

SCFD BOARD OF DIRECTORS MEETING
November 21, 2013
1:00 pm
Greenwood Village Arts and Humanities Council
Meeting Minutes

SCFD Board members present: Chair Kathryn Spuhler, Vice-Chair Kathy Kucsan, Treasurer Dan Hopkins, Secretary Councilwoman Peggy Lehmann, Elaine D. Torres, Bob Grant, Rob Johnson and Shepard Nevel

SCFD Board members not present: Joseph Arcese, Damon O. Barry and Hal Logan

SCFD staff present: Executive Director Peg Long, Senior Program Manager Nancy McCamey, Program Manager Jessica Clare and Office Systems Administrator Sheila Mieger

1. Introductions and Approval of Agenda

Kathryn Spuhler called the meeting to order at 1:05 pm followed by introductions. A quorum was present and the agenda was approved.

Peggy Lehmann took a moment to express her gratitude to SCFD staff for their work on the Rex Morgan Award celebration that took place on November 20. Other Board members echoed Peggy's comments.

Jo Cole – Cultural Arts Coordinator at the Greenwood Village Arts and Humanities Council, welcomed and thanked the Board for the ongoing SCFD support. The home of the Greenwood Village Arts and Humanities Council is the Curtis Arts & Humanities Center. The Center hosts exhibits in the upper level gallery space and art classes in the lower level studio space.

2. Approval of October 24, 2013 Board Minutes

Kathy Kucsan motioned to approve the minutes. Bob Grant seconded. Motion to accept the minutes passed.

3. Approval of October 29, 2013 Board Planning Session Minutes

Dan Hopkins motioned to approve the minutes. Rob Johnson seconded. Motion to accept the minutes passed.

4. Reports

4.1 Treasurer

Dan Hopkins reported the September 2013 SCFD sales and use tax revenue was \$4,076,983.20. The 2013 year-to-date (YTD) sales and use tax revenue is \$34,812,568.62. This compares to YTD 2012 revenue of \$33,693,887.11. The variance is \$1,118,681.70, a 3.32% increase in YTD 2013 over YTD 2012.

4.2 Chairman

4.2.1 December 12, 2013 Board Meeting

Kathryn Spuhler announced a December 12, 2013 Board meeting at Tactile Textile Arts had been added to the schedule.

4.2.2 Introduction of Guest

Kathryn introduced Kate Lubotsky, a teenage actress residing in Jefferson County, who approached her with an idea to get teenagers involved in the SCFD reauthorization process. Kate presented her ideas to the Board. She would like to see a "teen council" formed of students from each of the seven counties. This council would be able to learn from the Board, share their knowledge with the Board and work as ambassadors of the SCFD.

Board members had a number of questions regarding Kate's background and proposal. Rob Johnson and Dan Hopkins felt the public awareness committee would be a good place to discuss implementing Kate's suggestions. Kathryn let Kate know she would be hearing from either herself or Dan. The next meeting of the Public Awareness Committee is scheduled for January. Elaine D. Torres asked Kate how she became aware of SCFD and its impact. Kate said she saw the logo in the programs of the plays in which she has

performed. She noticed the logo at the theatre buildings as well, so she looked into it a little further. Kate feels kids have influence over their parents' purchasing decisions and could have the same impact on their voting decisions. In response to a question from Kathryn Spuhler, George Sparks of the Denver Museum of Nature and Science stated that the Museum has a teen board that meets regularly and provides feedback and input. The Board thanked Kate for presenting well thought out, specific ideas about how she and her peers could assist the Board and the SCFD.

4.2.3 STEPS: Arts Education Matrix Project and Presentation

Kathryn and Peg Long introduced Emily Hall. Emily Hall has been working for the SCFD in a consulting capacity to assist the STEPS committee. Emily presented a mock-up of a potential website the committee is working to create. The website would be a place educators could locate, by discipline, grade and/or format, specific arts education programming. It could potentially allow for the phase out of the hard copy Scientific and Cultural Collaborative (SCC) School Directory. The SCC is interested in possibly taking on the management of the site once it is up and running. The cost of the website is estimated at \$30,000 to \$35,000. Peg has written letters of inquiry to a few local foundations. Neither the SCFD nor the SCC would be able to finance the building of the site.

The Board asked the committee to keep in mind the costs for marketing and maintaining the site as the project proceeds. The Board thanked Emily for her work on the project.

4.3 Executive Director

Peg Long reported the following:

- SCFD office will be closed November 28 and 29
- She thanked the Board for attending this year's successful Rex Morgan Award event. She has already received very positive feedback.
- Strategic Planning Follow-up:
 - She presented the Board with a draft timeline of specific activities and deadlines between January 1, 2014 and November 8, 2016, election day. She asked the Board to give the timeline some careful thought and let her know if there are any items that need to be clarified and/or added. Once the Board is comfortable with the document they can approve its distribution.
 - Staff will be meeting internally to review the issues and questions highlighted in the planning session facilitator's report and make a first pass at what can be addressed through Board policy and staff procedure as distinguished from issues that would require a statutory change. Staff also hopes to bring to the board one or more options for engaging SCFD stakeholders in the process.

5. Other Matters

5.1 *Imagine 2020* presentation by Arts and Venues Denver

Peg Long introduced Kent Rice, Executive Director, Arts & Venues a department of the City of Denver. Kent presented to the Board the City and County of Denver's *Imagine 2020* cultural plan. Denver's last cultural plan was developed in 1989. The group working on this current plan wanted to make sure it transcends any single mayor or city administration. The City hired an outside consulting group, Corona Insights, to manage the process. The cost of the project is \$90,000. (Chicago's most recent cultural plan cost \$350,000 by comparison). The *Imagine 2020* committee started by studying cultural plans of similar sized cities, as well as major cities Denver would like to emulate. They then looked at what they could reasonably hope to accomplish. Corona Insights proceeded to gather community input. Cultural and civic leaders were interviewed. Residents of the entire Denver Metro area were encouraged to complete an online survey, attend various "input" meetings or respond to a phone survey. Kent said he would make the data collected available. The results showed that people don't engage in the arts due to time, not knowing what is available, and cost. People were asked to provide one word to describe the arts scene in Denver. Popular responses were: diverse, exciting and accessible. The committee has since put together a "Collective Vision" of seven steps:

1. Arts, culture and creativity are fully integrated into daily life, work and play in Denver.
2. Arts, culture and creativity are amplified in Denver - and amplify the city to world.

3. Arts, cultural and creativity are truly inclusive and accessible for all.
4. Exposure, appreciation and participation in arts culture and creativity span our lifetime.
5. Denver's diverse artists and creatives are locally cultivated and flourishing.
6. Denver's economic vitality is accelerated by arts, culture and creativity.
7. Collective leadership is committed to high impact results across Denver.

The next step is to develop action plans to accomplish the seven visions. The Board asked a number of questions throughout the presentation. They thanked Kent for taking time to update them on the *Imagine 2020* project.

6. Public Comment

- Jo Cole asked how funds can be used for public art. Peg asked Nancy McCamey to follow up with Jo after the meeting.
- Jane Potts, CAST3, reported she and Wendy Littlepage co-presented four training workshops for Tier III organizations on how to use the new Tool Kit. A total of 54 people participated.
- Kathy Kucsan shared that she recently was Popsicle, the SCFD mascot at a Boulder Potters Guild event. (They won her services at the Boulder County Tier III Check Ceremony through a raffle.) She enjoyed having an opportunity to speak to people about the SCFD.

7. Adjournment

The meeting was adjourned at 2:30pm.


Secretary