

CULTURAL SERVICES BOARD
MEETING MINUTES
Wednesday, June 5, 2019
4:30 PM

LOVELAND MUSEUM
503 N Lincoln Avenue, Loveland, CO 80537

I. Call Meeting to Order

The June 5, 2019 meeting of the Cultural Services Board was called to order at 4:31pm by Libby Skowron, Chair in the upstairs conference room of the Loveland Museum.

Board Members Present: Geraldine Amat, Juanita Cisneros, Dr. Dierdre Cook, Heather Fortin Rubald, Kris Ortmann, Libby Skowron, and Cornelia Winters. Christopher Rae, alternate, was absent.

Staff Present: Susan Ison, Cultural Services Director; Steve Lemmon, Rialto Theater Center Manager; and Tegan Hollen, Business Services Specialist. John Fogle, City Council Liaison, was absent.

Guests Present: Jess Killingsworth, Cultural Services Marketing Coordinator

Additions or Changes to the Agenda

There were no additions or changes to the agenda.

Additions or Changes to the May 1, 2019 Minutes

There were no additions or changes to the minutes.

Approval of the May 1, 2019 Minutes

Juanita motioned to approve the minutes. Cornelia seconded the motion. The motion passed unanimously.

Public Comments

There were no public comments.

II. Agenda Items

Board Reports

CSB Accomplishments Update – Kris reviewed the activities that CSB members participated in since the last meeting.

Roles and Duties Discussion – Time Change – The Board reviewed their decision to change the meeting time from 4:30pm to 5:00pm with Susan. The change will be submitted to City Council for approval.

Kris praised Cultural Services staff and volunteers for their work in facilitating this year's 2nd Grade History Days. Kris also noted that the format changes in the 2018 Cultural Services Annual Report improved the document, making it more readable and visually appealing.

Cultural Services Department Reports

Marketing Update – Jess Killingsworth – Jess reviewed recent Cultural Services marketing accomplishments such as designing and printing the new *Loveland: A Work of Art* public art brochure, publishing the Museum's *Artistry in Stone* alabaster book, and having over 700 kids sign up for the Kids Summer Movie Club at the Rialto. Jess also spoke about upcoming projects for 2019, including :

- A bus advertising campaign for the upcoming *An Adventure in the Arts* and *Andy Warhol* art exhibits at the Museum.
- Cross-promotion with the Loveland Downtown Partnership/Downtown Development Authority for LDP/DDA and Cultural Services events.
- Marketing opportunities at community events such as the Loveland Library's Summer Reading Event on August 2. Jess invited the Board to help run the booth for this event.
- A Buy One, Get One Free coupon offer focused on Estes Park to bring visitors down to Loveland.
- Providing marketing materials in Airbnb and other vacation rental properties.
- A campaign to determine Museum member mailing preferences, with the focus on moving to paperless marketing in order to save money on printing and postage costs.
- Exploring marketing options through the new ticketing software at the Rialto.

Kris asked about the Buy One, Get One Free coupons that the Museum currently offers. Jess explained that she is exploring other options for encouraging visitation since the Museum has not received a high number of the coupons back, but they will continue to be given out for the time being.

Community Improvement Program – Susan explained that City Council agreed to consider the Community Improvement Plan initiative with all eight projects, though there may be changes before it is finally submitted for the ballot. The initiative will be brought back to Council in July or August for official approval. The consultant who coordinated the survey regarding the initiative was impressed with the feedback, noting that responses were higher than expected for a city the size of Loveland. Heather mentioned that the Museum expansion was lower on the list of projects and encouraged the Board to advocate for its inclusion until Council has made their final decision.

Creative District – Kris spoke about the ongoing Creative District meetings. Committees have been formed to focus on specific tasks required for completing the application for Loveland, such as determining the district boundaries. The group plans to submit the application this September. The application will be sent to City Council for approval after which it will go to Colorado Creative Industries, the organization that administers the Creative District program.

Reporter-Herald Building – Susan provided an update about the Reporter-Herald building, explaining that changes to the restrooms and drinking fountains must be made in order to be ADA compliant before the Museum can use it for classes in the near future. The building blueprints have been sent to Olson Kundig so they can move forward with redesigning the expansion plans. Employee parking next to the building has been designated for Museum staff and these spots can be used now. An additional parking lot was included with the building purchase and, due to budget cuts for City departments in

2020, Susan is considering charging for parking in a portion of the lot. The Board provided her with their thoughts about this plan and were generally positive about the idea.

Susan spoke about other ideas for generating revenue to offset budget cuts, including cutting the Foote Lagoon Summer Concert Series as it competes with a number of similar events offered throughout the City, and restructuring the Phyllis Walbye film series so films are offered in a one weekend, festival format rather than spread out over several weeks.

Art Library Brochure – Jennifer Cousino, Curator of History, and Ashley Yager, Registrar, are creating a plan for a research library that will be comprised of art book donations the Museum has received.

Heather spoke about the *Cast in Bronze* project she is helping Susan with, involving cataloging all of the bronze pieces that have been cast in Loveland. Eventually, this information will be made available in a kiosk for visitors to look up which of these pieces have been placed in their city or surrounding area.

Rialto Theater Center Report – Steve Lemmon spoke about current and upcoming performances and events at the Rialto Theater Center as well as other news:

- *Liquor License* – The application for a beer garden at the Foote Lagoon Summer Concerts has been approved. Revenue from alcohol sales will be split between the Rialto and Berthoud Brewery. The Rialto is also helping the Parks and Recreation Department with their 4th of July and Battle of the Bands events. Susan and Steve are still exploring getting a liquor license for the Rialto itself and have met with Door 222 to discuss this as it would mean the restaurant would no longer be responsible for serving theater patrons.
- *Henry's Pub* – Discussion continues regarding the mitigation of the stain on the Rialto building caused by Henry's grease traps. New filters will be put in the traps to help minimize future damage.

Rental Agreement – Negotiations for the rental contract between the Rialto Theater Center and Rez.Church have begun. Blackout dates were given to the church for next year and Steve has asked the group if they would like to renew their agreement. He is waiting to hear their answer. Susan provided the Board with rental agreement examples for other organizations, including the Union Colony Civic Center and Hammond Amphitheatre. The Board discussed the Rialto agreement in relation to these examples and whether or not there were changes they would suggest making.

City Council Report

Neither Councilor Fogle or Ball were able to attend the meeting so no City Council Report was given.

Miscellaneous

- Susan showed the board the plans for historic photos that will be added to traffic cabinets around the City. The photographs were chosen from the Museum's collection.
- Susan read a complimentary message from artist Audrie Mergelman about the Mother's Day Market she participated in during Night on the Town in May. The event was part of the exhibit programming for the *Practice What You Teach* exhibit.
- Susan mentioned that artist Daas has begun painting his mural *My Favorite Things* on The Foundry parking garage. Daas was chosen by the Visual Arts Commission to paint the mural.

NEXT CULTURAL SERVICES BOARD MEETING: Wednesday, July 3, 2019 at 4:30 pm in the Loveland Museum upstairs conference room.

III. Adjournment

The Cultural Services Board meeting adjourned at 5:56pm.

/S/ Libby Skowron, Cultural Services Board Chair

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