

## **SCFD BOARD OF DIRECTORS MEETING**

**August 25, 2011**

**1:00 pm**

**Butterfly Pavilion**

**Meeting Minutes**

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

**SCFD Board members absent:** Vice Chair Joseph Arcese, Shepard Nevel

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

### **1. Introductions and Approval of Agenda**

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

Patrick Tennyson, President/CEO of the Butterfly Pavilion welcomed everyone and thanked them for coming. The Pavilion is made of four main areas, Wings of the Tropics, Traveling Exhibit Hall currently featuring Tropical Odyssey, Water's Edge and Crawl-A-See-Em. In addition to the indoor space they have an outdoor garden and nature trail. 1,600 butterflies are flown in each day.

### **2. Approval of July 28, 2011 Board Minutes**

Kathy Kucsan motioned to approve the minutes. Kathryn Spuhler seconded. The motion passed.

### **3. Tier II 2011 Certification Report Presentations**

#### **Butterfly Pavilion**

Patrick Tennyson, President/CEO said when he came on as CEO he refocused staff and resources back on the visitor. They have had 4-6% increase in attendance over the last year. Membership is up as well. They have also begun a fund development effort which has included the first gala in five years. Education is the cornerstone of their programming. Through scholarships they are able to continue serving schools. In 2010, 9,500 kids received scholarships. The Pavilion has expanded programming to include adult education opportunities. One such program has Pavilion staff going to senior centers and assisting the residents in growing gardens that attract butterflies. This program won the 2010 Colorado Alliance for Environmental Education award.

James Harrington congratulated Patrick on the financial position of the Pavilion. Bob Grant also congratulated him on attendance being distributed proportionately throughout the district. Kathryn Spuhler asked for a list of schools by name and county. Kathleen Stapleton asked what the partnership with the Children's Museum is. Patrick said they share memberships and use each other's locations from time to time. Also the education departments along with Denver Botanic Gardens are working with Adams 12 and Denver Public Schools on the GROW Program. The Children's Museum covers animals, Butterfly Pavilion takes on butterflies and the Botanic Gardens does the plant program. It is a three-year program where each organization covers one grade. Khadija Haynes asked what programs they have for older children. It is an area they need to continue to grow said Patrick. Currently they have high school volunteers with the keepers. They are bringing on a new staff person to focus on such audiences.

### **Colorado Chautauqua**

Susan Connelly, Executive Director, announced the organization has strong financial stability along with a strong and stable staff and Board. They have reintroduced theatre and comedy to their programming. They are working to develop more destination programming where people would stay in the cottages and participate in programming such as arts and crafts and theatre. A cell phone audio tour is new to the site. Audiences and memberships are from people of all counties.

James Harrington asked what problems they are having with the City of Boulder. Susan doesn't call them problems. They are in a process with the city on stewardship of the space. Kathryn Spuhler asked for a list of schools by name and county. Bob Grants asked what comprised the "other category" in income as the amount is large. Susan replied that the bulk of the "other" revenue comes from people staying in cottages and using the dining hall. He then asked why they are not a full member of the SCC. The reason Susan gave is Chautauqua's mission is more adult education focused. Bob would like to see more marketing to other counties beyond Boulder and Denver and encouraged advertising in local newspapers. Kathy Kucsan asked how they counted attendance in regards to other SCFD organizations. They don't count attendance produced by other Tier IIs and dining hall attendance is counted on non-show days only. They do count work with Tier IIIs. Khadija asked if they mention SCFD in their broad marketing. It is on all print material and when possible audibly, replied Susan. Peggy Lehmann asked for more information regarding workshops. In the last 10 years they have extended the programming to year round.

### **Central City Opera**

Pat Pearce, General and Artistic Director shared the Opera just completed a nine-month innovation process with staff, board and community. They will be focused on better connecting to the Denver Metro Area residents, specifically younger audiences, 40-50s. This year they brought *Carmen* down to the Comfort Dental amphitheatre. They are looking into creating a school operating evenings and weekends. This year the Opera focused on "festivalisation," putting activities more on the street to create a festival atmosphere.

James Harrington asked Pat if he thought the Opera will be able to reverse its deficit this year. Yes, they have some good donors replied Pat. Kathleen Stapleton mentioned the number of applications received for the summer training program is impressive. Kathryn Spuhler asked for a list of schools by name and county. Bob Grant pointed out attendance from Adams and Douglas counties are very low. Pat said the community and outreach programs do reach to all counties. Their main marketing is more of a blanket approach using mediums such as the Denver Post. Peggy Lehmann asked what their relationship is with the gambling community. In 1992 gaming came to Central City. They collaborated a great deal the first two years. The gaming community found it wasn't benefiting them. Since then they have invested with the city itself and local businesses to help the city evolve to a better place. Kathy Kucsan commented the Opera has a large board and asked how it is working for them. Pat said the organization will be 80 years old next year. The size of the Board is a lot to manage. As they continue to evolve they may need a process that works a bit quicker. The most productive times are when the organization has an executive committee making most of the decisions.

### **Cherry Creek Arts Festival**

Terry Adams, Executive Director proudly stated the Festival just had its 21st annual event. The organization earns 32% of its operating budget in those three days. The more than 2.1 million dollars in art sales contribute to why the Festival is internationally recognized. Of the 230 participating artists, 78 were at the Festival for the first time. In addition to the art festival weekend the CCAF has a mobile art gallery that visits eight schools each year as part of the SCC's Alliance Project. They also have a student art buying program in which 24 teams of students spend \$19,000 purchasing art from the Festival that will be on permanent display at their schools. They are putting extra emphasis on building their board this year. They are also gifting the first piece of the *Public Art in Cherry Creek* program.

Bob Grant asked what is being done to capture where their attendance is coming from. Terry said they are working on an electronic survey to put in place in the next year or two. James Harrington asked if the eight schools were spread through the counties. Yes, one in each county and one extra. Kathryn Spuhler asked for a list of schools by name and county. Glad to, said Terry, they just did a full report they would be happy to share. Khadija Haynes asked for photos and stories of the student buying program. The news outlets would love to film such an event, said Khadija.

### **Children's Museum**

Mike Yankovich, Executive Director proudly announced the Children's Museum is in its 39<sup>th</sup> year with its 5<sup>th</sup> year of record attendance. It is the most crowded children's museum in the U.S. They continue to participate in the free 5x5 admission program for Title 1 school families. The 3-2-1 Blast Off program has been a success. They are working to receive the Pioneer Fund match this year that will go towards the purchase of land to expand the facility. The Museum continues to serve as a venue for great collaborations to other SCFD organizations. Also this year a fire pole will be added to the fire truck.

James Harrington asked about the plans for expansion. Mike said Denver Public Schools owns the land between the Aquarium and the Children's Museum. They are close to making a purchase of the land. They have hired staff to build the vision. They plan to nearly double the square footage of the building by the projected 2014 completion date. Bob Grant also congratulated him on attendance being distributed proportionately throughout the District. He asked Mike if he had any tips for the other organizations. Mike said relationships through the schools and the free family memberships are what give them the range of visitors. Bob also thanked Mike for renewing as a full member of the SCC. Kathryn Spuhler asked for a list of schools by name and county.

### **Colorado Ballet**

Marie Belew Wheatley, Executive Director reassured the Board the Ballet's focus is on gaining financial stability, they have turned the corner and are gaining. They are in good standing with the city on their loan. Currently 10% of projected revenue is from SCFD. Education and outreach applies to a diverse audience and included 15,000 free or reduced tickets to matinees. They participated in the International Dance Festival in Vail this year. They are performing at Arvada Center this weekend. The Ballet is opening its 2011/2012 season with *Swan Lake*.

James Harrington asked Marie when she expected the Ballet to be profitable again. Possibly two years. He then asked if they had any loans that could be a problem. No, said Marie they have some Board members that have loaned them money but there is strong documentation regarding the terms of the loans. Kathryn Spuhler asked for a list of schools by name and county. Bob Grant mentioned their demographic breakdown is close, a little low in Adams and Douglas counties. Marie said Ballet staff has attended the Adams County Career Expo for the last five years specifically to increase contacts to the county.

### **Arvada Center**

Gene Sobczak, Executive Director, noted in 2010 the Arvada Center expanded programming through creative collaborations and that 55% of attendance is from outside Jefferson County. Centerfest earned \$65,000 in revenue for participating groups. Attendance and revenue for Centerfest has increased 35% this year over last year. They once again are working with the Consulate General of México on programming specifically to reach the Mexican community. Also this year they offered \$1 tickets to schools to preview performances of productions. They have a relationship with the Lone Tree Arts Center to bring theatre productions to Douglas County. The first will be *Ragtime* in the fall of 2011.

James Harrington commented that Centerfest is wonderful and Lone Tree Arts Commission staff is thankful for Gene's help and support. Bob Grant said they are a model of collaboration. Attendance with

Douglas County residents could be improved. The events they are bringing to Lone Tree will probably help with that. Yes, said Gene, it is one of the reasons they are bringing programming down there. Kathryn Spuhler also thanked him for the collaboration with Lone Tree and asked for a list of schools by name and county. Peggy Lehmann said we are a region and we need to support each other. Gene said they are looking at possibly doing Centerfest in two locations, Arvada Center and Lone Tree next year.

### **Colorado Children's Chorale**

Diane Newcom, Executive Director, started her interview by sharing the numerous collaborations they have done throughout the past year including performing at Centerfest and the SCFD Rex Morgan event. They participate in SCC Pathways and Alliance Projects. They have four community choirs in addition to the main choir. The Chorale is in its second year of strategic planning. They have been able to increase financial assistance to families at the same time establishing four months of operating reserves. They are working on a Community First Foundation 1 million dollar endowment match campaign. Once the campaign is over they will have doubled their endowment.

Kathy Kucsan asked if the schools they partner with are schools in which music programs/teachers have been cut. No, said Diane. The schools must have a music teacher. They go in to help build a choral program with a teacher who might not have experience with choirs. James Harrington asked Diane how comfortable she feels being so close to the threshold. Inflation is concerning; the 3.8 % increase for the first 6 months of this year makes her nervous. Kathleen Stapleton mentioned she heard the Chorale at the Arvada Center and felt the show was well attended and sounded great. Dave Montez congratulated Diane on the organization's evaluation report. He feels the effort and time will be well worth it. Bob Grant mentioned attendance from Boulder residents is low. Diane's response was Boulder is a far away and has so many great musical offerings closer to home. Bob Grant said the threshold is a concern and asked Diane to let the Board know if there is anything the Board can do to help support them.

### **Colorado Symphony**

James Palermo, President and CEO, thanked the citizens of the Scientific and Cultural Facilities District for their support. He noted he said such a statement about 100 times from stage this past year. Their 2010/11 season was the best season on record. The great investment they made in marketing showed in attendance numbers. Overall 30% of attendance was brand new. The Symphony continues to present education programs to integrate music into curriculum. They produced a strong summer series which allowed the musicians to work throughout the summer. They are now looking at ways to become sustainable for the future. The musicians are working with them on this.

Kathleen Stapleton asked James where they are going to get funds to renovate Boettcher Concert Hall. The renovation is currently on hold, said James. They are focused on sustainability and having a stable budget before proceeding with the renovation. The Denver bond remains in place until they are ready, and big donors have been identified. Bob Grant noted attendance from Jefferson County residents is very good. He asked why. Not sure said James, maybe concentration of populations. Bob also stated it isn't clear what the Symphony does with SCFD money; the numbers originally given to the Board were for their whole budget. Symphony staff provided an update to the breakdown of SCFD funds. Peggy Lehmann asked James to speak about their 9/11 event. A Free concert will be held at Civic Center Park starting at 2pm on September 11. In addition to the Symphony, the Colorado Children's Chorale and the Beach Boys will perform. The show will feature a wide range of music celebrating America. Bob mentioned he attended the symphony at the Arvada Center and it was wonderful. Khadija Haynes asked if the symphony will be paid for the 9/11 concert. No, said James, they are donating their time. Kathy Kucsan asked how the DMA contract negotiations went. It went well. It took time. She asked if the musicians are aware of the level of funding the symphony receives from the SCFD. Yes, said James. In addition to asking for the list of schools served Kathryn Spuhler asked if the education programs are done

at Boettcher or at the schools. Both, said James. This past year the Symphony underwrote a large amount of transportation costs with donors stepping forward to provide the funds.

### **eTown**

Nick Forster, Executive Director, announced eTown will be celebrating its 20th anniversary this year. They are currently renovating an old church to give the organization a permanent home. They are working on secession planning and ways to collaborate with musicians and other organizations. The building should be done in early 2012. Lots of organizations have already approached them for such collaborations. The capital campaign was ambitious and has been successful considering all factors. Donors have been giving to the capital campaign instead of general funds which is a short term problem. They have raised 80% of their fund goal.

Kathy Kucsan mentioned she drives by the new building often and wondered if it will really be done by early 2012. They have a unique hierarchy regarding the building with acoustics being the highest priority followed by energy efficiency, design, and then budget. They are on track, said Nick. James Harrington asked who they were working with on the building. Most of the people are from Boulder and Denver. The acoustics expert is from Washington. James then asked how likely eTown is to stay in Tier II. It is their hope that once the overhead goes down and they are able to expand programming they will be able to stay in Tier II. Bob Grant mentioned their report didn't have a breakdown of attendance by county. Nick said they don't control their own box office. It really varies with the performers but Boulder and Denver residents make up most of their attendees. With the new building they hope to be able to track better. They will still produce shows at the same venues they have in the past but will be able to increase what is being done.

### **Hudson Gardens**

Rich Meredith, Executive Director, shared Hudson Gardens is celebrating its 15<sup>th</sup> anniversary. They are financially stable. The summer concert series is coming to an end. It has set financial and attendance records by offering great shows at family competitive pricing. They have just finished a master plan for a Children's Garden in which they have received support from Arapahoe County. As part of the anniversary celebration, admission prices were reduced to \$1.50. The pricing will continue. A recent collaboration with Littleton Symphony was canceled because of issues with the DMA because the Symphony isn't comprised of union musicians.

James Harrington asked what the effect of lowering the gate admission has had on attendance. Gate admission is fairly limited said Rich. Kathryn Spuhler asked about the collaboration they have with the Museum of Outdoor Arts on the holiday light show. They are currently in negotiations, said Rich. Kathleen Stapleton commented Hudson Holiday is lovely and very well attended. She asked about parking arrangements for the event. They have good relationships with their neighbors to help with parking. Bob asked why they have a basic membership with the SCC and not full. They have a small education staff and currently all their programs are on site. Bob also asked why attendance from Jefferson residents is so low considering their location. Rich didn't know why, they do most of their concert marketing on radio stations.

### **Mizel Arts and Culture Center**

The Center is a full member of the SCC. They are currently renovating their theatre thanks to a 2 million dollar donation from Elaine Wolf. Their JAM fest attendance increased 6% and income was up by 30%. Steve Wilson took a trip to Israel for an arts and cultural tour with members of their board and members of the public. The film festival was moved to Cherry Creek Mall this year due to the theatre renovation. Attendance was up 15%. Also due to the theatre renovation a tour of the children's theatre production was created. The new space should open in February.

Bob Grant asked about the county attendance numbers. Steve said they only have county numbers for those that saw a school performance. They are with a new box office company and hope to have better reporting going forward. Children's theatre will present *Snow Queen* this year, which should be well received but attendance may be down due to theatre renovations. Kathryn Spuhler asked for a list of schools by name and county.

### **Museum Of Contemporary Art Denver - MCA**

Adam Lerner, Director and Chief Animator, reported in 2010 the Museum completed creation of infrastructure, created a curatorial department and created a task force of the board. They had a 25% increase in revenue. Visitor and memberships are up. They have decreased expenses due to efficiencies. They are building a donor base to create sustainability. Adam reported they had lots of collaborations with SCFD organizations surrounding various programming, the most notable is *Mixed Taste*. The Museum changed its fiscal year to start in July. Also Adam signed a five-year contract with the organization as a sign of his commitment.

James Harrington asked Adam to what he contributes the success of *Mixed Taste*. It is fresh and serious; gravity with energy, said Adam. It is also programming that allows them to collaborate with other organizations. They are working with developers across the street to continue to use space, as the museum is a better option for the developers than retail at this time. They have looked into partnerships with other organizations regarding the *Mixed Taste* program but nothing really has surfaced. Bob Grant mentioned their attendance is very Denver-centric. Adam hopes once they get to the marketing portion of their master plan under way, the demographics will change. Kathleen Stapleton asked if Jefferson county residents still attend the Museum's programming. Yes, they come to the piece they enjoyed, *Mixed Taste*.

### **The Wildlife Experience**

Gary Debus, CEO, feels what SCFD provides enriches our lives. The Wildlife Experience had a booth at the Adams County and Douglas County fairs this year. This past year they expanded relationships with other SCFD organizations, expanded outreach programs to northern county residents and introduced outdoor education. Their goal is to become a greater community resource. They are working with Denver Film Society, making more use of the large screen theatre at The Wildlife Experience. This upcoming year they are expanding outreach to seniors by producing more adult programming.

Bob Grant mentioned attendance from the northern suburbs could be improved. He also asked about the partnership with The Butterfly Pavilion. Gary said they are looking to have more interactive exhibits. Their rainforest exhibit will include butterflies. They are changing the way they talk about their location. Instead of Parker, they are saying by Park Meadows Mall. Khadija Haynes mentioned she recently had a high school reunion at The Wild Life Experience. People came from all across the country and enjoyed the facility.

### **Wings Over the Rockies**

Jeff Howell, COO, spoke about the growth and financial support received in 2010. Many capital projects are completed. They continue to expand education efforts outside of the museum. Planes and space craft are great for teaching STEM principals. Through its partnership with Aurora Public Schools, the museum's Wings Aerospace Science Program (WASP) reaches every third grade classroom. They have also continued to collaborate with other museums.

James Harrington asked what connection they have with Cherry Creek Schools and Overland High School. The Colorado MESA program has been their connection, said Jeff. James offered to introduce them to some people in Cherry Creek Schools. Khadija Haynes asked Jeff to speak about the *Spreading Wings* teacher program. A Boeing Stearman is their only flying craft. They get teachers up in it to teach them the science of flight so they can better teach these principles. They have limited insurance to cover

the program so it is small in scope at this time. Khadija also asked if they plan to mostly have airplanes or expand to helicopters and other flying machines. They are the Air and Space Museum. Because they are on the old Lowry Air Force base many of the items originally donated were planes. The space exhibits are growing, and they do have helicopters. Bob Grant asked if they capture county attendance information because the data wasn't included in the certification report. Museum attendance is hard to capture, said Jeff. Bob encouraged him to expand marketing/programming to the northern suburbs. Jeff replied they currently don't do a lot of marketing. Bob Grant asked why they are only basic members of SCC. They would consider becoming full members in the future but currently they work with the school districts directly.

#### **Resolution 11-07: Pertaining to Organizations Qualifying for 2011 Tier II Formula and Discretionary Funding**

James Harrington summarized the resolution stating 25 organizations are estimated to receive a total of \$8,348,367. Khadija Haynes motioned to approve Resolution 11-07 Pertaining to 2011 Tier II Distributions. Kathleen Stapleton seconded. The motion to accept the resolution passed unanimously.

### **4. Reports**

#### **4.1 Treasurer**

The June 2011 SCFD sales and use tax revenue was \$3,748,844.03. This compares to June 2010 revenue of \$3,564,991.49. The variance is \$183,852.54, a 5.16% increase over month-to-date (MTD) June 2010. The 2011 year-to-date (YTD) sales and use tax revenue is \$20,357,114.44. This compares to YTD 2010 revenue of \$19,130,925.67. The variance is \$1,226,188.77, a 6.41% increase in YTD 2011 over YTD 2010. SCFD continues to receive .8% on each dollar in our analysis interest accounts with Colorado Business Bank.

#### **4.2 Chairman**

James Harrington thanked the organizations for their presentations.

#### **4.3 Executive Director**

Peg Long asked everyone to keep in mind the total awards listed in Resolution 11-07 are projected. The amount organizations receive is what is actually collected.

Each Board member was given a 2010 Annual Report. Peg shared that Cassiope Sydoriak designed the report this year. Publishing House printed it at no cost.

Meetings with foundations are taking place regarding engaging our organizations and public on the SCFD. Peg hopes to have a full report at the next Board meeting.

The Denver Musicians Association discussion has been taken off line with conversations taking place with a variety of the parties involved.

Peg will be presenting a draft budget at the next Board meeting, and it will be available for public inspection for one month. The adoption of the budget will be at the October Board meeting.

Peg introduced Erica Barclay, the new program assistant. Erica has been volunteering with SCFD over the last year.

Rex Morgan Award nominations are due Friday, September 9. The Board will choose the award recipient at next month's meeting. Wednesday, October 19th is the date for the Rex Morgan Tribute public art and award event. Invites will be mailed after the September 9 nomination deadline.

## **5. Other matters**

Dave Montez is worried marketing might not be enough and maybe not the best use of funds for organizations to reach new audiences. He suggested an additional question be added to the report asking how organizations reach out to the other counties. Peg agreed and mentioned many organizations are thinking creatively about taking the show on the road. Khadija Haynes suggested a possible partner organization set up surveys and various events to gather such demographics as they do at the Western Stock Show. Steve Wilson agreed, saying Dave's suggestion would help tell the story better. Bob agreed that marketing isn't the only answer. The political reality is SCFD will have to answer questions regarding who and to what extent are citizens being served. Perception can become the reality. James Harrington asked Peg to include attendance collection and service to all counties on the March planning session agenda. Dave asked staff to follow up with organizations to attach a dollar value to free attendance, especially the amount given to students.

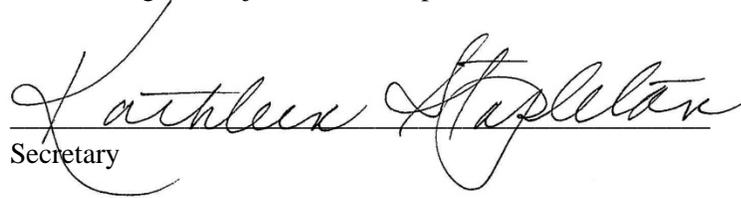
Bob Grant commented the annual report is fabulous. He proposed a resolution of recognition of Cassiope Sydoriak's efforts while working for SCFD. The Board agreed.

## **6. Public Comment**

None made.

## **7. Adjournment**

The meeting was adjourned at 3:55pm.

  
Secretary