

CSD Board Meeting

September 15, 2011

City of Loveland

The meeting was called to order at 5:35pm. Members present were: Meg Corwin, Sheila Carrasco, Jan Rosetta, Kim Wheeler, Paul Mueller, Lynn Hayden-Ugarte, Mary Bahus Meyer, Leah Johnson and Marcie Erion.

Minutes needed to be approved from the July meeting as a change had been requested at the August meeting. Kim made a motion to approve the new minutes and Sheila seconded. The motion was approved. In regards to the August minutes, Paul mentioned an error regarding the spelling of Jim Tolstrup and a misspelling of Cathleen McEwen's name. These changes will be made and a vote will take place to approve at the November meeting.

No Council liaison report was given.

While no official Finance Committee Report was given, there was some discussion of the future financial sustainability of the OCSD. Jan mentioned that in the August minutes it was discussed that possibly some of the lodging tax money could help pay for the website or other OCSD expenses as much of their missions are the same. Paul mentioned, along those lines, that the Santa Fe Arts Commission is funded by lodging tax dollars. Marcie gave the commissioners an outline of the next few months for the Community Marketing Commission that include adoption of the Destination Loveland Strategic Plan, adoption of budget and recommendation to City Council. Marcie does not know at this time if the OCSD will receive any funds from CMC.

The 2011 metrics timeline was reviewed. Marcie told members that the Americans for the Arts Study has been delayed and won't be released until the first part of the year. Also, we will have the CSU visitor profile report this year.

The updated OCSD Business plan had been emailed to commissioners and explained that it was the summary of the larger council template. Sheila brought up the question of how the museum renovation might relate to the OCSD plans. She encourages the addition of a foundry display in the new museum and work to develop a piece of Americana- our piece- the Loveland piece. She hopes that the OCSD and Cultural Services will be on the same page as we move forward. It was her impression that the addition to the Museum was going to be Lincoln Place was built and that the community was promised underground parking there. She also indicated that there is \$14 million sitting in the city accounts now that will sunset at some point if not applied to the project. Marcie did point out that she has a steady partnership with Cultural

Services. Sheila feels that the Museum is a great attraction mechanism and everyone agreed. It was pointed out that maybe the TIF was what might be sunsetting. Sheila also quoted Hugh McKean as saying, "we owe it to the community to not make this about revenue." Sheila had been asked to gather foundry history and stakeholders and has done so, but parking remains a question and she feels two levels are needed.

Jan Rosetta made a motion to approve the business plan and Leah Johnson seconded. The motion was approved.

Marcie's monthly report began with an overview and status of the website. She hopes to launch it as part of the November NOTT in partnership with Tenfold. Leah suggested that Tenfold capture sign ups the night of the launch on-line with artists bringing their jump drives to upload the information. It was also suggested that a banner be hung over Highway 34 to advertise the new website. The TAG project was then discussed where the OCSD is creating a Microsoft tag to promote Living Loveland which includes a section on creativity in the area. It will be sent out on the remailed valentines that go out every February as well as on products shipped out of the area and Marcie hopes all over locally as well. It should be a way to guide visitors to all the various things to do in Loveland. It was suggested that the TAG be used at DIA if possible. She is working on developing big impact events and job recruitment.

Marcie then brought up the idea of holding the board meetings every other month or even quarterly as it requires a lot of time from the commissioners as well as administrative work for Marcie. Paul wondered about a quarterly physical meeting and a 30 minute conference call monthly. Everyone felt that quarterly was not often and Sheila proposed every other month. Paul suggested an update be sent out during the months without a meeting. Mary moved to make meetings every other month and Leah seconded, board approved. The board will try this out for a few months before a permanent decision is made which would have to be approved by city council. So the next meeting will be in November.

Commissioner comments started with Mary encouraging Marcie to ask the board for help to distribute some of the work. A representative from the board could fill in the blanks and take some of the responsibility for example with Artists Collective meetings and NOTT. She also hopes that LISA students continue to be involved with the work of the OCSD for education and experience. Perhaps a few projects with a similar purpose could be combined for instance Art Lab and a pop-up gallery as well.

Paul discussed the Pastels on 5th event which was a fundraiser for Alternatives to Violence. The event was wonderful and he also mentioned that an artist had sold at the NOTT pop-up gallery the night before. The fact that kids can grow up to be an artist- that the possibility exists in Loveland is clear and makes the work of the OCSD important. He also mentioned that the first

meeting of the TEDx steering committee had taken place with a tour of the Rialto. Committee members are very excited and lots of great ideas are being generated. All the seats in the Rialto will be filled. Mary is in charge of the TEDx marketing committee and is recruiting committee members. She also wondered how we could leverage/collaborate with the recent Scottish/Irish festival in Estes Park.

Leah mentioned that the LEAH Art Show at the Feed and Grain sold about \$4500 with 8 local artists selling.

Sheila made a motion to adjourn the meeting and Paul seconded. Meeting was adjourned.