanita Cisneros seconded the motion. All approved the motion.

Loveland Museum/Gallery Summer 2011 Concert Series Final Report

Overall Observations:

-2011 attendance was impacted significantly by rain. In addition, the number of concerts was reduced from 8 to 7. Although the overall attendance was impacted, the average attendance at the concerts on June 16, June 23, July 21 & July 28 (either weren't affected by weather or storms came late in the evening) was 1375.

-Merchandise sales continued to be strong for performers who had CDs and items for sale.

-Mike Fackler of FackAttack Productions provided sound tech for the Foote Lagoon concerts again this year. Mike takes pride in the Foote Lagoon concerts and provides the best sound he can with his equipment. It will be time to go out to bid again in 2012 as the concerts may be demanding more than Mike's equipment can manage.

-The Facilities Management employees Jeremy Elliott and Paul Bennett did an excellent job of providing assistance to the Cultural Services staff at the concerts. They consistently go above and beyond to help and provide invaluable support to the CS staff.

-One area that was a new concern this year was the homeless population that regularly uses Foote Lagoon as a basecamp. At times, they were disruptive to the other guests and disrespectful to city staff. Police officers were called during two instances and regularly patrolled after that time, resulting in trespass citations for a few of the individuals.

-The summer concert season was funded by \$4,000 in Artist Fees, \$6,000 in Cultural Marketing fees and \$6000 in donations. Sponsors were Medical Center of the Rockies (\$5000), Audiology & Hearing Aid Center (\$1000) In-kind sponsor was Best Western Crossroads Inn. Financial sponsorships will continue to be important and actively solicited as the concert series moves forward.

-The Chilson Center Senior Advisory Group provided bottled water and ice cream from Penguins again this year. In addition, the series hosted the first food vendor at the Foote Lagoon concerts, working with Parks & Recreation and their vendor contract. The vendor served hot dogs, brats and quesadillas and was a good fit for the series. One vendor was enough, given the amount of rain we received and its impact on attendance.

-The Museum worked with Engaging Loveland to promote city-wide summer events together in one printed piece. The Museum staff designed the piece and between this and CMC grant money, there was no cost to the Museum. The printed piece was a fold-out calendar. The decision was made to produce a separate rack card with Museum and Rialto summer programming in addition to the calendar. The cost was still low and the exposure was double to past years.

Budget: \$10,200 Performers, \$6000 Sound, Supplies \$175, Promotion, \$1000
Total \$17,375

Actual Cost: \$8700 Performers, \$6228 Sound, Supplies \$37, Promotion \$501
Total \$15,467

June 16 Chris Daniels & the Kings (6)
Attendance: 2000 86° rain delay mid-concert, 125 stayed one hour to see another set
June 23 Halden Wofford & the HiBeams (4)
Attendance: 1200 86° cloudy
June 30 Angie Stevens & the Beautiful Wreck (4)
Attendance: 250 90° rain storms, moved to Fairgrounds Park
July 7 101st Army Dixieland Band (0)
Attendance: 84° Complete rain out
July 14 April Verch Band (3)
Attendance: 675, 86° stormy during set-up
July 21 Dennis Stroughmatt & Creole Stomp (5)
Attendance: 1000, 95°
July 28 Imagine (4)
Attendance: 1300, 88°

TOTAL ATTENDANCE 6,425 (26)