

## SCFD BOARD OF DIRECTORS MEETING

May 22, 2014

1:00 pm

Denver Museum of Nature and Science

Meeting Minutes

**SCFD Board members present:** Chair Dan Hopkins, Vice-Chair Kathy Kucsan, Treasurer Hal Logan, Secretary Councilwoman Peggy Lehmann, Elaine D. Torres, Damon O. Barry, Bob Grant, Lynn Jeffers, Shepard Nevel and Kathryn Spuhler

**SCFD Board members absent:** Rob Johnson

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

### 1. Introductions and Approval of Agenda

Dan Hopkins called the meeting to order at 1:10 pm followed by introductions. A quorum was present. The agenda was approved with the change of moving Other Matters (New/Old Business) to after the executive session.

George Sparks CEO, Denver Museum of Nature and Science welcomed everyone and thanked the Board for SCFD support. He gave each Board member a new book on the history of the Museum.

### 2. Approval of April 24, 2014 Board Minutes

Kathryn Spuhler motioned to approve the minutes. Damon O. Barry seconded. Motion to accept the minutes passed.

### 3. Tier I Distribution Certification

Christoph Heinrich read a statement from the Tier I CEOs.

Thank you for this opportunity to share our accomplishments so that the citizens who support SCFD continue to see the incredible value their dollars bring to their own families and the wider community. Each of us looks forward to sharing details of how our organizations serve SCFD citizens, and how grateful we are for their continued support.

SCFD funds support a portion of our operating costs, and these citizen-approved dollars help us think big and plan strategically over the long term. Because of SCFD, we are able to plan those world-class programs and only-in-Denver moments that can take years to develop.

As stewards of our region's cultural and scientific heritage, we are uniquely able to serve the citizens in all seven SCFD counties with world-class cultural experiences, offering collections and resources through our educational programs, scholarships, exhibitions, performances and more.

Our organizations provide global reach –through our research, preservation, outreach and visibility – with direct impacts here in our community.

- In 2013, our organizations welcomed more than 5.62 million people
- More than ONE MILLION of those visitors received FREE access
- Another 1.93 million visitors received reduced admission prices
- Nearly half of our overall visitors - 2.53 MILLION - came from the SCFD counties *outside* of Denver – Adams, Arapahoe, Boulder, Broomfield, Douglas and JeffCo.

We are proud of the ways each of us has reached into all SCFD counties in our own unique ways to serve the citizens who support us.

- As a group, Tier 1 served 546,521 students in 2013 – an increase of 11.5 percent in just one year. The number of individual schools we served increased by more than 12 percent. And I know that each of us is exploring how we can continue expanding the number of students that access our organizations in the years to come.

- Our collections and facilities underscore the original purpose of SCFD, to preserve and maintain cultural heritage in perpetuity and continue to maintain public spaces for visitors to enjoy those collections and for collaborations to expand our reach to citizens.
- Our institutions are responsible for preserving and studying more than 1.4 million natural history artifacts and specimens.
- 70,000 priceless art objects representing world cultures from ancient to contemporary times
- 21 Broadway tours and 11 performance spaces
- 773 acres with more than 31,000 plant species
- 4,125 animals representing more than 600 species
- Our facilities include a total of 1.5 million square feet of space for collections, programs and other public access.
- We are well into the 21<sup>st</sup> Century and each of us is pushing the boundaries of what it means to serve our community now and in the future. Our organizations are constantly looking at ways we can remove boundaries and barriers to access – in many cases, those barriers are not financial. We are always working to learn more about our audiences so that the insides of our institutions reflect the wider community. Some of the ways we serve beyond free access include:
  - Bilingual tours and materials
  - Online and distance educational programming
  - Celebrations and programs designed for kids with special needs
  - Tours and hands-on experiences for low-vision or blind visitors
  - Tours for memory-impaired visitors
  - ASL and Sign language tours and open-captioned performances
  - Targeted marketing and outreach to help the community understand the resources available to them at our organizations

Our institutions collectively have an incredible impact on the local economy – we drive economic activity through employing highly qualified people and developing superlative programs that serve the community and drive tourism. Our exhibitions, research and programs – and the media coverage of those world-class programs - drive visits to the seven-county region.

- In 2013, nearly 10,000 national news stories were generated about our five organizations
- This editorial coverage reached millions of people, serving as a calling card for our rich and diverse cultural landscape
- Further, this visibility drove visitors to our region, and each of us can share more with you about that.

As you know, each visitor who comes from outside our state must spend money in our communities for hotels, restaurants and more. These dollars are NEW to our community and funnel right back into SCFD organizations through the one tenth of one percent tax on these services. Our organizations are a major driver of this measurable economic activity.

We thank the citizens for their continued SCFD support. These funds are essential to our stability, enabling us to plan, design and execute the programs that bring world-class opportunities to the seven-county region. We are grateful for your volunteer Board leadership and the dedication of SCFD's staff who make every dollar count for our citizens.

Following the statement each panel member gave an eight minute presentation on his/her specific organization:

Denver Art Museum - Christoph Heinrich, Frederick and Jan Mayer Director

Denver Zoo – Shannon Block, President and CEO

Denver Botanic Gardens - Brian Vogt, CEO

The Denver Center for the Performing Arts – Daniel L. Ritchie, Chairman and CEO

Denver Museum of Nature and Science - George Sparks, President and CEO

The Board thanked the CEOs for everything their organizations provide to the community. The Board proceeded to ask a variety of questions regarding attendance, marketing, outreach into communities, finances, engagement with populations of color and access.

## **Resolution 14-04 Pertaining to 2014 Tier I Formula and Discretionary Funds Distribution**

Hal Logan read the resolution. Shepard Nevel motioned to approve Resolution 14-04 Pertaining to 2014 Tier I Distributions. Peggy Lehmann seconded. The motion to accept the resolution passed.

### **4. Reports**

#### **4.1 Treasurer**

Hal Logan reported that the March 2014 SCFD sales and use tax revenue was \$4,314,883.91. The 2014 year-to-date (YTD) sales and use tax revenue is \$11,654,837.84. This compares to YTD 2013 revenue of \$10,664,488.65. The variance is \$990,349.19, a 9.29% increase in YTD 2014 over YTD 2013. He also stated that SCFD is receiving .40% interest on a bank CD that matures in June.

#### **4.2 Chairman**

Dan Hopkins asked board members to save November 20, 2014 for a Board planning session. The planning session will be in the in morning followed by a regular meeting.

Kathryn Spuhler volunteered to be the Board liaison to Kate Lubotsky and the pilot Youth Council.

Dan, Peg Long and Hal Logan will be meeting with the auditor in a couple of weeks to go over the 2013 audit.

#### **4.3 Executive Director**

Peg Long reported the May National Geographic magazine article on *Digging Utah's Dinosaurs* features scientists from the Denver Museum of Nature and Science, as they fossil hunt 77-million-year-old specimens in the southern Utah badlands. The current issue of United Airlines' Hemispheres magazine features the state of Colorado. The section states that Denver metro's per capita support of the arts is the highest of any region in the country and generates approximately \$40 million annually.

Peg shared a decal that will be placed on the Denver Botanic Gardens 16th Street Garden Block starting in June.

Tier II qualification application deadline is Friday, May 30. Tier II certification presentations to the Board occur at the July and August Board meetings.

### **5. Reauthorization Update**

Tier II work group meetings have concluded. The first Tier III work group will take place May 31.

### **6. Public Comment**

No comment.

### **7. Executive Session for purposes of receiving legal advice pursuant to C.R.S. §24-6-402(b), for the purpose of receiving legal advice from legal counsel on specific legal questions related to the Colorado Symphony Orchestra's fund raising events.**

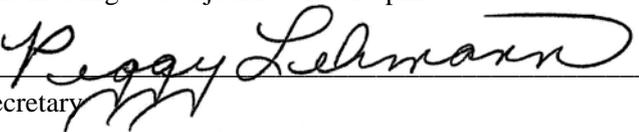
Dan Hopkins read the executive session announcement at 3:21pm. The Board moved into Executive Session. The open meeting resumed at 4:05 pm.

### **8. Other Matters**

The Board asked Peg Long to draft a couple-sentence response to inquiries regarding the Colorado Symphony's *Classically Cannabis* fundraisers. They asked that it include mention that the Symphony is in compliance with SCFD statutory guidelines and, based on current facts and information available to the SCFD Board, the Symphony is not breaking any State laws. Peg is to run the statement past SCFD legal counsel before sending a copy onto the Board. The Board asked that all questions regarding the Symphony be directed to Peg.

### **9. Adjournment**

The meeting was adjourned at 4:10 pm.

  
Secretary