

Office of Creative Sector Advisory Board Meeting

July 21, 2011

MINUTES

The meeting was called to order at 5:34pm by Paul Mueller, who stepped in as Meg Corwin was out of town and Leah Johnson would be arriving late. Members present: Paul Mueller, Sheila Carrasco, Lynn Hayden Ugarte, Jan Rosetta, Michael Lang, Mary Bahus Meyer. Leah Johnson and Kim Wheeler arrived later. Kathleen McEwen was present as the City Council Liaison and Susan Ison was in attendance as a community member.

Minutes approval from last meeting was moved by Michael Lang, seconded by Sheila Carrasco, and approved unanimously.

Paul Mueller gave an update on TEDx Front Range. Paul owns the licensing for this and explained the concept behind the TED talks- they are to provide opportunities for learning, inspire the attendees, and provide networking opportunities. It is scheduled for May 10, 2012 at the Rialto Theater. The executive committee will look for sponsors/partnerships and will be interviewing for additional committee members. A facebook page and a website are up and an email database is being developed. Paul discussed the typical format of these events, and would like for the OCSD to be the sponsor. Susan Ison suggested Jill Bolte Taylor as a speaker for creative potential.

Sheila brought up the model of the Santa Fe Art Council that gets some of their funds from a lodging tax. She wondered if there was a way for the OCSD to receive funds through our lodging tax. She also mentioned a concern about conflicts of interest that have arisen within the CMC. Kathleen McEwen, who also serves as council liaison to the CMC, said that conflicts of interest are not present but may have come from misinformation. Sheila wondered if the lodging tax ballot could be amended to include funding for the arts. Kathleen said the CMC must follow the directives of the language of the ballot.

Kathleen then gave the City Council Report. She informed CSD members that an employee had been hired to operate the Visitor's Center. This position will focus on organizing volunteers and keeping regular business hours. There is no decision yet on a permanent home for the Chamber.

Marcie passed out an updated strategic plan that has been developed with the Economic Development Strategy team at the city. She will use it as a guide to direct her work as all projects must tie to the plan and a specific focus area. This will also help her prioritize her projects as there are so many. She asked members to read over the plan and be prepared to adopt or revise it at the next meeting. Sheila suggested an ad be taken out on Channel 16 to promote the website. Kathleen thought that CMC money could apply to focus area #3 on the strategic plan. Jan agreed that more marketing is needed. Mary mentioned her participation in the City of Loveland Strategic Plan and the broad goals of that

stakeholder group. Sheila added that the local artists bring in national/international visitors. Michael asked if the Visitor Center affects the OCSD now. Marcie answered, that unfortunately, the window has closed for the BUY LOCAL, BUY LOVELAND campaign she had hoped the OCSD could provide at the Visitor Center. There were just too many complications with the Chamber this year to make it work.

Marcie then gave her monthly report. Since the last meeting, she had organized two pop-up galleries as part of Night on the Town. She has conducted many more stakeholder interviews and gives a monthly report at the Artists' Collective networking meetings. She told the board that at the conference in San Diego in June that an update was given on the Americans for the Arts survey she had participated in. Final data should be available to be promoted at the end of this year. She also listed the many concurrent sessions she attended- Social Media, Internships 101, Dynamic Incubators, Arts Education, Cultural Tourism, and Business/Arts partnerships. She is working on a commission for McKee Hospital where the art work would be locally created and locally produced. She was part of a major grant writing committee for a state grant through the Office of Economic Development and International trade. She is planning professional development classes for the fall as well as helping with the Colorado Governor's Tourism Conference that is coming to Loveland in September. She gave an update on the AIMS mural as well as the LISA program, which this school year will have a half time coordinator working just on LISA. Marcie also described the activities she will be doing as part of Heaven Fest and the sculpture show weekend, including the CSU survey work to look at out of region spending at arts events. She told the board that she plans to give City Councilors a quarterly update and had done so in June. Lastly, it was announced that Loveland would be the site for the upcoming National Sculptors' Society Celebration Gala in May 2012.

Commissioner reports- Mary Meyer discussed her research of the Creative Connections networking group out of Denver that they are trying to model in Northern Colorado. Marcie is also looking at how the Artists' Collective might phase into something with increased business focus or whether it will stay as is. Paul encouraged members to attend the Tuesday evening study session concerning the Pulliam Building. Mary said she appreciated the survey work being done to help organizations track their numbers for CMC grants, to show what is working. She would love to see more communication amongst art organizations. Jan agreed that more centralization is needed. **Sheila said she would like to see more work being done regionally to avoid events being held on the same dates and competing with one another, like in the case of New West Fest scheduled at the same time as the sculpture weekend.** Leah wondered if the OCSD was working collaboratively. She suggested we reach out to other organizations to avoid overlap and to be a good regional partner. Marcie answered that she is working with several organizations outside of Loveland to look at future partnerships.

The meeting was adjourned at 7:25pm

