

SCFD BOARD OF DIRECTORS MEETING

May 25, 2017

1:00 p.m.

Denver Botanic Gardens Chatfield Farms

Meeting Minutes

SCFD Board members present: Chair Rob Johnson, Vice-Chair Elaine D. Torres, Secretary Lynn Jeffers, Treasurer Hal Logan, Peggy Lehmann, Dan Hopkins, Damon O. Barry, Councilwoman Kendra Black, Kathy Imel, and Deborah Malden.

SCFD Board members not present: Ann Speer

SCFD staff present: Executive Director Deborah Jordy, Assistant Director Jessica Kato, Program Manager Iris Gregg, Program Manager Dana Manyothane, Program Manager Marcus Turner, and Office Manager Kendal Zimmermann.

1. Introductions and Approval of Agenda

Chairman Rob Johnson called the meeting to order at 1:05 p.m., followed by introductions. A quorum was present.

2. Welcome by Denver Botanic Gardens Chatfield Farms

Brian Vogt, CEO, welcomed everyone to Denver Botanic Gardens Chatfield Farms. Brian spoke of the history of the farm and introduced key staff. Chatfield Farms is a 700-acre facility, green farm, butterfly house and Hildebrand Ranch.

3. Review & Approval of Agenda

Vice-Chair Elaine D. Torres motioned to approve the agenda. Lynn Jeffers seconded. Motion to accept the agenda passed.

4. Approval of the April 27, 2017 Board Meeting Minutes

Lynn Jeffers motioned to approve the minutes. Kathy Imel seconded. Motion to accept the minutes passed.

5. Reports

5.1 Treasurer

The March 2017 SCFD sales and use tax revenue was \$4,851,918.50. The 2017 year-to-date (YTD) revenue is \$13,317,823.94. This compares to YTD 2016 revenue of \$12,645,334.60. The variance is \$672,489.34, a 5.32% increase in YTD 2017 over YTD 2016.

5.2 Chairman

Chairman Rob Johnson provided an overview of the process to defining Tier II Regional Service and Impact.

5.2.1 Resolution 17-07: Pertaining to Defining Tier II Regional Service and Impact

Chairman Rob Johnson read Resolution 17-07: Pertaining to Defining Tier II Regional Service and Impact. The Board discussed an amendment to the resolution. Kathy Imel motioned to adopt

Resolution 17-07: Pertaining to Defining Tier II Regional Service and Impact as amended. Councilwoman Kendra Black seconded. The Board motioned to adopt and approve the resolution as amended.

5.3. Executive Director

Executive Director Deborah Jordy introduced two new SCFD Program Managers, Marcus Turner and Dana Manyothane. Deborah provided an update on SCFD's Banking RFP process and thanked Treasurer Hal Logan and Deborah Malden for serving on the Banking Committee. Deborah announced the next Tier II meeting will start the process of providing recommendations for the Board on defining and implementing the criteria for "documented free attendance" and adjusting the Tier II formula to include documented free attendance. She announced that Jessica Kato and herself will be attending the American for the Arts Conference in June.

6. Tier I 2017 Distribution Certification

Shannon Block, President and CEO of Denver Zoo read the annual joint statement from the Tier I CEO's.

Good afternoon to you all, and thank you for your leadership and service to the District. I truly appreciate the opportunity to share a few of our Tier I collective accomplishments with you and District citizens.

I am Shannon Block, President/CEO of Denver Zoo and I have the privilege of delivering our joint statement on behalf of my fellow Tier I organizations.

Yes, I am a self-proclaimed science geek so please bear with me as we dive into the data this afternoon; although dense these collective impact figures exemplify our reach and impact.

As we reflect back on 2016, all of our organizations must thank the voting citizens of the District for passage of 4B and renewal of SCFD this past November.

Once again residents of the seven-county region have shown a strong commitment to supporting SCFD with its initial authorization in 1988 and for the fourth time in its nearly 30-year history, voters registered their support once again for the District which provides funding to more than 300 organizations in Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties. Funds from SCFD are reinvested back into the community in the form of art and science education, free access, employment opportunities and enriching access to art, music, theatre, dance, zoology, botany, natural history, and cultural history and so much more. The organizations funded by the District contribute more than \$1.8 billion to the regional economy and employ more than 10,000 people. About 14 million people, including 4 million children, attend SCFD funded programs each year.

Put simply, the support of SCFD allows our organizations to widen the breadth of our programming and access, allowing all of us to have a deeper impact on our community.

The collective impact of SCFD's Tier I organizations is simply astounding. These regional organizations provide global reach – through our research, preservation, performance, educations, and innovative exhibits – directly engaging and inspiring our community.

Attendance highlights include:

- In 2016, our organizations served more than 6.6 million guests, the highest annual Tier I collective attendance to date
- More than 1.5 million of those visitors received FREE access
- Collectively we impacted nearly 620,000 children from more than 4,600 schools
- 77% of our overall visitors came from the SCFD counties

In addition to welcoming millions of guests each year the Tier I SCFD organizations serve as critical stewards of the region's cultural and scientific and artistic assets. Our institutions preserve cultural history, conserve wildlife and wild places, and present outstanding performances to the region. Our collections highlights include:

- Denver Zoo (Zoo): which cares for more than 4,000 animals each day, many of which are endangered
- Denver Museum of Nature & Science (DMNS): who welcomed 1.9 million visitors last year, an 11% increase in just one year
- Denver Botanic Gardens (DBG): who stewards more than 800 acres of land across four sites, with nearly 17,000 taxa from every part of the world
- Denver Art Museum (DAM): which preserves more than 70,000 art objects
- Denver Center for the Performing Arts (DCPA): which offered 43 productions and 887 performances

2016 also continued the trend of innovative programming and new exhibits unique to each of our organizations. These exhibits and attractions add to the cultural vibrancy of the region, drive tourism spending and economic impact, funneling dollars back into the very same communities that provide the District with tax support. This symbiotic relationship benefits all of our communities served by SCFD funded organizations. 2016 program highlights include:

- DAM: continued its commitment to access with *Free for Kids*, presented the exhibition, *Star Wars and the Power of Costume and Women of Abstract Expressionism*.
- DMNS: hosted *Chocolate: The Exhibition*, *Robot Evolution*, *Extreme Mammals*, and *Mummies: New Secrets from the Tomb*
- DCPA: produced *Sweet & Lucky* in RiNo to attract millennials; commissioned local band DeVotchKa to adapt *Sweeney Todd*, hosted the touring debut of *If/Then* with Idina Menzel, and entertained 9,000 high school students with *Shakespeare in the Parking Lot*
- DBG: opened three new gardens at their York Street location, including one dedicated to horticultural therapy programs for veterans, seniors and those who suffer from sensory issues
- Zoo: welcomed the travelling exhibit "Washed Ashore: Art to Save the Sea." The exhibit showcased 15 large-scale marine life sculptures made entirely out of trash from the ocean.

In closing, I'd like to leave you with this thought as we think about OUR, or more appropriately said, YOUR COMMUNITY'S Tier I organizations:

Imagine a place so special and rich in inspiration that it transforms lives every day, for every person that enters...where all walks of life enjoy an awe-inspiring connection to art, animals, plants, and performance that is so profound, it moves them forever. A place where children

experience pure wonder and curiosity. A place where families bond over polar bears, petunias, and Picasso. A place where people dedicate their lives engaging and education our community.

That place in Your Denver Zoo, Your Museum of Nature & Science, Your Botanic Garden, Your Art Museum, Your Center for the Performing Arts.

On behalf of all the SCFD Tier I organizations...thank you.

6.1 Panel presentation by Tier I CEOs

Following the joint statement, each panel member gave six-minute presentations on their specific organization:

Denver Zoo: Shannon Block, President and CEO

Denver Museum of Nature & Science: George Sparks, President and CEO

The Denver Center for the Performing Arts: Janice Sinden, President and CEO

Denver Botanic Gardens: Brian Vogt, CEO

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

The Board thanked the presenters and the organizations for providing exemplary service to the community. The Board proceeded to ask a variety of questions regarding attendance, collaborations, innovation, outreach into communities, and engagement with diverse populations.

6.2 Resolution 17-08: Pertaining to 2017 Tier I Budgeted Funds Distribution

Chairman Rob Johnson read Resolution 17-08: Pertaining to 2017 Tier I Budgeted Funds Distribution. Lynn Jeffers motioned to approve the resolution. Kathy Imel seconded. Motion to accept the resolution passed.

7. Other Matter

None.

8. Public Comment

Peggy Day, Director of Strategic Projects of Denver Museum of Nature & Science, announced Educator's Night will be on September 25, 2017. Application deadline is May 31, 2017.

9. Adjournment

The meeting was adjourned at 3:07 p.m.


Secretary