

SCFD BOARD OF DIRECTORS MEETING

November 15, 2018

1:00 p.m.

Museo de las Americas

Meeting Minutes

SCFD Board members present: Chair Rob Johnson, Vice-Chair Kathy Imel, Secretary Lynn Jeffers, Councilwoman Kendra Black, Jack Finlaw, Deborah Malden, Carlos Martinez, and Jake Zambrano

SCFD Board members not present: Marcela de la Mar, Kathy Nesbitt, and Treasurer Ann Speer

SCFD Staff present: Executive Director Deborah Jordy, Deputy Director Jessica Kato, Program Manager Dana Manyothane, Program Manager Heather Porter, Program Manager Kendal Zimmermann, and Office Manager Joyce Chitechi.

1. Introduction and Quorum

Chairman Rob Johnson called the meeting to order at 1:04 p.m., followed by introductions. A quorum was present.

2. Review & Approval of Agenda

Chairman Rob Johnson amended the agenda by rearranging the order of presentations to be, CBCA Economic Activity Study of Metro Denver Culture, Communication Update, then the Rebrand Update. Secretary Lynn Jeffers motioned to approve the agenda as amended. Deborah Malden seconded. Motion to approve the agenda as amended.

3. Welcome by Museo de las Americas

Maruca Salazar, Curator at Museo de las Americas, welcomed the board, staff, and the public. She informed the board on the current exhibition El Infinito. The exhibition was a collaboration among Museo de las Americas, Lockheed Martin, NASA, and Denver Museum of Nature & Science (DMNS) to show the human connection to the universe.

4. Approval of October 25, 2018 Board Meeting Minutes

Carlos Martinez motioned to approve the minutes from the October 25, 2018 meeting. Councilwoman Kendra Black seconded. Motion to approve the minutes passed.

5. Reports

5.1 Treasurer

In place of Treasurer Ann Speer, Chairman Rob Johnson reported the September 2018 SCFD sales and use tax revenue was \$5,393,532.74. The 2018 year-to-date (YTD) revenue is \$46,272,521.90. This compares to YTD 2017 revenue of \$44,161,728.83. The variance is \$2,110,793.07, a 4.78% increase in YTD 2018 over YTD 2017.

5.2 Chairman

Rob Johnson announced there will be no meeting in December and the SCFD board meetings will resume in January 2019.

5.2.1 December 2018 Board Meeting

There will be no SCFD Board Meeting in December.

5.3 Executive Director

Executive Director Deborah Jordy announced there are over 600 people registered for the SCFD Community Celebration & Awards ceremony on November 28, 2018. Rob Johnson thanked Program Manager Kendal Zimmerman and the rest of the SCFD staff for their work on the event. Deborah also informed the board that the county liaisons meeting hosted at the Denver Zoo on November 8, 2018 was a success.

5.3.1 Resolution 18-12: Pertaining to Amending Required Signatures on Checks Policy

Chairman Rob Johnson read Resolution 18-12: Pertaining to Amending Required Signatures on Checks Policy. Deborah Malden motioned to approve the resolution. Vice-chair Kathy Imel seconded. Motion to accept the resolution passed.

5.3.2 SCFD Credit Card Policy

Motion to approve the SCFD Credit Card Policy passed.

6. Other Matters (new/old)

6.1 Election of 2019 Officers

Councilwoman Kendra Black announced the 2019 Officers will be Jack Finlaw as chair, Rob Johnson as vice-chair, Ann Speer as treasurer, and Lynn Jeffers as secretary. Kathy Imel motioned to accept the nominated slate. Lynn Jeffers seconded. Motion to approve the 2019 Officers passed.

6.2 CBCA Economic Activity Study of Metro Denver Culture - Christin Crampton-Day, Executive Director

Christin Crampton Day, Executive Director of Colorado Business Committee for the Arts (CBCA), presented the 2018 Economic Activity Study of Metro Denver Culture. She informed the board on highlights such Economic Activity reaching \$1.9 and Economic Impact reaching \$573 Million.

6.3 Communication Update- Michele Ames

Michele Ames, SCFD communications consultant, presented the communication challenges facing SCFD. She informed the board that long-term goals include raising visibility and strengthening access. She also announced that communication foundational efforts will consist of a new website and enhanced storytelling.

6.4 Rebrand Update- Betsy Bartholomew, Principal at Launch and Martha Peck,

Creative Strategist at Launch

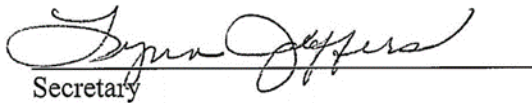
Betsy Bartholomew, Principal and Martha Peck, Creative Strategist from Launch presented the objectives, timeline, and challenges in the rebranding process. Martha informed the board that the next steps include Logo and tagline exploration as well as Brand tone. Betsy and Martha fielded questions regarding the proposed schedule, measuring effectiveness, and target audiences.

7. Public Comment

Christin Crampton Day, Executive Director of CBCA, commented on the proposal of transforming Popsicle the SCFD polar bear to a memorable icon. Kathy Imel asked about the possibility of using an app in addition to a new website and Deborah informed the board and the public that a greater conversation is taking place regarding a comprehensive calendar which will be on a website rather than an app due to financial costs. Alice Lee Maine, community member, suggested getting word out to key people in the community throughout the rebrand. Steve Wilson, co-chair of the Scientific Cultural Collaborative and Executive Artistic Director of Mizel Arts and Culture Center, proposed that we must consider tax predictions of 2028 in the branding process. He also announced that Mizel Museum is collaborating with Wonderbound to provide emerging artists and dancers an opportunity to meet with choreographers. The performances will take place on November 16 and 17, 2018. Jannette Matusiak, SCC Director, announced SCC's new platform Explorable Places and encouraged the audience to share the tool with organizations. She shared that 100% of Alliance program teachers who participated in a survey noted that the cultural organizations met their expectations.

8. Adjournment

The meeting was adjourned at 2:59 p.m.


Secretary