

CSD Board Meeting
City of Loveland
August 18, 2011

The meeting was called to order at 5:33pm. Members present: Michael Lang, Meg Corwin, Paul Mueller, Sheila Carrasco, Lynn Hayden-Ugarte, Marcie Erion and Kathleen McEwen.

Approval of minutes – Sheila asked that changes be made in the minutes in regards to New West Fest as it was not properly documented. Her point at the July meeting was to voice concern over New West Fest being scheduled at the same time as the Sculpture Show weekend and hopes action can be taken so that we are not competing with regional events. Marcie will update the minutes and re-send with the August minutes next month.

This prompted additional discussion about why the events were scheduled on the same weekend. Marcie had met with Beet Street in Ft Collins and it was communicated that the weekend change was due to CSU students not being back in session to avoid the problems that had occurred at the 2010 event. Marcie will work regionally to voice concerns over competition of programming.

Paul gave the TEDx update announcing that Peter Kageyama will be the key note speaker for the event in May. He is a colleague of Richard Florida's, the mind behind The Creative Class concept. Paul also has commitments from John Daggett from Embrace Northern Colorado and Jim Holstrup from High Plains Environmental Center. There is also a slot reserved for an arts integration expert which Marcie will be researching. Paul has also issued invites to 11 people for the steering committee. There is a TEDx facebook and web page. In addition, Madeline Novey will be writing an article to update the TEDx event for the newspaper.

At this point, Paul asked Kathleen about how the profits from the TEDx event can go into the OCSB budget and would we run into TABOR issues. Kathleen gave an overview of the TABOR situation and timeline. Research needs to be done on how to effectively earmark this revenue and apply it to the goals of the OCSB while being transparent in the process. Citizens in Loveland currently are skeptical with use of funds, like in the case of the CMC.

Sheila asked if Betsey was now responsible for the Community Marketing Commission budget as indicated in the article about Betsey's new position. Kathleen confirmed that the CMC budget and process was now under Betsey's job description. The commission anticipated about \$500,000 in revenue yearly and there is money remaining to be spent in 2010. There is hotel representation on the CMC and their concern is certainly for there to be "heads in beds," but the process is young and it will be redefined over the next couple of months.

Paul then talked about the Finance Committee which met informally as a few members were unaware of the meeting. Paul, Marcie and Joan talked about funding options and

discussed the possibility of a loan for the OCSD that could be accessed to program events and then repaid as events produced revenue. This model will continue to be discussed. The OCSD and the CMC are now under that same umbrella at the city, the Economic Development Department. There is a chance that money from the CMC funds could be reserved for the OCSD as the missions are aligned. There will be more communication made in regards to the next Finance Committee Meeting.

Marcie gave an update on the Timelines Matrix for 2010. Everything is on track timing wise except that the Americans for the Arts survey reports have been pushed into early 2011 instead of late 2010.

Marcie's report started with an update on the new structure and location of the Economic Development Department. Right now it includes Betsey Hale, Mike Scholl, Marcie Erion and Andrea Tucker. An admin support person will also be hired. An evaluation was given of the Heaven Fest and Park Show events. Heaven Fest most likely will not be repeated but there was great feedback on the park show info booths and survey work. The info booths will be enhanced for 2012. A copy of the website home page was passed around and members were concerned that the banner for the site did not really communicate what the OCSD/site was about. Marcie said she would talk with Tenfold Collective and make some changes. She is also working on a traveling sculpture concept for the LISA program, and new art show that could partner with the Museum, an artists' co-op, an event at the Promenade Shops as well as continuing with the pop-up gallery for NOTT. She has proposed some big impact events to Betsey that would require CMC funding if approved. Marcie asked if board members had time to look at the strategic plan that was handed out at the July meeting. Many had not, so Marcie will resend the document and the vote will take place in September. Marcie talked about the Business Appreciation Event and what a success it was and that her six month review was coming up.

Commissioner comments included Michael's question as to whether the board could weigh in on the evaluation. Members said they would forward their feedback to Michael and he would send to Betsey. Paul mentioned, confidentially, that Paul Kirby, who has invented a painting robot, was considering demonstrating the robot's work for the TEDx event. Peter Kageyama, author of For the Love of Cities, and keynote for the TEDx event, is excited to come. Meg mentioned that she had had a wonderful vacation. Sheila asked questions about the delays in the ACE project. As an engineer, Michael discussed the issues surrounding due diligence at this level and that it could take up to six months to complete. The ACE development will be a very complex model and time will be needed to do it properly.

The next meeting will be September 15, 2011. The agenda will include adoption of the strategic plan.

The meeting was adjourned at 6:50pm.