

SCFD BOARD OF DIRECTORS MEETING

July 28, 2011

1:00 pm

The Denver Center for the Performing Arts Meeting Minutes

SCFD Board members present: Chair James Harrington, Vice Chair Joseph Arcese, Treasurer Bob Grant, Secretary Kathleen Stapleton, Councilwoman Peggy Lehmann, Khadija Haynes, Kathryn Spuhler, Kathy Kucsan and Dave Montez

SCFD Board members absent: Jim Martin, Shepard Nevel

SCFD staff present: Executive Director Peg Long, Program Manager Nancy McCamey, Program Manager, Jessica Clare, Office Administrator Sheila Mieger, Program Assistant Cassiope Sydoriak

1. Introductions and Approval of Agenda

Joseph Arcese called the meeting to order at 1:05 pm, followed by introductions. A quorum was present.

Randy Weeks, President and Chief Operating Officer of The Denver Center for the Performing Arts, thanked everyone for coming and gave a brief history of the Helen Bonfils Theatre building. Kevin Roche designed the building. It opened in 1979 and recently underwent a remodel of the lobby. Randy concluded his remarks by stating how much SCFD support means to The Denver Center.

2. Approval of June 22, 2011 Board Minutes

Bob Grant motioned to approve the minutes. Kathleen Stapleton seconded. The motion to accept the minutes passed.

3. Oath of Office

James Harrington read the oath of office for Peggy Lehmann. It is her first term as the Denver County appointed representative on the SCFD Board. Mr. Harrington noted that prior to her election to City Council, Peggy coordinated programs for the Denver Zoo, the Denver Art Museum, the Denver Botanic Gardens and the Denver Museum of Nature and Science. She also directed the outdoor education program for the Denver Audubon Society, a Tier III science organization.

4. Presentation of Tier II 2011 Certification Report of the Scientific and Cultural Collaborative, SCC

Steve Wilson, Co-chair of the SCC read a combined statement from the Tier IIs. The Alliance Project now caters to teams of schools, not just middle schools. It served 62,614 students at 121 schools this past year. Denver Film Society and the Children's Museum of Denver changed from basic to full membership. The Denver Zoo and 16 Tier IIIs are now participating. Development, marketing, volunteer coordinator and education director committee meetings have been added in addition to the CEOs meeting regularly.

Kathryn Spuhler asked if SCFD disappeared would the SCC disappear. Steve said 90% of the Tier IIs do not benefit financially from the SCC. It would need to be a discussion among the groups if they wish to continue. They have not posed the question to its members. Bob Grant mentioned many Tier IIIs he has spoken with, were not aware of the SCC being open to Tier IIIs. The ones that do know feel it is too expensive. Charlotte D'Armond Talbert, SCC administrative coordinator, stated that the SCC has offered quarterly coffees to introduce Tier IIIs to SCC. Invitations to these have been sent to the SCFD's database of Tier III organizations through the SCFD office. Steve suggested SCC meet with each Cultural Council to educate council members on the benefits of SCC. Charlotte D'Armond Talbert, said organizations that have a big database, education programs and conduct a lot of direct mailing find the price reasonable. \$1,500 covers SCC's cost of the database.

5. Tier II 2011 Certification Report Presentations

City of Aurora, Cultural Services Division

Alice Lee Main, Division Manager reported the population of Aurora is large. This requires programming to go beyond the Division's three venues Fox Theatre, Bicentennial Arts Center, Aurora History Museum. They

currently produce concerts at five different parks on Thursday evenings throughout the summer. They will be taking two productions from the Fox down to the PACE Center in Parker to better serve residents in southern Aurora. They also take advantage of library locations to make programming available throughout the city. Free attendance numbers are quite large due to the museum and many of their events are free.

Kathleen Stapleton asked where in Stapleton the concerts take place. Founders Green, said Alice. Bob Grant asked why their attendance charts don't add up. Alice said it is harder to track where people are from at free events. If there is a discrepancy it will be in the free counts. Peggy asked about the health of the budget. Alice said they are not allowed to run a deficit.

Colorado Mountain Club

Katie Blackett, Executive Director shared details regarding the Mountain Club's restructuring which has led to the education and conservation departments doing more together. The mountaineering museum is now tied to the other building events. There is now a full-time marketing person. Attendance at all events has gone up thanks to the new marketing efforts. Thirty percent of the youth attendees are non-Caucasian. The Mountain Club is offering transportation to get more diverse attendees to their activities. Next year they will celebrate their 100th year. They will be doing lots of programming surrounding the anniversary.

Bob Grant mentioned 2% of their attendance is from Adams County. He asked what he could do to increase marketing to Adams groups. Katie encouraged Bob to promote that the Mountain Club can help with outdoor stewardship projects. He asked how schools were chosen for outreach programming. The CMC targets mainly schools with free and reduced lunch populations, said Katie.

Colorado Music Festival

Catherine Underhill, Executive Director mentioned the majority of the context of the certification report focused on the merger with the Rocky Mountain Center for Musical Arts. The Festival consists of 30 concerts over six weeks. More than 600 students a week attend classes through the Art Strings program. They are continuing to work to unify the two organizations.

Kathleen Stapleton asked how often Popsicle is at their events. At least a couple times a year, replied Catherine. The SCFD logo is included on all printed material. SCFD support is critical to their organization. Bob Grant asked if they were considering becoming a full member of SCC. They hope to as their financial status improves. He then asked how they market to citizens beyond Boulder County. First they are getting more instruments into hands of students in various counties. Music classes are a commitment so it is harder to expand the reach. Joseph Arcese congratulated Catherine on combining two boards and getting through the merger. Dave Montez asked if they have talked to other organizations that are interested in merging. Catherine said she hasn't been asked but would be happy to do so. Jim Harrington asked about the status of their capital campaign. They were bequeathed a large amount of money they are using to launch the campaign. It is a phased effort.

Colorado Railroad Museum

Donald Tallman, Executive Director reported the museum had a 15% increase in attendance over last year. They have received lots of visibility through Visit Denver. This past year the museum had a successful collaboration with Opera Colorado as composer Dvořák was a railroad buff. The museum was able to purchase a 1949 dinner car. A new Music and Wine Train will feature a number of Tier III music organizations. Financially they have had a strong year which included a large bequest. The challenge continues to be parking. They now offer free shuttles to guests.

Bob Grant mentioned only 2% of the museums' attendance is from Adams County. Donald suggested they could target couponing to Adams residents. They have used Groupon in the past but nothing specific to one county. Dave Montez suggested the Tier II marketing directors work together for a combined campaign directed at underserved counties. Donald said the majority of their current marketing is done locally throughout the Denver Metro area. Bob also asked what the timeline is on the capital campaign. Three to five-plus years, replied Donald. Kathleen Stapleton congratulated Donald on the museum being recognized nationally several times the past few years.

Denver Film Society

Tom Botelho, Executive Director, stated the Society is in its 34th year of operation and 12th season of Film on the Rocks. Their new home is open at the Denver Film Center on Colfax. They are currently leasing the space but working on a capital campaign to purchase the building. Business at the Colfax location is up 75%, concessions are up 45% and memberships are up 90%. Tom gave Board members a newly published annual report which gives a current picture of their financial situation. It has improved significantly.

Bob Grant commended the Society on being one of the more diverse organizations as far as pulling attendees from across the region. Jim Harrington asked if they have a line of credit they can draw on. Yes, replied Tom. They have funds they can draw on through the City of Denver.

Lakewood Heritage, Culture and the Arts

Michelle Nierling, Division Manager shared Lakewood Heritage, Culture and the Arts is comprised of three different venues, Washington Heights Art Center, Heritage Center and Lakewood Cultural Center. They had a good steady year with a 16% increase in education revenue. Vendor participation is up along with an increase in general attendance. Looking ahead the 40 Arts West Art District is growing; they are finalizing a public art program and restoring a couple of new buildings.

Kathleen Stapleton thanked Michelle for the many collaborations Lakewood has had with other SCFD organizations. The City of Lakewood just received the City of the Year award for collaboration. Bob Grant asked if they market outside of Lakewood. Yes, they advertise in the dailies, Denver Post and radio said Michelle. Kathleen asked what the plans are for the surplus they had this year. They plan to use the funds to restore buildings. Joseph Arcese asked if the City allows them to keep their reserves. Yes, to a point said Michelle. Kathy Kucsan asked for more details regarding the Arts District. It is managed by a citizen group and has received federal funding. It is located near a light rail station which has helped to create a lot of synergy. James Harrington asked what the circulation of Bravo Lakewood magazine is. Michelle said people have to opt-in to receive it.

Mizel Museum

Ellen Premack, Executive Director, shared that next year the museum will be celebrating 30 years. The museum has three sites, Mizel Museum, The CELL and Babi Yar Park, which will house a World Trade Center steel piece. Part of the steel will also go to The CELL. The 4,000 Year Road Trip is the current exhibit at the Mizel Museum. They have been working to expand social media marketing. They are also working with Charlotte Talbert to get more of their art/programming into the community.

James Harrington asked what specifically the museum will receive from the World Trade Center. Large pieces of steel said Ellen. 17 pieces will be placed in the park and one in The CELL. They will be part of the museum's permanent collection. James asked if they are planning to build a building at the park. No, replied Ellen but they are hopefully adding a bathroom and a classroom space. James asked if the park has parking. Yes, for about 30 cars. Bob Grant asked why all reported attendance is from Denver. Ellen said she is not sure because they work with libraries all over the district. Bob asked for an amended document. Bob also asked why most of the contributed income is listed as "other" and what makes up "other." Most of it comes from the fundraising dinner and should be split between many of the categories said Ellen.

Opera Colorado

Greg Carpenter, Executive Director mentioned SCFD is the Opera's largest single contributor and they are thankful for the support. Many of the students served are from Title I schools. A long range planning process started in September beginning with an extensive survey that had a 40% return rate. Part of the plan is to better align the Board with the community. They will be launching a new branding campaign next week. Next season they will present their first Spanish opera. Two low level donors have become larger donors because they are excited about the innovation.

James Harrington asked where the 20,000 kids came from for the education programs. All across the district with Broomfield being the hardest county to track and get involved. They now get the school brochure out in April. The earlier distribution has helped teachers plan for the following academic year. Khadija Haynes encouraged them to reach beyond music teachers to language and literature teachers as well.

Rocky Mountain Bird Observatory

Tammy Vercauteren, Executive Director announced they had 25,000 people attended 350 events this past year. The SCC is a great forum for them to broaden their scope. Half of the people they reach are school children. They are working with the Denver Foundation on inclusiveness. The new signage at the Stone House will be bilingual. It is the first Colorado state park with bilingual signage.

Bob Grant said they have great attendance from Adams County residents. He asked what they are doing to reach residents in other counties. The education director is meeting with principals to increase the awareness of their programming opportunities. Also, The United Way granted them funds to get more involvement in Jefferson County said Tammy.

Swallow Hill

Tom Scharf, Executive Director reported in 2010, Swallow Hill had over 100,000 visits. Their partnership with Denver Botanic Gardens is going well, but lots of rain this year impacted concert attendance. The school continues to grow. Group classes are up by 50%. Moving or improving is being discussed due to the age and functionality of the current building. They have created new partnerships with the Children's Museum of Denver and Denver Urban Gardens. They just hired a development director, a new position for the organization. They are remodeling the parking lot and bathrooms. SCC is invaluable.

James Harrington asked if they are still in the same building. Yes, they have been there for 12 years. Bob Grant asked what they are doing to reach Boulder and Adams county residents. They have been expanding programming outside their building and getting into the community. Every year they reach out further said Tom. Also they are adding another marketing person by the end of the year to hopefully address such needs.

6. Reports

6.1 Treasurer

Bob Grant reported The May 2011 SCFD sales and use tax revenue was \$3,489,028.33. This compares to May 2010 revenue of \$3,503,471.24. The variance is (\$14,442.91), a nominal .41% decrease over month-to-date (MTD) May 2010 and is essentially flat revenue. The 2011 year-to-date (YTD) sales and use tax revenue is \$16,608,270.41. This compares to YTD 2010 revenue of \$15,565,934.18. The variance is \$1,042,336.23, a 6.7% increase in YTD 2011 over YTD 2010.

6.2 Chairman

James Harrington thanked the Board for making today's meeting a priority.

Last week he attended Centerfest at the Arvada Center and an event at The Wildlife Experience. He was asked many questions regarding reauthorization. He thinks it is good it is on people's minds.

6.3 Executive Director

Peg Long recognized and thanked Cassiope, who is leaving the staff. Her last day is July 29. She will be attending Oxford University. She volunteered to design the SCFD Annual Report this year. It will be ready by the September meeting.

Peg read a thank you note from former board member Marcia Johnson.

Peg is working with Shepard Nevel on the public engagement project. It may be past September before they have a report for the Board.

A draft of the 2012 budget will be brought to the Board in September.

Former SCFD Program Manager Donna Smith has been hired as a consultant to manage the 2011 Rex Morgan Award and Tribute event. The event will take place Wednesday, October 19. Peg invited Donna to speak. Donna gave the Board a nomination form and a timeline of the process. Khadija Haynes asked for a list of past recipients and nominees.

6. Other Matters

Khadija Haynes shared that a great place to have a booth to raise awareness for organizations is the Adams County Fair and all the other county fairs. Peggy Lehmann encouraged people to drop by the 1st Annual Denver County Fair at the Western Stock Show Complex.

Dave Montez reported the Tier I public awareness sub-committee met with Floyd Ciruli to gather information on what has worked in the past regarding reauthorization. Dave and Bob are meeting with the committee next month.

7. Public Comment

Jane Potts, Denver County Tier III, shared that while reviewing applications this year, it became clear that the African American cultural organizations were not doing as well as they have in the past. With the help of Elbra Wedgeworth, Jane encouraged them to apply for a collaboration grant to bring together leadership in the community to address the issues. They have created a collaborative brochure which Jane distributed to the Board. Jim Harrington asked how many SCFD organizations are involved. Four currently, but they have just started said Jane. Dave Montez asked if there was funding available to go to their incentives. There is some through SCFD and other community partners.

Denver Film Board Chair, David Charmatz, thanked the Board for having faith in the Film Society. They are beginning to see the organization really turn around.

Denver Musician Association (DMA) member Michael Weaver came to the Board with an observation/concern that SCFD policies and oversight of Tier III is hurting musicians. He would like to create an opportunity for a dialog. James Harrington said they have had dialog in the past but have not yet found common ground. The SCFD is directed by the statute. Michael said the Statute as written is hurting musicians and therefore possibly needs to be re-written. Pete Vriesenga, DMA President, reported that most professional musicians don't operate through nonprofit organizations. There is an incentive to create nonprofit musician organizations. He questioned if the downturn in attendance the last few years was due to quality. Kathy Kucsan said that as a professional musician she disagrees that the SCFD hurts professional musicians. Bob Grant said he attended Adams Cultural Council interviews at which 12 music-related organizations presented their grant requests. He asked specifically if they hire professional musicians. Nine of them did, three didn't. One of those that didn't had at least 50% professional musicians. He doesn't understand who is taking the jobs the DMA says are being lost. Pete stated the industry is half the size that it was. Thomas Blomster, DMA Vice President, said Boulder Symphony and Colorado Choir are taking away professional musicians' jobs. Also the Cherry Creek Chorale now uses the Boulder Symphony instead of professional musicians. Kathy Kucsan said a mere \$7,000 was given to the Timberline Symphony Orchestra dba Boulder Symphony last year. What is DMA asking for? Do they want them to take away funds? Pete asked that organizations who hire professional musicians get "extra points" when it comes to funding decisions. Bob Grant asked if the SCFD wasn't re-authorized how would it effect the musicians. Pete said he would like to see the pay roll of the organizations to prove they actually pay the musicians; he is not asking for union scale or union contracts. Jim Harrington said the board is still unclear about what the issue is as many of the performing arts organizations that receive SCFD funds employ or hire professional musicians.

8. Adjournment

The meeting was adjourned at 3:40pm.


Secretary