



SCFD BOARD OF DIRECTORS PLANNING SESSION
Thursday, April 11, 2013
8:30 a.m. to 12:30 p.m.
Lone Tree Arts Center
10075 Commons St., Lone Tree, CO 80124

Retreat Theme – Implementing a sound infrastructure for operations and the 2016 reauthorization process
Retreat Goal: Establish 2013 Board Objectives to quantify progress on implementing sound infrastructure for operations and the 2016 reauthorization process.

Attendees

Board members present- Kathryn Spuhler (Chair), Kathy Kucsan (Vice Chair), Dan Hopkins (Treasurer), Peggy Lehmann (Secretary), Joseph Arcese, Bob Grant, Shepard Nevel, Rob Johnson, Hal Logan and Elaine D. Torres

Board member not present- Damon O. Barry

SCFD Staff- Peg Long (Executive Director), Jessica Clare (Program Manager), Nancy McCamey (Program Manager), Erica Barclay (Program Associate) and Sheila Mieger (Office Systems Administrator)

Guest Speakers- Chris Adams (Engaged Public) and Floyd Ciruli (Ciruli & Associates)

Facilitator- Raylene Decatur (Decatur & Company, Inc.)

Minutes

At 8:30 am Chairwoman Kathryn Spuhler welcomed everyone and introductions were made. A quorum was present. Lisa Rigsby Peterson, Executive Director of Lone Tree Arts Center, made a brief statement highlighting what the Center has to offer.

Oath of Office

Kathryn Spuhler swore in Rob Johnson, Jefferson County appointee, for a first term.

State of the SCFD conducted by Peg Long

Peg Long gave a presentation on the State of the SCFD – then and now. High points from the presentation include:

- In 1990 the SCFD was made up of six counties; four Tier I organizations; seven Tier II organizations; 134 Tier III organizations. In 2012 it was made up of seven counties; five Tier I organizations; 25 Tier II organizations; 270 Tier III organizations.
- Operating expenses in 1990 were \$428,600 with investment income of \$380,433. In 2012 operating expenses were \$458,454 with investment income of \$77,817.
- Highlights over the past years have included: Polarpalooza: SCFD 20th Anniversary celebration, Rex Morgan tribute sculpture process and installation, new database, Board policies addressing statutory exclusions (education institutions, capital revenue & expenditures), annual report went digital, phase I and II stakeholder assessment process conducted and completed, internet-based , stream-lined grant application implemented, redesigned website for 21st century access.
- Challenges for the Future - Creating a 21st century SCFD that: promotes continued public access; can respond to changes in technology; meets the needs of changes in metro demographics; provides sufficient revenue for administrative operations; communicates to citizens the return on their investment.

2012 Stakeholder Assessment Project Report & Summary conducted by Chris Adams

Each Board member was given a booklet with the results of the Stakeholder Assessment Project. Chris Adams touched on the highlights of the project:

- Each Tier sees the role of the SCFD differently. Tier III would like more SCFD staff support and engagement. Tier I CEOs see SCFD's role as being narrow. They feel organizations can and have worked together to meet various needs of organizations.
- Tier II is concerned about the threshold going up each year.
- Education about the SCFD for the organizations and public is an ongoing need.
- The percentage of funds each Tier receives is a topic all were concerned about.
- All three Tiers were committed to supporting SCFD through reauthorization.

Role of Citizens for Arts to Zoo (CATZ) by Floyd Ciruli

Floyd Ciruli explained that CATZ is a nonprofit organization designed to run campaigns and lobby. CATZ meets twice a year during non-campaign times. During this time they mainly raise funds to help pay for a lobbyist. The 2013 CATZ board officers are: James Harrington, President; Joe Blake, Vice President, Alice Lee Main, Secretary and Robert Rich, Treasurer. Now through June CATZ is conducting focus group research. Once this is concluded CATZ will present the research and findings to the SCFD Board.

Review 2016 Phases of Reauthorization document, discuss 2013-2015 activities

The Board members discussed the document the board created in 2011. They reviewed the information presented to them at the planning session and identified a number of actions items for the remainder of 2013 and somewhat beyond.

Time	Topic	Comments
Summer 2013	CATZ Research	
Fall 2013	Tier II Audited Paid Attendance Policy	
June 2013	Public Awareness Update	
June 2013	Discuss next evolution of engagement with Tiers and Councils	Process suggestions from SCC and CAST3
Spring/ Summer 2014/2015	Final Statute Decision	
June 2013	Board decision on Admin % and options	
October/November 2013	Info on the Future of Technology	

Public Awareness Committee and Arts Education Committee Updates

Public Awareness Committee – Dan Hopkins reported the committee is creating a tool kit for organizations. Once it is complete he will present it to the Board. They are also working on logo redevelopment. The next meeting will be Tuesday, April 23 at 5:45pm at the SCFD office. He asked that staff post it as a public meeting due to the fact the three SCFD board members are now serving on the committee.

Arts Education Committee – Kathryn Spuhler reported that Emily Hall, who is a former SCFD intern and now a contract assistant to the committee, researched and developed an online matrix in the format of an interactive

grid. The matrix concept would allow organizations to input information regarding classes, workshops, field trips, etc., and for teachers and parents to access the information. The committee is currently creating a survey to gauge their need for and interest in such a matrix from the perspectives of provider organizations and schools/public.

Public Comment

Tony Garcia (CAST3 Collaborative) – the goal of the CAST3 Collaborative is to reauthorize SCFD. He would like more across the table conversations with the Board. He would like to have an imagining session. He would also like more specifics regarding reauthorization including information on policy. The Board asked Tony for CAST3 and the Scientific and Cultural Collaborative (SCC) to present the Board with ideas on how to engage SCFD organizations in such discussions.

Vicki Harimon (Arapahoe County Cultural Council) – is concerned organizations are asking for as much as 50% of their budget from SCFD. She would be interested in the SCFD Board developing a stance on such practices. Bob Grant asked what she thinks the SCFD role to be – he sees the issue as a council role. It is, said Vicki, but a philosophy coming from SCFD matters.

Susan Honstein (Louisville Cultural Council) – stated she felt the SCFD is too Denver centric. Kathryn Spuhler asked Susan if she had any ideas of how to address the Denver centric issue. Susan replied by supporting Tier III community based organizations. Tier III is really touching the lives of the citizens. She suggested “building community” as part of the SCFD message.

Steve Wilson (MACC/SCC) – he sees the SCC playing a big role in information gathering to assist the board as they go through reauthorization. He said cross-tier connections are already happening. SCC currently has a meeting scheduled with CAST3.

Jane Potts (CAST3 collaborative and Scen3) – feels more attention needs to be paid to cultural ethnic groups based in Tier III and how to make these organizations feel like they are part of the greater group.

12:45 p.m. Meeting was adjourned.


Secretary