

SCFD BOARD OF DIRECTORS MEETING

May 26, 2011 - 1:00 pm

Denver Art Museum

Meeting Minutes

SCFD Board members present: Chair James Harrington, Vice Chair Joseph Arcese, Secretary Kathleen Stapleton, Councilwoman Marcia Johnson, Khadija Haynes, Kathryn Spuhler, Kathy Kucsan, Shepard Nevel, Dave Montez and Jim Martin

SCFD Board members absent: Treasurer Bob Grant

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

James Harrington called the meeting to order at 1:10 pm, followed by introductions. A quorum was present.

2. Approval of April 28, 2011 Board Minutes

Shepard Nevel motioned to approve the minutes. Kathryn Spuhler seconded. The motion to accept the minutes passed.

3. Presentation from Tier I CEOs

George Sparks read a statement from Tier Is. "The stability provided by the citizens who support the SCFD allows us to engage in multi-year planning resulting in significant discoveries, programs and performances." Following the statement each panel member gave a ten minute presentation on his specific organization.

George Sparks, President & CEO - Denver Museum of Nature and Science (DMNS):

- 2010 best year in the history of the Museum
- 63,000 member households, more than any other history museum in the world
- Received some large grants
- Won an Emmy for a commercial promoting Genghis Khan
- 2nd in the country digital 3D IMAX put into a museum
- The Snowmastodon Project™ began at Ziegler Reservoir near Snowmass Village. A Museum team has unearthed what has become one of the most remarkable scientific discoveries in Colorado history.
- Expedition Health will soon feature two whole-body plastinates
- Breaking ground soon on an addition to the museum to store artifacts in climate-controlled basement with education center above ground

Randy Weeks, President & CEO - The Denver Center for the Performing Arts:

- Theatre Company has just completed the largest capacity season to date
- New Play Summit has led to plays going on to be performed in theatres across the country
- Women Voices Fund to support new plays written by women
- *Traces* largest running capacity show in the Space Theatre. DCPA is part of *Traces USA* as it tours around the country
- Jones Theatre hosts Innovation Lab for young people to explore social media, technology and the creation of new plays
- *Book of Mormon* will launch its national tour in Denver
- Changed ticketing systems – allows audience members to go online and choose their own seats
- Changed SCFD Free For Alls to 10 for \$10 Tuesdays, this allows people to get tickets without standing in line for hours before a show.

Brian Vogt, CEO - Denver Botanic Gardens:

- Two baby teals (ducks) have been added to the lower pool of the conservatory adopted from the Zoo
- \$50 million invested in 30 projects in two years
- Mordecai Children's Garden opened last September and is a big hit
- Green House Complex is now open
- *Moore in the Gardens* exhibit brought in visitors from all over the world
- Opened two new laboratories
- Started DBG summer concerts partnership last year with Swallow Hill
- Provide all the flowers/plants at the Cherry Creek Mall
- Attendance rose to 819,000 with a 40% growth in membership with over 30,000 households putting them at the 5th position in North America
- *Native Roots Modern Form* an exhibit by American modernist Allan Houser just opened
- New Bonsai Pavilion is underway along with the Waring Garden, new Cheesman Park Gate which will allow people to enter from the park side and a new Visitor Center at Chatfield

Craig Piper, President & CEO - Denver Zoo:

- In 2010 1.96 million people served. 2nd highest in the Zoo's history and 4th highest in USA, 7th in the world. More than doubled since the founding of SCFD 20 years ago.
- 65,500 member households
- Provided 420,00 free admissions
- Started construction on the \$50 million Asian Tropics Exhibit – largest project in Zoo's history; Scheduled to open spring of 2012; Replacing 100 year old infrastructure; Project will cover 12 of the 80 acres. 1st exhibit in the world able to house 12 bull elephants
- A number of births this past year
- Field conservation projects continue to grow throughout the world - Helping People = Helping Animals
- Goal to be Zero Waste by 2020. Started building waste to energy project in which they will have the patents on.

Christoph Heinrich, Director - Denver Art Museum (DAM):

- 2nd most successful year
- Featured a recently discovered small Rembrandt which has had a big impact
- *Embrace*, an art exhibit highlighted the architecture of the Hamilton building
- *Marvelous Mud* opens soon. First campus wide show of 8 -10 exhibits. Of the 25 artists, seven are from Colorado.
- *King Tut* - over 400,000 visitors; 38% from outside Colorado, 50% first time visitors. Had great economic impact on the metro area.
- Reopened the American Indian galleries; the new exhibit is very artist focused.
- Ongoing conservation and collection care is leading to upcoming new exhibits featuring the Museum's own collections.
- Two upcoming shows are: *Yves Saint Laurent: The Retrospective* on French fashion (DAM is the only Museum in North America on the tour) and *Becoming Van Gogh: His Years in Paris*
- Almost 300 collaborations in 2010

James Harrington commented that he is impressed with what the CEOs bring to their organizations. The Board thanked the organizations for what they bring to our community. The Board proceeded in asking the CEOs a variety of questions regarding programming, attendance, funding, outreach and education.

Kathleen Stapleton commented on the increase in attendance numbers and asked if the Free Days play into the increases. Yes, replied Christoph. Brian mentioned realtors have increased the distribution of free day cards.

Shepard Nevel asked each of them to speak about the organizations' growing and expanding education programs. Randy said Denver Center Academy has a big summer program along with programs throughout the year. They are at capacity in terms of space and they are looking to satellite their programs. Craig reported education is the second largest department at the Zoo. Animals are exciting to kids and they use that excitement to teach all

subjects along with their internships and post-doc programs to train true professionals. Brian spoke of the home harvest garden and Chatfield farm camp programs. George spoke of DMNS's teacher professional development programs along with intensive multi-contact programs onsite and offsite at schools. Christoph said DAM is closing gaps by expanding education programs to include toddlers. Shepard asked what works to create an enduring impact. Christoph feels it is the hands-on experience, not something you quietly observe. Craig said it is experience with the real, not the text book. The Zoo encourages the keepers to give random behind the scenes moments. George said their staffs are good at creating these moments. Brian replied that the camps seem to create these moments; repeat visits and family contact.

Kathy Kucsan asked what can SCFD Board do to be better ambassadors. Craig responded that having the county specific board members share what residents of their county are requesting, saying about the organizations, etc. Sustaining SCFD is important. Craig said many of their collaborations are with organizations in different counties. George stressed that it is important to keep arts and sciences on the school agendas. The SCFD organizations have become the science and art teachers. Keep the buses! Brian felt that better branding of the region is imperative.

Marcia Johnson asked the Tier Is to keep the Tier IIIs part of the SCFD conversation.

Kathryn Spuhler asked what their comfort zones are to having so much income coming from one source. Randy felt it is a concern. They are always looking for new revenue sources. Brian pointed out that all money is not equal. Donated dollars for operating are hard to obtain. That is critical. George stated that reauthorization keeps the customer in focus. Craig said the Zoo is working to diversify more every year and growing the endowment to the level of SCFD.

Dave Montez asked how much is the average person saving because of Free Days. He thinks this could be a useful statistic.

Joseph Arcese mentioned the economy is still not great and asked how fundraising is going. Are particular companies coming forward? Brain said yes. Foundations have shifted to social services but individual giving is up. George felt that people give because they are passionate. Randy pointed out that the pop-up donation request at end of on-line transaction is increasing small donations such as \$5. Christoph agreed that corporate has gone away but individuals are true and steady.

Shepard asked, if due to the rise in childhood obesity, they have a coordinated effort to provide healthy concession options. Brian said it is a huge focus in the children's garden. George said that while the restaurant food has changed, the majority of people bring their own food. Craig said the Zoo has trails with exercise signage along them telling the story that animals need activity as well as people.

Khadija Haynes had specific questions she will email to each organization.

Shepard thought it would be great to have the Tier I interviews filmed and put on Channel 8.

Resolution 11-04 Pertaining to 2011 Tier I Formula and Discretionary Funds Distribution

Kathleen Stapleton motioned to approve Resolution 11-03 Pertaining to 2011 Tier I Distributions. Dave Montez seconded. The motion to accept the resolution passed.

4. Reports

4.1 Treasurer

Joseph Arcese reported the March 2011 SCFD sales and use tax revenue was \$3,584,026.69. This compares to March 2010 revenue of \$3,362,554.92. The variance is \$221,471.77, a 6.59% increase over month-to-date (MTD) March 2010. The 2011 year-to-date (YTD) sales and use tax revenue is \$9,716,363.58. This compares to YTD 2010 revenue of \$8,860,768.46. The variance is \$855,595.12, a 9.65% 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 everyone for participating and asking good questions of the Tier Is. The total operating budget of the Tier Is combined is \$165 million; SCFD constitutes 16% of their funding reported James.

4.3 Executive Director

Peg Long gave the Board an update on the Tier III grant data through May 25th:

- 269 Final grant reports for 2010 distributions were reviewed and summarized
- 482 grant applications were received, representing 539 combined project and General Operating Support requests, from a total of 282 unique organizations
- Staff completed 517 financial reviews and summaries for county council interview sessions
- A total of \$7,283,522 was requested (\$5,703,049 budgeted)
- 15 grant applications were not accepted due to being late or incomplete
- Staff attended 21 evening/weekend CO cultural Council grant interview and regular meetings
- Staff will attend 8 funding allocation meetings by end of June

James Harrington, Bob Grant and Peg will meet with the auditors on June 1 to review the audit prior to its formal presentation at the June Board meeting.

Denver Film Society offered the Board tickets to Film on the Rocks.

CATZ (Citizens for Arts to Zoo) will meet Thursday, June 16 at 7:30am, Denver Metro Chamber of Commerce. The meeting will include a legislative wrap-up, a review of the SCFD Board planning session and next steps.

Heidi Messer, the SCFD contract accountant for the past nine years, is leaving Ripple-Creek Business Solutions. In the interim Gloria Nedved, owner of Ripple-Creek and the person who provided these services to SCFD for a number of years prior to Heidi will be filling that role at least on an interim basis.

On the road map to reauthorization, as identified by the board at its 2011 planning session, was to engage each Tier, beginning with Tier III. Shepard Nevel suggested that Peg meet with Chris Adams of Engaged Public, a consulting firm that he has worked with in several different capacities. Shepard shared a little about Engaged Public and what they do. Peg met with Chris to discuss Tier III feedback and asked him to submit a proposal, which she distributed to the board. Peg suggested that Chris Adams be invited to the June Board meeting to discuss the proposal to work with SCFD. Shepard said he will help staff identify foundations to help fund the project. Kathy Kucsan suggested the Denver Foundation. Dave Montez suggested funds be raised for the whole project not just phase one. Dave requested that we be thoughtful in framing funding requests to foundations. James asked the Board if they agreed invite Chris to the June meeting. They all agreed.

5. Public Comment

None

6. Adjournment

The meeting was adjourned at 3:55p.m.


Secretary