

## **CULTURAL SERVICES BOARD MINUTES**

Tuesday February 28, 2012

4:30 P.M.

### **LOVELAND MUSEUM/GALLERY**

503 N. Lincoln Ave.

Loveland, CO 80537

**I.** The February 28, 2012 meeting of the Cultural Services Board was called to order at 4:32 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

**Board Members Present:** Juanita Cisneros, Jan DesJardin, Louise Kauffman, Ginger Klein, Kerri McDermid, Teresa Mueller, and Kris Ortmann. Also present were city council liaison Cathleen McEwen, staff liaison Jan Sawyer and staff, Mary Shada.

#### **Additions/Changes to the Agenda**

Museum Reports were tabled due to the absence of Director Susan Ison.

#### **Additions or Corrections/Changes to the January 24, 2012 Minutes**

City council liaison Cathleen McEwen was not listed as present at the January 24, 2012 meeting.

#### **Approval of the January 24, 2012 Minutes**

Juanita Cisneros motioned to accept the January 24, 2012 minutes as amended. Kerri McDermid seconded. The motion passed unanimously.

#### **Introduction of Visitors**

There were no visitors at the meeting.

#### **Public Comments**

There were no public comments.

## **II. Agenda Items**

### **Board Reports**

**Rialto Bridge project, lessons learned for Museum expansion** – Kris Ortmann asked if there were any lessons learned from the Rialto expansion project that would be valuable for future experience with expanding the museum. Jan Sawyer said that there have been many good lessons and she would like some time to think through the question and then get back to the board at a later meeting.

**Ideas for generating memberships** – Kris Ortmann reported that she has been reading articles about museum memberships as well as entrance fees and has come across several ideas:

- Some communities have free museum passes that can be checked out from the library
- When you sign up for a membership at the Museum of Nature and Science in Denver, one of the benefits is one free pass for a friend.
- Kris would like to see advertising suggesting memberships as gifts.
- Kris reported that a visitor had asked if she could donate \$100 for scholarship entrances for those who cannot afford the fee. There was a suggestion for that option to be put on the membership brochure.
- Jan Sawyer commented on an article she read that stated people expect to pay admission fees and that there is a higher perceived value if there is an admission fee.

**Miscellaneous board report:** Kris Ortmann read a quote by Scott Russell Sanders from the annual report of the Whatcom Museum in Bellingham, WA, “The true wealth of a community is not in the grandeur of private residences but in the quality of libraries, schools, museums, courthouses, galleries and other public places.” Whatcom Museum Director, Thomas A. Livesay; follows saying “Our ‘commonwealth’ is just that, something that we all hold in common to benefit the whole. It is an important lesson to remember as our community prepares new buildings for our Art Museum, Children’s Museum and – before much longer- for our library.”

## **Rialto Reports**

### **Rialto Theater Center update**

- The Certificate of Occupancy for the Rialto Theater Center was received, February 29, 2012. Jan Sawyer commented that the building is “stunning” incorporating public art was an important part making it a special environment.
- Furniture is being ordered now that the city council appropriated the funds raised by the Rialto Theater Guild at the Tuesday, February 21, 2012 meeting. It will probably arrive in time for the grand opening.
- The opening in the lobby between the theater and the center will be finished in the next week. The penetration through the wall upstairs in the balcony of the theater will happen sometime in the summer due to the necessity to reconfigure the balcony seating to accommodate the entryway according to code. When this is complete, patrons will be able to ride the elevator in the center to the balcony in the Rialto.
- Teresa Mueller suggested that Jan Sawyer document, in writing, the addition of the Rialto Theater Center at some point in the future for historical reference.
- A benefit concert initiated by the Loveland Choral Society will be held March 4, 2012, at the Roberta Price Auditorium. The Rialto Theater Guild is providing a silent auction of fine art pieces.
- Sunday, March 18, 2012 the Guild will host a movie fundraiser, “Return of the Jedi, Star Wars Extravaganza”. The Rialto Theater is the only theater in the country that will have shown the three original Star Wars movies in a theatrical setting.

**Grand opening** – The next meeting of the grand opening committee will be Monday, March 5, 2012 at 4:00 p.m. The four celebration events are:

- Wednesday, April 11, 2012, 7:00 p.m. – ribbon cutting, public art dedication and the showing of four silent movies.
- Thursday, April 12, 2012 – invitation only Gala for donors and people involved in the project.
- Friday, April 13, 2012, 6:00 – 9:00 p.m., Night On The Town, community open house with tours, community groups performing and cake.
- Saturday, April 14, 2012, 7:00 p.m. Aaron Neville concert and VIP reception.

**COL Employee event** – The City of Loveland employees will be invited to an open house at the Rialto Theater Center Thursday, March 15, 2012 from 2:00 – 4:00. Rialto staff is developing a self-guided tour and map for this and the community open house event.

**Scheduling Coordinator position** – Brittany Koonce has been hired as the Rialto Theater Center scheduling coordinator working 20 hours per week. She will begin Thursday, March 1, 2012, and will be showing the facility to potential renters, preparing contracts and managing events.

**Fiber & Phones** – The internet fiber connection of the Rialto to the City of Loveland is complete. This is the first time the Rialto has been connected to city internet since becoming part of the city in 1998. The Rialto Theater Center is the first department in the city to now have VoIP computerized telephones which will also allow for paging.

**January/February recap** – This has been the busiest winter/spring season the Rialto has had in several years. February began with *Sylvester and the Magic Pebble* with a Thompson School District pre-K through grade 2 attendance of around 800 students; February 3, 2012, Alpin Hong debut of the new piano; Valentine's day movie was *The African Queen* with 285 people in attendance; February 23, 2012 movie *My Antonia* played in conjunction with the Willa Cather gallery show at the Museum; February 25, 2012 the David Wilcox concert was close to sold out in attendance.

**March schedule** – Up In Lights production of *Godspell* opens March 2, 2012; Lynne Swanson will perform a live re-enactment event of the life of Willa Cather, The Elders will perform March 30, 2012 with many more events in the middle of the month.

**NEXT CULTURAL SERVICES BOARD MEETING:** Tuesday, March 27, 2012 at 4:30 p.m. in the Loveland Museum/Gallery upstairs Conference Room.

### **III. Adjournment**

Motion to adjourn the meeting was made by Teresa Mueller at 5:12 p.m. Jan DesJardin seconded the motion. All approved the motion.