

## SCFD BOARD OF DIRECTORS MEETING

May 24, 2012

1:00 pm

Denver Zoo

Meeting Minutes

**SCFD Board members present:** Chairman Kathryn Spuhler, Vice Chairman Joseph Arcese, Secretary Kathleen Stapleton, Treasurer Bob Grant, Khadija Haynes, Shepard Nevel, Councilwoman Peggy Lehmann, Dave Montez, Dan Hopkins, Jim Martin and Kathy Kucsan

**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

Chairman Kathryn Spuhler delegated her responsibilities for this meeting to Vice Chairman Joseph Arcese. He called the meeting to order at 1pm, followed by introductions. A quorum was present.

### 2. Approval of April 26, 2012 Board Minutes

Khadija Haynes motioned to approve the minutes. Jim Martin seconded. The motion passed.

### 3. Tier I Distribution Certification

Daniel Ritchie, CEO of The Denver Center for the Performing Arts read a combined Tier I statement:

Thank you for this opportunity to share our Tier I accomplishments so that the citizens who support SCFD have the opportunity to see the value of their dollars at work. We are grateful for your volunteer leadership on the SCFD board and excellent dedication of the SCFD staff who make every dollar work hard for the citizens who support SCFD. Our accomplishments are many and direct to our citizens.

As stewards of our region's cultural and scientific heritage, we are uniquely able to provide educational programs, scholarship and scientific discoveries, and cultural experiences which add to the quality of life of metropolitan Denver. *SCFD gives each of our institutions the stability to plan, design and execute programs that can only be accomplished over a long period of time.*

As a result, we gain better arts and science education at a time of reduced funding in our schools. We provide kids with ways to see what kinds of careers they could have in science, arts and serious study. As a result of our programs, the reputation of our communities is enhanced on a national and international level. And we achieve economic impact by providing a thriving cultural climate that attracts and retains businesses and adds to our already beautiful environment. Examples of these important accomplishments include:

- The Denver Botanic Gardens was one of 6 institutions in the nation to plan the development of a National Botanic Gardens in Haiti. It is the 5<sup>th</sup> highest attended botanic gardens in the US.
- The Denver Museum of Nature and Science advanced knowledge of prehistory with the Snowmastodon™ excavation and attracted more than 45 international scientists to this geological discovery. The science education collaboration, Urban Advantage, included DMNS, Denver Botanic Gardens, the Denver Zoo and 3 school districts and is among the first to be developed outside its NYC origination.
- Denver Zoo, the 4<sup>th</sup> most popular zoo in the country, was named the greenest zoo in the United States for its sustainability commitment and is working in 17 countries on more than 84 conservation projects. The opening of Toyota Elephant Passage on June 1 will give guests the opportunity to explore and discover the rich history of animals in Asian culture, their complicated

relationship with humans and the efforts of Denver Zoo and its colleagues to protect their future. It is like no other animal care facility in the world.

- The Denver Art Museum currently hosts the only 2012 US showing of the Yves Saint Laurent retrospective and shortly will debut the only US showing of *On Becoming Van Gogh*, a massive exhibition of over 80 paintings, the first for the Rocky Mountain region. Ten years in the making, the Van Gogh exhibition, organized by the Denver Art Museum, is testimony to the value of SCFD consistent funding.
  - The Denver Center for the Performing Arts, one of the largest theatrical organizations in the Country, continues to make important contributions to the American Theatre. The New Play Summit has become a top new works event, drawing theatre professionals from around the country. Each season, the DCPA produces and presents a varied range of classic, contemporary and new work in addition to debuting National tours, such as *THE BOOK OF MORMON*. Tier 1 institutions continue to successfully engage visitors from throughout the 7-county district.
  - Our attendance is an extraordinary 5 million visitors, countering national downward trends in much larger metropolitan areas
  - Through SCFD Free Days, more than 1.3 million visits were free to area residents—a value of nearly \$16 million
  - One half million students participated in our education programs
  - We served 5,150 schools, an increase of 20%
  - Membership holds strong at 200,000 households
  - Tier 1 employment reached 2,200 people in a variety of positions with all levels of education.
  - Our 5,300 person volunteer corps contributed 452,000 hours of service valued at \$10 million
- We could not accomplish significant programs without hundreds of collaborations with Tier 2 and Tier 3 organizations, and with schools throughout our 7 counties. All Tier 1 institutions have joined the SCC to maximize marketing impact for all. We are expanding our use of technology in order to deepen experiences on site as well as to offer online educational offerings.

We are asset-rich organizations—assets that spark learning, scholarship and discovery. We share these collections with deep commitment. And SCFD stability gives courage to our constituencies to support us further through additional public and private investment.

For example, The City and County of Denver’s voters have in the past decade approved over 330 million dollars in funding for Tier 1 institutions’ facilities, an amount that has in turn been matched by significant private dollars. Supporting a portion of our operating costs, SCFD funding allows us to think big for the future, utilizing public and private funding sources for capital improvements and robust programs.

Although we are large institutions, we are not immune to financial challenges, as witnessed by the serious impacts felt over the past several years. But the combination of funding from public and private sources, led by SCFD, provided us with ability to weather these times. Our current facilities cover 1.5 million square feet to house these valuable assets. These collections include

- Over 1.5 million objects and specimens in the field of science and nature
- 773 acres of 55,000 plants
- 3,900 animals, and over 600 species
- 70,000 art objects representing the world’s cultures

And our staff consists of leaders in education, botany, animal science, art history, conservation, sustainability and natural sciences, astronomy and more.

As we look to the coming years, we are grateful for the stabilizing support of SCFD. It, balanced with our earned income, our private giving and public investments, assures that the citizens of the Scientific and Cultural Facilities District benefit directly through a vibrant cultural and scientific community.

The Board thanked the CEOs for everything their organizations provide to the community. The Board proceeded to ask a variety of questions regarding attendance, finances, collaboration with Tier II and Tier III organizations and access.

#### **Resolution 12-04 Pertaining to 2012 Tier I Formula and Discretionary Funds Distribution**

Kathryn Spuhler motioned to approve Resolution 12-04 Pertaining to 2012 Tier I Distributions. Peggy Lehmann seconded. The motion to accept the resolution passed.

### **4. Reports**

#### **4.1 Treasurer**

Bob Grant reported the March 2012 SCFD sales and use tax revenue was \$3,375,251.36. This compares to March 2011 tax revenue of \$3,584,026.69. The variance is (\$208,775.33), a 5.8% decrease in 2012 over month-to-date (MTD) 2011. The total 2012 year-to-date (YTD) sales and use tax revenue is \$10,082,223.45. This compares to YTD 2011 revenue of \$9,716,363.58. The variance is \$365,859.87, a 3.8% increase in YTD 2012 over YTD 2011.

#### **4.2 Chairman**

Chairman Kathryn Spuhler had been out of the country the past month and didn't have anything to report.

#### **4.3 Executive Director**

Peg Long reported on the following:

- Tier III grant data through May 23rd:
  - 265 Final Grant Reports for the 2010 distributions were reviewed by staff
  - 474 grant applications were received, representing 527 combined project and General Operating Support requests, from a total of 264 unique organizations
  - Staff completed 527 financial reviews and summaries for County Cultural Council interview sessions
  - A total of \$7,518,250 was requested (\$5,985,897 is budgeted)
  - 10 additional grant applications were not accepted due to being late or incomplete
  - Staff attended 32 evening/weekend County Cultural Council grant interview and regular meetings
  - Staff will attend 8 funding allocation meetings by end of June
- Board chair, treasurer and Peg will meet with the auditors on June 5 to review the 2011 audit prior to its formal presentation at the June board meeting.
- Staff is updating board notebook materials and will have those ready for distribution at the June board meeting.
- There are many opportunities for our residents to engage in scientific and cultural programming during the summer months. At Peggy Lehmann's suggestion, staff compiled a notebook with information about these and circulated it at the meeting.

### **5. Joint Presentation: Children's Museum of Denver and Butterfly Pavilion**

Patrick Tennyson, CEO of the Butterfly Pavilion, and Mike Yankovich, CEO of the Children's Museum, announced that as of April 17 they were now offering a combined membership option to their two organizations. They thanked Denver Museum of Nature and Science and Denver Zoo for sharing their mailing lists. As of May 24 they had 100 families enrolled.

### **6. Other Matters**

#### **6.1 Board Planning Session Discussion Topic: Marketing and Public Relations**

Dave Montez reported the SCFD Public Awareness committee has worked with the Tier I marketing departments to create a draft Awareness Proposal, which includes an elevator speech, key messages, recommended distribution channels and a proposed "Awareness Toolkit." They will be getting feedback from other organizations at the June SCC marketing directors' meeting. Peg Long asked the committee to schedule an additional meeting to obtain feedback from Tier III organizations that might not be able to make the SCC meeting. Dave agreed.

#### **6.2 Honoring Jim Martin for 6 years of SCFD Board Service**

Joseph Arcese read a proclamation honoring Jim Martin.

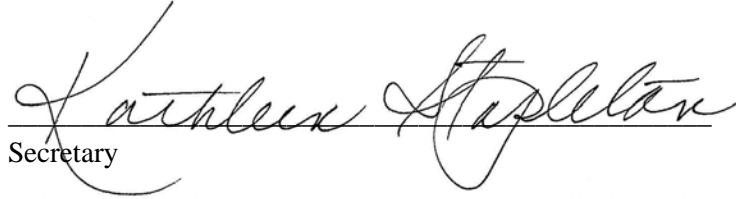
- Bob Grant met with former SCFD board chair James Harrington. James and Bob hope to engage former SCFD Board members as ambassadors for the SCFD reauthorization cause.

**7. Public Comment**

In response to a statement made by the Denver Center for the Performing Arts in its certification presentation, Steve Wilson of the Mizel Arts and Culture Center commented that The Denver Center for the Performing Arts' NTC program had a positive impact on the Denver Metro community and that he and his wife both stayed in Denver following their respective graduations from the program.

**8. Adjournment**

The meeting was adjourned at 3:45pm.

  
Secretary