

CULTURAL SERVICES BOARD MINUTES

Tuesday January 24, 2012

4:30 P.M.

LOVELAND MUSEUM/GALLERY

503 N. Lincoln Ave.

Loveland, CO 80537

I. The January 24, 2012 meeting of the Cultural Services Board was called to order at 4:34 p.m. by Chairperson Kris Ortmann in the Upstairs Conference Room of the Loveland Museum/Gallery.

Board Members Present: Juanita Cisneros, Jan DesJardin, Kerri McDermid, Louise Kauffman, Ginger Klein, Teresa Mueller, and Kris Ortmann. Also present were Loveland City Manager Bill Cahill, staff liaisons Susan Ison and Jan Sawyer and staff, Mary Shada.

Additions/Changes to the Agenda

Under Museum Reports: Annual event attendance, Valentine exhibit remodel and Admission charges were added.

Additions or Corrections/Changes to the December 6, 2012 Minutes

Kris Ortmann asked to acknowledge Peggy Schwarz, CSB member since 2004, for her many years of service.

Approval of the December 6, 2012 Minutes

Jan DesJardin motioned to accept the December 6, 2012 minutes as amended. Kerri McDermid seconded. The motion passed unanimously.

Introduction of Visitors

Reporter Shelley Widhalm from the Loveland Reporter-Herald was present.

Public Comments

There were no public comments.

II. Agenda Items

Board Reports

Welcome new CSB members – New CSB members Ginger Klein and Louise Kauffman were introduced.

Election of officers - Kerri McDermid motioned to re-nominate Kris Ortmann as Chair and Jan DesJardin as Vice-chair of the Cultural Services Board for 2012. Louise Kauffman seconded. The motion passed unanimously.

Museum Reports

Board expectations – Susan Ison spoke of the expectations the Cultural Services Department has of the board members such as attending CSB meetings, serve as advocates for the Museum and Rialto in the community and assist with special events. The board members discussed their involvement and asked to be invited to participate in any other activities where they can be of assistance.

Boards and commissions summit – The City of Loveland boards and commission’s summit will be held Thursday March 1, 2012 from 5:00 – 9:00 p.m. at the Rialto Theater Center conference room. This will be the first big event at the new center. Teresa Mueller and Jan DesJardin volunteered to represent the Cultural Services Board at this meeting. CSB goals and accomplishments are to be delivered to the City by the end of January 2012, they will be utilized at this summit. Susan Ison will meet with Teresa Mueller and Jan DesJardin to craft this document and then e-mail it to the rest of the CSB for comment.

Portraits of the Prairie – Over five hundred people attended the opening exhibit of “Portraits of the Prairie – Nebraska Landscapes the Inspired Willa Cather” by Loveland artist Richard Schilling.

Museum expansion –

- The Museum expansion was a topic of the City Council study session in December 2011. Bill Cahill reported to the CSB that the direction from Council was to return with two decision items; 1)for the hiring of a fundraiser and 2) for a short term contract with an architect for initial conceptual drawings. The architect will be hired to present drawings that would depict an iconic, memorable and symbolic building for the community in order to create a vision for raising funds.
- A project team comprising other city departments has begun meeting to discuss the expansion.
- Susan Ison presented a children’s museum research report by Jenni Dobson-Curator of Education. This report is attached at the end of these minutes.
- Museum staff began a focus group with sculptors who were originally associated with Art Castings of Colorado.
- Susan Ison will be speaking at service groups over the next few weeks.

75th anniversary – Harold Dunning began the Museum collection in 1937. There will be a full year of activities and special events to celebrate 75 years! Rack cards with monthly “night on the town” events and new historical exhibits were handed out to CSB members.

Annual event attendance – Susan Ison handed out Jenni Dobson’s youth and family programming annual report. The Cherry Pie Celebration, Halloween Family Fun Festival and Tree Lighting Ceremony were very well attended. It was decided to not hold the Teen Easter Egg Hunt this year. Susan also handed out Marketing Coordinator Kim Akeley-Charron’s attendance quarterly report showing visitation from a variety of cities in Colorado, many states and 6 different countries. During the last quarter, about half of the people were first time visitors. See attached reports at the end of these minutes.

Valentine exhibit remodel – The Valentine exhibit is being upgraded. A penny smasher machine will be added with four different designs available.

Admission charges – Beginning April 29, 2012, as part of the City-wide sustainability plan, admission charges of \$5 per person will be assessed to visitors who would like to see special exhibits in the main gallery. The remainder of the Museum will continue to be open to the public by donation. Museum members will be able to attend for free and there will be two free weekend days during the Colorado Governor’s Art Show and Sale – May 13, 2012 and June 2, 2012.

Rialto Reports

Rialto Theater Center update – The completion of the Rialto Theater Center is “on the home stretch”.

Estimated completion – Occupancy of the Rialto Theater Center is being projected for the first week of February 2012.

Art In Public Places components – The terrazzo floor designed by David Griggs is being completed and the light pads are being installed. The original Rialto marquee sign that was rescued from “Craig’s list” has been refurbished. There is one piece of art by David Griggs that has not been received at this time.



January 24, 2012 Cultural Services Board Meeting



Video conferencing – Video conferencing equipment will be available for rent at The Rialto Theater Center. The Center and the Loveland Library purchased the equipment as a “buy one, get one” deal.

Telex/video feed system – The community room and dressing rooms will have a live audio/video feed system available from the Rialto stage.

Scheduling Coordinator position – Friday January 27, 2012 a 20 hour per week scheduling coordinator position will open through the City to help the Rialto staff operate the new building. This person will be showing the facility to potential renters, preparing contracts and managing events.

Grand opening – The Rialto Theater Center grand opening celebration will take place from Wednesday April 11, 2012 through Saturday April 14, 2012. Wednesday silent films will be shown with a live orchestra playing, Thursday will be a private Gala for donors, Friday will be an open house with community groups entertaining and Saturday will be an Aaron Neville concert. The \$50 per ticket for the Saturday event with Aaron Neville went public on January 4, 2012 and was sold out by January 8, 2012.

Rialto Theater Guild campaign – The Rialto Theater Guild currently has \$94,429 pledged or received, \$70,000 more that have been asked for from private donors and grants, and are anticipating receiving \$25,000 from planned fundraisers. Last week they also received \$50,000 which the donor earmarked for a piano.

Piano – A Yamaha C7 concert baby grand piano was purchased and will debut at the Rialto Theater Friday February 3, 2012 with Alpin Hong’s performance.

Fundraisers –

- 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.

Miscellaneous

- The next exhibit in the Foote Gallery will be “TRACKS – Two Decades of the Great Western Railway”, February 18 – April 15, 1012.
- The Museum has a new security system that is working very well and has much more visibility.
- A Francisco Goya exhibit is tentatively scheduled for 2013.

NEXT CULTURAL SERVICES BOARD MEETING: Tuesday, February 28, 2012 at 4:30 p.m. in the Loveland Museum/Gallery upstairs Conference Room.

III. Adjournment

Motion to adjourn the meeting was made by Juanita Cisneros at 5:55 p.m. Kerri McDermid seconded the motion. All approved the motion.

Children's Museum Research

Prepared by Jenni Dobson, Curator of Education

The ideas in this report only reflect what my kids and I liked or didn't like about each of the locations we visited. I listed things that I think we should think about when planning an expansion and creating kid or family-friendly spaces.

To expand on this research, I'd still like to send a small set of questions to staff members at each of these institutions and see what they like/dislike about their facilities and exhibits for kids and families. Also, to expand on this research, I hope to facilitate focus groups that will suggest possible plans for classrooms, programs, youth zone areas, interactive exhibits and family-friendly museum features. I am planning to use the research I have done on my own to help me formulate the questions, discussion topics and goals of the focus groups.

One of my main conclusions so far is that ideally I think the new building AND the old building should have interactive aspects/exhibits for children and families to enjoy throughout most of the exhibits. These should include things that kids can touch, interactive screens, costumes to try on, activities, buttons with light ups, educational tools, etc. We do have this covered to some degree with the Sugar Factory costumes, Medina area, carriage and Valentine's exhibits. Other areas I think we could do more would be the potential bronze exhibit and in some of the art exhibit areas. Some other possible additional interactive area might include, but are not limited to:

- Backlit water relief map
- Backlit maps in the Sugar Factory exhibit
- Fire Safety (fire trucks, costumes, etc)
- Valentine's exhibit

A dedicated "kid zone" or youth area/children's museum area should ultimately reflect the missions of the museum- in our case to teach about art, history and local culture. Possible themes for the youth zone could include cherries, farming, sculpture, natural recreation, water, mountains, native wildlife. There are many more we could also explore!

I also want to note that on a recent trip to Viestenz-Smith Mountain Park with my kids, we loved the panels on the flood and thought that we should include more flood history here at the Museum. Also, at the park, the kids loved the cabin that had panels on the local wildlife (fish, birds, bugs, etc). This is also my kids' favorite part of DMNS...

From my past experiences here and with Parks and Recreation departments, I believe that the classroom areas should include two separate rooms, one for adults and one for children, and should sit up to 20 students comfortably. You could do one large room that divides into two, but there are disadvantages to that if you want kid-specific or adult-specific equipment (i.e. kid-sized sinks, printing press, adult materials that are sharper/more toxic, etc). There should be lots of storage between the two classrooms for supplies, art work holding, and room for a kiln. Room for stand-up easels for both adults and children should also be considered.

Denver Children's Museum Denver, CO

- Kid-friendly classroom!
- "Arte a la carte" area nice, but small. Supply holders needed on each table instead of on a cart in the corner. Too crowded to keep crossing.
- Awesome drying area... Space saving hooks above painting easels so that you can leave it to dry, visit other parts of Museum and then come back and get them. Variety of projects. Shelves with supplies also drying rack. Sinks to wash up.
- Rubbing table nice and big with bins for paper... Not enough "rubbing" crayons.
- Nice to have sheets of ideas at entry for each age group. However, not enough "engaging" activities for older kids.
- Forrest and ant hole tunnels most popular area for all ages of kids.
- Bubble area fun for all ages (temporary exhibit).
- Volunteer or docent stationed in some areas would have been nice.
- False walls... Open areas.
- Fire Safety area- truck to climb on, hose target shooting, 9-1-1 practice, costumes to try on.
- Lots of costumes in different areas.
- Questions I'd like to ask their staff... how often are they replacing materials, fixing equipment; how many volunteers do they have; tour ideas; party ideas; programming/budget; their favorite exhibit/most popular exhibit.



Denver Museum of Nature and Science- Denver, CO

- PIRATES! (Temporary exhibit)
- Lots of interaction with characters and docents. Pre-movie for information was good and the kids remembered lots of details from the movie while walking through the exhibit.
- Kids were handed a treasure map to follow with activities. Had to find the parrots on the walls for them to search for the activities. Some activities better suited for older kids and some for younger. They just liked having to search for the parrots!
- Good amount of kids activities throughout the exhibit, but too much literature (even for the adults).
- Hats and stamps at the end of the exhibit.
- Statues and banners for photo ops.
- Animal exhibit halls... Lots of buttons and screens at each site. Noises. Backlit map with areas of animals in the state- where to locate them. Animal poop (kids love poop!)
- Prehistoric Journey- nicely set up, docents talking to/interacting with kids. Lots of touchscreens to get more info for kids even though we didn't do much of them.
- Space exhibit- lots of interactive for kids and adults. Hand washing stations. Stools for kids to stand on. Telescopes, ship driving, ball/crater machine.
- Health interactive really cool! Cards at each station to evaluate different parts of your own health.
- Lots of kid sized stations, but also handy for adults to sit at and use.
- Signs where things were broken saying that it was under repair.
- Exhibit friendly gift shop.
- Little kids discovery area.
- FAMILY RESTROOM!!!



Downtown Aquarium Denver, CO

- Meandering path through the exhibits.
- Interactive map at the entrance.
- Lots of photo opportunities throughout – outside, inside (left)
- Flood simulation very cool for adults

and for kids (dark photo below).

- Explores local, as well as world outdoor habitats... Colorado forests with native fish to deserts with snakes to marina and boats to African jungle, coral lagoons, sunken temple...
- Coolest thing about this place is that the exhibits are literally ALL AROUND you, or you can make them all around you! Over, under, around. Places to stick your head in things to see fish all around you. Walking over tanks to see them below your feet.
- Info throughout exhibits about classes and programs... Swim with fish, bday parties, classes, etc. "Check online about program info."
- Sound effects throughout exhibits.
- Lots of things built to go with theme... Benches, bridges, fake buildings, exhibit cases...
- Empties into cafe, stingray, activity area and then into gift shop.



Meandering paths through main exhibit that travel several types of outdoor habitats and their wildlife. Guidebooks and guide sheets that you pick up at the entrance to find different animals along the path. Book more in-depth. Sheets per age level. Interactive screens, buttons and mannequins along the way. Screens gave more details about each habitat. Mannequins- interactive screens that they would talk to you. Push buttons to hear animal sounds. When you walk by, animals make sound and move; snow. There was something for every age level in this exhibit.

- Temporary exhibit- sharks. Benches built into exhibit space. Lots of interaction. Lots of visuals and activities/info for all age levels.
- Movie theater used in many different capacities.
- Small gift shop- not a lot of choices
- Lots of open space- used for outside rentals as an event venue
- Café with lots of outdoor seating.
- Outdoor walking path
- Gallery space on first floor for rotating art exhibits having to do with wildlife
- Lot of special events; fundraising events- email their staff about the fundraiser events
- Interactive Discovery Zone with costumes, art area, avalanche, water ways exhibit, theater, games, etc.
- Toddler area

Wildlife Experience Parker, CO



WOW! Children's Museum Louisville, CO

- Small building, but they have done A LOT with it.
- Large entrance room for an interactive pirate ship and room for a travelling exhibit.
- Temp exhibit at the time was on food choices/calories/exercise/health
- Small rooms in the back with each having their own theme– science, art, music
- Next large room was divided into smaller exhibits with their own themes with kid inter-actives. Light reflections; Theater with costumes; Sand; Farming and food; Shopping; Banking with working teller tube' toddler play area; train station; magnets; space for lunch tables.
- Three classrooms along the back that can also be used as party rooms or opened into one large party room.
- Last classroom led out to patio and that day they were doing experiments with water with lessons, activities and books.
- Also outdoor space for lunch tables.



Morrison Museum of Natural History Morrison, CO

- Small, old house.
- Good panels for adults on the dinosaur history of the area, but above the heads of kids. They looked at the bones and then breezed by most of the main level exhibit.
- Upstairs– the bones are more fun for kids– dino jaws, mammoth. Also there are live snakes upstairs.
- In the research room, the kids were able to use the drummel to carve at the stone.
- Outdoor area and shed for a dig, but it was really hot when we were there and we were warned to look for Rattlesnakes.
- Outdoor picnic area.



Longmont Museum Longmont, CO

- Top of silo was where they directed us first with the kids. My kids were bored with the magnet games and the board interactive right way. Best thing from there was the view.
- Art exhibit had a fee and did not appeal to the kids, so we did not go through.
- I thought that history exhibit was really well done, but kids were bored. However the best interactive was the water way one. See photos.
- Also, kids liked the graffiti wall.



Sangre de Cristo Art Center Pueblo, CO

- Did not visit here with the kids, but with Jennifer, Kim and Susan
- Love the kids-sized, low sinks and counters in the classroom
- Rotating "bin" of recycled material for art projects in the middle of the classroom
- Windows from the exhibit area/hallway that look into the art classrooms
- Exhibit cases of kids art outside the classroom so that people can see samples of what is made in the classroom
- Kids "nook" for reading, plays, presentations, etc. Looks like sitting in a park with a tree.
- Kids activity tables that relate with main rotating exhibit (i.e. Mexico)
- Really cool hand-made watercolor palettes



Butterfly Pavilion Westminster, CO

- Lots and lots of docents throughout this place! They are in every room, great with kids, answer questions, etc.
- Temporary spider exhibit with really cool back-lit map that you push buttons to see where certain species of spiders live throughout the world.
- Donation coin spinner (same as photo from Children's Museum). Kids LOVE these things and keep asking for money to plug in there!
- Kids also love photo opportunities! Large Praying Mantis outside is an example.
- Awesome gift shop with lots of really cool choices for both kids and adults.

Monterrey Bay Aquarium Monterrey, CA

- Rubbing tables are a hit here and in several places.
- Kids discovery zone where you can get your hands wet!
- Kids also love photo opportunities! Lots of them here... penguins, sea horses, eggs, etc.

The Children's Museum Seattle, WA

Visit and notes by: Kim Akeley-Charron

- Security is paramount for the museum. I was not allowed to enter as a single adult (no kids). I had to sign-in with the business office and was only allowed to stay in the museum for 15 minutes.
- Overall impressions of public spaces- LOTS of benches for parents to sit. Stroller parking was plentiful throughout the museum. Large lunchroom with lockers. Three birthday rooms but I only saw one.
- Exhibit Areas
 - Storytelling Circle—this area wasn't in use when I was there but it was a good size and well-lit.
 - LEGO room—2 LEGO artist-built sculptures. Many shelves of bricks. There were tables and car rugs for the kids to interact with. Also, there were LEGO mounts on the walls for kids to stand and apply bricks.
 - Wooden transportation vehicles—wooden cabs built with benches inside. Kids seemed to love being inside, turning the steering wheels. They had a Fire Truck with a changeable street light, coats and hats, a boat and a bus.
 - Bijou Theater—A separate room with a stage (flush to floor), moveable curtains, "backstage" area with makeup mirror and working light board (3 stage lights from what I could see). There were wooden benches for the "audience". The costumes provided were themed to two plays, *The Secret Garden* and *Raven Steals the Light*. The storylines were included on panels.
 - Construction Zone—filled with little boys!! The exhibit was sponsored by a local hardware store and there was a mural on the wall that mimicked the store. Most of the building equipment was plastic shapes with large screws and wing nuts. Easy for the kids to put together.
 - Global Village—covers the countries of Ghana, the Philippines and Japan. This area had various house, kitchen and market replicas for the kids to play in. It would be really awesome to set up something like this from our "Life on Main Street" exhibits but have it with pieces the kids can touch and interact with.
 - Discovery Bay—For the smaller kids, I'd say ages 0-4. Water table, built-ins to climb on.
 - The Mountain—themed around nature. A built-in that allowed kids to "hike", go through caves, etc.

For more information, contact Jennifer Ross, Director of Communications, 206-576-2322, jross@thechildrensmuseum.org, www.thechildrensmuseum.org.

2011 Overall Event Report

Loveland Museum/Gallery- Youth and Family Programs

Date	Event	Attendance	Volunteer #s	Volunteer Hours
February 3	Chinese New Year	150	14	45.5
March 2	Children's Day	1750	22	77.5
April 22	Teen Egg Hunt	350	10	25
May 25	Lone Tree Social	185	10	29
June 9	Police Jubilee	Day camp- 50 Public- 130	6	11
June 23	HORSE Celebration	225	13	48
July 23	Cherry Pie	2000	29	117
August 4	Battle of the Bands	400	8	14
October 29	Halloween Family Fun Festival	4500	20	86.5
November 27	Tree Lighting	400	15	29.5
TOTALS	10 events	10,140	147	483

Summary of event attendance, classes, volunteers, donations

Event Donations * **\$31,782** **(up about \$1,200 from 2010)**

 Teen Egg Hunt \$14,324.00 (up about \$4,000 from 2010)
 Battle of Bands \$2,000.00 (down 50%- changed event)
 Halloween Fest \$15,420.00 (down about \$1,000 from 2010)

Number of Event Volunteers 147
Volunteer Hours 483** **(up 115.5 hours from 2010)**

Class Attendance- YOUTH 359 **(down 6% from 2010)**
Class Attendance- ADULT 102 **(down 25% from 2010)**

Event Attendance 10,140** **(up 14% from 2010)**

*(*does not include Children's Day)*

***added events this year)*

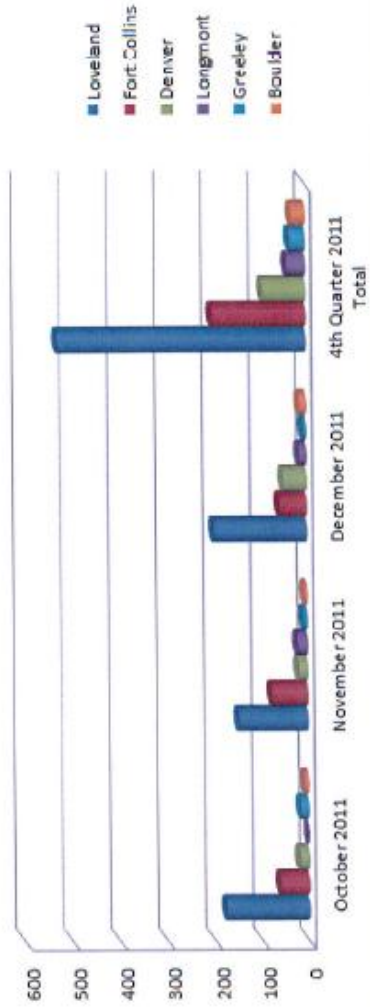
75 years
Visitors
4th Quarter 2011



**First Visit to the Museum?
Based on 549 responses**



Top 6 Colorado Communities Represented by Visitors



During 4th Quarter 2011, the Loveland Museum/Gallery received visitors from 35 states, 22 Colorado cities and six foreign countries.

