

## SCFD BOARD OF DIRECTORS MEETING

Aug 27, 2009

1:00 pm

### Denver Film Society Meeting Minutes

**SCFD Board members present:** Chair James Harrington, Vice Chair Stevan Strain, Treasurer Jim Martin, Secretary Marcia Johnson, Joseph Arcese, Mark Addison, Bob Grant, Kathleen Stapleton, Khadija Haynes and Shepard Nevel

**SCFD Board members absent:** David Montez

**SCFD staff present:** Peg Long, Executive Director, Program Manager Donna Smith, Office Administrator Sheila Mieger

#### 1. Introductions

James Harrington called the meeting to order at 1:05 pm, followed by introductions. A quorum was present.

Tom Botelho, Executive Director of Denver Film Society, welcomed the Board and gave a presentation about Denver Film Society and the Starz Film Center.

#### 2. Oath of Office

James Harrington swore Jim Martin in for his second term as governor-appointed Board member.

#### 3. Approval of July 23, 2009 Board Minutes

Kathleen Stapleton motioned to approve minutes. Bob Grant seconded. The motion passed.

#### 4. Rex Morgan Tribute and Award Update

Harry Lewis, President of Citizens for Arts to Zoo, gave a brief introduction of the Rex Morgan Tribute and Award. He shared he is part of a committee working to raise \$60,000 to create a tribute to Rex Morgan and the SCFD which will be placed at the Denver Performing Arts Complex. The Tribute Committee is made up of past Rex Morgan Award winners, current and past SCFD Board members. The Denver Foundation has donated \$2,500 to the project. Harry requested all the Tier II executives present to ask their Board members to make a contribution to the fund. The Tier I organizations have agreed to ask their Board members. Holly Osgood, chair of tribute committee, asked the audience to nominate outstanding volunteers for this year's Rex Morgan Award. Marcia Johnson, member of the tribute committee, asked the current SCFD Board to donate to the fund. Donations made by Marcia, Holly and Donna Smith were announced.

#### 5. Presentation of Tier II Certification Reports

##### Denver Film Society

Tom Botelho, Executive Director, reported attendance for the Film Festival was 40,000. Overall their attendance by county is as follows: Denver 50%, Arapahoe 10%, Boulder 9%, Jefferson 8%, Adams 7%, Douglas 4% and Broomfield 1%. This year the staff is targeting Mexican American and student populations with special programming. At the International Film Festival this year a kid and family event will take place that focuses on Hispanic films. Ed Harris will receive a lifetime achievement award from Major Hickenlooper. Film on the Rocks attendance was up from 35,000 to 62,000. At the final film of the season Peg Long was invited to speak on behalf of the SCFD and its 20<sup>th</sup> Anniversary.

Marcia Johnson asked what educational outreach the Society was doing. Arpie Chucovich, Development Director, said they work with Denver Scholarship program to teach students to make film. Jim Martin asked if the cost cutting measures taken this year are adequate. Yes, said Tom, but they have had to cut more. There have been a few layoffs and a few people have left on their own. Bob Grant asked for more detail regarding the staff. Tom said the programming staff has remained the same which allows to organization to remain the same. Stevan Strain asked Tom and Arpie to continue to use the SCFD logo.

## **Wings Over the Rockies**

Greg Anderson, Executive Director, thanked the SCFD and the citizens for their on-going support of the official air and space museum. Their visitors are primarily veterans, families and children. 79% are from the state of Colorado. The 70-year-old facility continues to be a challenge. Six new exhibits have been added in the last 15 months highlighting Colorado's space history. "Spreading Wings" educational program will go to 200 classrooms this year.

Mark Addison asked for an explanation of the \$600,000 decrease in funds. Ed Massman, Controller, said the number derives mainly from depreciations. It does not include any cash write-offs. Joseph Arcese noted the Museum had a decrease in grants this past year. He asked what their approach was to get more donations. Last year they received a onetime grant from the Daniels Fund said Greg. Going forward they have hired another staff person to help with development. Marcia Johnson congratulated the Museum on doubling their education outreach. She asked if it was due to the Daniels Fund grant. Greg said it wasn't, the grant was for a different program.

## **etown**

Nick Forster, Executive Director, reported they now have a building. It needs a lot of work. They hope to move into the space next year. They continue to collaborate with Chautauqua and the Children's Museum. The ticket sales are down 20%. The music business overall is down. They have an education outreach program called "Making Media."

Marcia Johnson asked if they are involved with the Biennial of the Americas. They are said Nick. He has spoken with Mayor Hickenlooper about participating. Bob Grant asked them what their county representation demographic break down is. Nick said they do not control the box office therefore finding out such information is difficult. Jim Martin asked when they will be able to move into their new building. Nick said July of 2010 is the target date. Most of the challenges have to do with the City of Boulder permitting process.

## **The Wildlife Experience**

Gino Greco President & CEO, reported 2008 was a great year. Attendance doubled from 2007. In May Globeology opened to record attendance numbers. He thanked the Board and the staff for agreeing to adjust their income. (They had received a donation that was unofficially restricted for capital purposes. They asked the SCFD to not count the donation as part of their qualifying income.) Location continues to be a challenge although attendance has increased from both Jefferson and Arapahoe counties. Dave and Gail Liniger have decreased their support 27% from 2008 to 2009. The support the Museum gets from the Linigers continues to make it hard for them to get money from other sources.

Mark Addison asked if they are broadening the Board. Yes, replied Gino. They currently have 13 members and have a few openings. The Board is helping obtain corporate giving. Individual giving is up. Stevan Strain asked how many students they reach through their educational outreach. Last year they reached 600 and have more schools coming all the time said Gino. Kathleen Stapleton asked if that is how they have increased their Jefferson County visitors. Gino said he did not think so. He lives in Jefferson County and focuses marketing that direction. Jim Martin complimented Gino on a recent ad he saw on television.

## **Rocky Mountain Bird Observatory (RMBO)**

Tammy VerCauteren, Executive Director, reported attendance is up from 7,000 in 2007 to 40,000 in 2008. A quarter of their visitors are students. She has hired a communications expert to increase public awareness of RMBO. She is also hiring a VISTA coordinator. The SCC has been great in helping them collaborate with many of the Tier IIs. Progress continues on the Stone House.

James Harrington asked if Tammy is now the Executive Director and not the interim. She said she was. Kathleen Stapleton congratulated Tammy on the beautiful brochure and the successful collaborations. Shepard Nevel asked what RMBO collaborations consisted of. Some of their programming has been Birding 101 for Colorado Mountain Club members. They have lead Mountain Club hikes focusing on birds. They participated in a festival at Chautauqua in which they played games, lead crafts and conducted lectures on backyard habitats. Khadija Haynes said she was disappointed there was not a person of color in their educational guide. She suggested they collaborate with James P Beckwourth Mountain Club. Tammy agreed with Khadija's comment. She has her staff attending training on creating programming and communicating with diverse audiences. Khadija said she would be willing to help her with outreach as well. Bob Grant said he attended a program regarding the Stone House. It was a great program. Stevan Strain thanked Tammy for taking their programming out to other counties.

### **Museum of Contemporary Art Denver**

Adam Lerner, Director and Chief Animator, shared information regarding the merger with The Lab at Blemar. Staff has developed a three year strategic plan that recently presented to their Board. Adam thanked Peg and her staff for guiding them through SCFD requirements regarding the merger. The Museum had 44,500 visitors in their inaugural year. They have expanded a program they brought over from The Lab called "Mixed Taste" to include a kid component. While adults attend a lecture on two differing topics kids are doing activities based on the same two topics.

Mark Addison said he was glad the program transferred so successfully. He asked if they were reaching out to other SCFD organizations to produce the program. Adam said they do collaborate with other organizations on this and other programs. Currently Denver Film Society and the Museum give each other's members a discount. Adam said he seeks partnerships that advance their mission. Jim Martin commented on the 22% budget cut. He asked how such a large cut would not affect programming. Adam replied they are using more volunteers, they have combined jobs and initially opening the building took more staff then it does now. Shepard Nevel commented on the success they have at reaching young people. He asked Adam to speak to reaching students. Adam said they have not seen school visits translate in to visitors. He is trying to reach the family as a unit; thus the reason for creating programming for adults and children. Khadija Haynes asked how many students they serve. About 12,500 Adam said. Marcia Johnson asked who they work with for marketing. Art Fit said Adam. Bob Grant mentioned most of the Museum's attendance comes from Denver County. He asked what they are doing reach people from other counties. Adam replied the merger with an organization that was based in Jefferson County has drawn more Jeffco residents to the Museum. James Harrington complimented Adam and his staff on a very comprehensive report.

### **Lakewood Heritage, Culture and the Arts**

Michelle Nierling Heritage, Culture & the Arts Manager, announced their programming is at 88% capacity. The Lakewood Cultural Center is celebrating their 10<sup>th</sup> Anniversary. In response to the City is its 40<sup>th</sup> birthday they have increased their educational programming to focus on the history of Lakewood.

Kathleen congratulated Michelle on the Center receiving a National Endowment for the Arts grant. James Harrington asked how you get invited to apply for a grant. Michelle said a person from the NEA called her office saying they heard about their programming and thought they should apply for the grant.

### **Historic Denver**

Robert Musgraves, Executive Director, shared Historic Denver runs the Molly Brown House which received 43,000 visitors a year. Next year will be the 40<sup>th</sup> Anniversary of the Museum. 50% of their expenses and revenues are from the Molly Brown House. They have a full time education director who has developed programming for seniors and has reached 9,000 school aged kids with programs. "Denver Story Trek", which reached 20,000 people in the first year, allows visitors to walk the streets of Denver and using their cell phones they learn about a historic site.

James Harrington asked Robert if he had a magic bullet that would allow them to stay in Tier II. Robert reported that he doesn't. He is trying to get his Board more engaged. He is planning to apply for Tier III next year. Bob Grant asked if there was anything the SCFD Board could do to help them remain in Tier II. He thanked the Board for everything they have done in relaxing the qualifying income criteria. Considering much of what they do is bricks and mortar the SCFD statute is not flexible with giving to such projects. Bob Grant asked if they considered merging with anyone. Robert said they had. They have spoken with SCFD regarding such an option. Mark Addison congratulated Robert for being willing to try new things. He encouraged him to learn from the other Tier IIs and the SCC. Robert asked Mark if he would like to be a guest speaker at one of their Board meetings. James Harrington suggested a Mixed Taste program "Molly Brown and Global Warming".

### **Mizel Museum**

Ellen Premack, Executive Director, reported The CELL, a museum about terrorism, opened in February at the Art Museum Complex. Programs and lectures are being developed for the museum. It is very different from the Babi Yar Memorial Park located at the corner of Yale and Havana in Denver. A \$250,000 Babi Yar capital campaign is under way. They are developing new programs including digital story telling.

Marcia Johnson asked is anyone is able to complete the whole cycle at The CELL. Ellen said the subject matter is alot to take in on a single visit. They continue to strive to keep all the technologies of the museum up and running. Stevan Strain commented he did not realize 200,000 people were murdered at Babi Yar. Joseph Arcese mentioned their

investment income took a big hit. Ellen said the Board closely monitors their income. Bob Grant asked about their demographics. Mizel Museum received 120,000 visitors last year from all counties said Ellen.

### **Central City Opera**

Pat Pearce, General and Artistic Director, shared the Opera was established in 1932 which makes it the oldest professional theatre company in Colorado. They are the largest holder of historic properties. They received a \$50,000 stimulus grant. Staff planned and budgeted for the season to be down, it is down further than expected. They continue to do outreach year round. 65% of services were in the metro area. The Opera made 52 school visits this past year.

Mark Addison congratulated Pat on producing great works both old and new. He also thanked him for the collaborations he has engaged in. He asked why there was \$401,000 under “other” in the finances. Pat said much of that are depreciations. Mark suggested making depreciations a separate line item. Bob Grant congratulated Pat on maintaining the Opera House. Pat said 25% of the income comes from box office sales. Other income is getting harder to obtain. Bob thanked Pat for the display log. Stevan Strain asked if the increase in betting limits had any effect on the Opera. Central City wants to impose an excise tax on the Opera’s tickets. Pat is going to court September 1 to fight the charge.

### **Colorado Children’s Chorale**

Diane Newcom, Executive Director, announced August 26 was their first rehearsal. Their halls were filled with Christmas music. The Chorale celebrated their 35<sup>th</sup> season last year. They collaborated with many organizations this past year including Colorado MahlerFest, Colorado Ballet and the Colorado Symphony. The Chorale sang at the Democratic National Convention. Seven schools were served with their outreach programs. They plan to increase it to ten schools this year. Diane has hired TRG to assist her with audience development.

James Harrington asked if she had a silver bullet to meet the Tier II threshold next year. Yes, replied Diane, they have received some major gifts which will allow them to meet the increased income threshold. Marcia Johnson congratulated Diane on obtaining the gifts, saying anything the organizations can do to educate their donors on SCFD is good. Khadija Haynes asked who the featured artist for the Reach for the Stars concert will be. Diane said the organization is not in a place where they can take such a large risk by producing the Reach for the Stars concert this year.

### **Cherry Creek Arts Festival**

Tara Brickell, Associate Director, announced the 2009 Festival was a success. SCFD was presented with the Distinguished Patron Award. Staff partner with the Mexican Consultant on advertising the festival. It paid off. The Festival had 390,000 visitors over the three days. Retail sales were strong. Exhibiting artists had good sales. 55 performing artists were showcased as well as culinary artists. Staff is currently planning the outreach projects for the rest of the year.

Khadija Haynes asked where the 104 paid attendance number came from. The gala, replied Tara. Jim Martin thanked Tara for the art work presented to the SCFD. Bob Grant asked if anyone on staff is thinking about how to capture some paid attendance. Yes, replied Tara. It was discussed at their Board meeting that very morning. They are unable to gate the Festival because it is a business district. . Bob asked if the Board is open to ideas. Tara said they were. Stevan Strain shared details of how the Douglas County Festival engages the businesses. Marcia Johnson suggested charging a surcharge to items sold. Joseph Arcese suggested charging a small admission fee such as a penny.

### **Hudson Gardens**

Rich Meredith, Chief Executive Officer and Finance Director, thanked the Board for changing the policy in Tier II qualification. He thanked the Board for supporting the staff. He has found the staff to be very helpful and un-bureaucratic. South Suburban will not fund the Gardens this year. They are budgeting for a deficit. Reserved funds will be used this year because their programming was established before South Suburban informed them they would not be paying them. Eleven straight concerts were affected by rain this year. Staff is currently at 11 members. They will not be reducing staff. This year the Gardens will team up with the Museum of Outdoor Arts to produce a 26 night holiday light show.

Khadija Haynes asked why South Suburban is not funding them. The reason South Suburban gave Rich is “times are tough.” Payment to the Gardens is in South Suburban’s budget. They just are not paying it. James Harrington asked what South Suburban loses by not paying. Rich said they lose nothing. South Suburban owns the property. They pay

Hudson Gardens to maintain it. Rich and his staff are going to continue programming. Kathleen Stapleton asked if it is hard to have South Suburban people on the Hudson Gardens Board. Yes and No, replied Rich. They know what is going on this way. Bob Grant asked if they collect demographic information. They do, they collect zip codes said Rich. James Harrington asked if he will cut operations if they don't end up getting a payment from South Suburban. Rich said they won't. They will take more risks producing varied programming before they cut operations.

### **Colorado Ballet**

Jack Lemmon, Executive Director, shared SCFD is a nationally known and studied model. Every city in the country wants one. The Ballet has a new studio in Centennial. The Academy currently serves 500 students. The space will allow them to grow the Academy. Attendance for the performance grew by 27%. The education department reached 600,000 students primarily at Title 1 schools. The Ballet received \$50,000 in 2009 stimulus funds for the education department.

Bob Grant asked about county demographics. Jack stated Adams County is the second largest County they serve. Stevan Strain asked how many students are being served at the Centennial facility and how many could be served. Jack reported 250 are currently taking classes in Centennial, the space can accommodate 700. Marcia Johnson congratulated Jack on their outstanding communications. She receives information from the Ballet in a variety of formats. Shepard Nevel asked Jack to explain the scholarship program. Five full ride scholarships are given each year. They struggle to get the scholarship winners to rehearsals. The parents are not as willing to commit to getting their kids to the program.

### **Arvada Center**

Gene Sobczak, Executive Director, suggested the Tier IIs and the SCFD Board get together more than once a year. The Center had a \$1.4 million increase in ticket sales. Gene worked with his artist director to develop a season to increase membership by doing what they do best. The Center received 12 Henry Awards this past year, more than all other years combined. Staff is working with community groups such as the Mexican Consulate to diversify visitors. The Summer Concert Series this year focused on local groups.

Marcia Johnson asked what it was the Center does best. Gene replied "musicals." So they opened the season with Les Misérables. It cost the Center \$800,000 to produce the show. They earned a million. It was a big risk but it paid off. Joseph Arcese asked if the facility is big enough to handle all the programming they produce. Gene hopes to build an education center in the future. Bob Grant asked why they dropped their SCC membership level. Arvada City and SCFD funds were much lower this year. He is making some small reductions in the budget across many areas instead of making a few big cuts. James Harrington stated that as the largest Tier II it sends a message about the SCC. Gene said he has not cut staff or programming. The Center does not have Board members that are able to fix downfalls in funds. They are still in full support of the SCC. Mark Addison congratulated Gene on the collaborations. He stated SCFD funds make up about 14% of the Center's Income. What the SCC does for education is valuable.

### **City of Aurora Cultural Affairs**

Alice Lee Main, Division Manager, shared over a million people were served last year by the Cultural Affairs programming mostly for free. The only paid attendance is for classes, recitals and Fox Theatre performances. City Council insists programming be free.

Shepard Nevel asked what the range of City budget cuts are. City council approved cost savings of a million dollars. The Recreation division is moving in with the Parks department. Alice has not been told what size cuts she will have to make. Eight million dollars are still needed. There will be a ballot issue to get the funds. Bob Grant asked how she markets to people outside the City of Aurora. Alice said there is a marketing person employed by the City she works with. Aurora residents do get a discount for classes otherwise there is no difference in benefits to visitors. Fox Theatre visitors are mainly from Denver. Kid Spree draws visitors from across the state.

### **Mizel Arts and Culture Center**

Steve Wilson, Executive Artistic Director, explained the Mizel Arts and Culture Center is different from the Mizel Museum. His is more of a performing arts facility. JAM Fest has incorporated Bookfest and has now expanded to include music. The Gallery hosts 14 exhibits a year. Jewish Film Festival saw an attendance increase from 1,400 to 5,000 visitors in the 10 day period. Children's Theatre produces one show a year. This past year sales were down 25%. This year the Center is producing a new opera by a Jewish composer. The Center also has a new website and can be followed on Facebook and Twitter.

Stevan Strain thanked Steve and Alice for looking out for all the Tier II organizations and serving the citizens of the seven counties through the SCC. Mark thanked Steve for giving the Tier IIs a great opportunity to collaborate.

### **Children's Museum Denver**

Tom Downey, Executive Director, announced the Museum is debt free. They had a 6% increase in attendance last year, 289,000 visitors. They made their budget this year. Staff retention is good. Residents from all SCFD counties visit. Broomfield County brings in the least number of visitors, 3,000. 30% of their memberships are free. Collaborations with organizations such as Denver Urban Gardens and the Butterfly Pavilion were successful. A program called "Bubbles" is the Museum's first step into providing STEM programming.

Shepard Nevel asked how the capital expansion project is going and have they weighed the added value against the costs. Tom said the average museum expansion cuts staff and has a major drop in visitors after the opening. They don't plan to do that. He has had Corona Research conduct surveys and has a staff person working on projections and growth scenarios. Joseph Arcese asked where "Bubbles" is going to go. Prototyping "Bubbles" took two years. It will go in the current basketball area. Tom said Denver's Children's Museum is the most crowded in the county. It is hurting their mission to have it so crowded. They have extended hours opening Wednesday nights and the first Tuesday of the month. James Harrington asked for details regarding the land for the expansion. Tom said they are working with the City of Denver to gain the plaza and hill area. The Museum has agreed to improve the outside areas.

James Harrington asked the Board if they had any other comments for the Tier II organizations. Marcia Johnson thanked them all for what they do and what they provide to the Districts residents. Stevan Strain commented on the remarkable turnaround the Colorado Ballet has achieved over the last six years. He thanked the Arvada Center for self correcting and continuing to improve. James Harrington stated he was amazed by the leadership and passion of the directors running the organizations. He stated twenty six organizations will receive over seven million dollars in SCFD funds.

Jim Martin motioned to approve Resolution 09-08, Pertaining to Organizations Qualifying for Tier II 2009 Formula and Discretionary Funding. Khadija Haynes seconded. The motion passed.

## **6. Reports**

### **6.1 Treasurer**

Jim Martin reported ColoTrust interest rates are at .32% for Plus. Sales and use tax revenues are down 15% total year to date. SCFD does have funds in certificate of deposits which are earning a blended rate of 1.08%.

### **6.2 Chairman**

James Harrington said he had nothing more to add.

### **6.3 Executive Director**

Peg Long reported Nancy McCamey will be out of the office through the month of September on medical leave. She has hired Jeff Haddox to work 15 hours a week while Nancy is out.

Peg informed the Board the SCC Teachers Guide is available to download from the SCFD website.

Peg requested the Board approve a change to the Staff Vacation Policy. Bob Grant motioned to approve revised vacation policy. Kathleen Stapleton seconded. The motion passed.

Peg reminded the Board the September meeting will include an overview of the eligibility process and approval of the Tier III funding plans.

## **7. Other Matter**

Joseph Arcese put forth a motion for the Board to allow the Tier II organizations to submit their reports on disk to the SCFD Board. Currently the organizations receive the Tier II Certification Report form electronically in a Word format. He would like those forms to be written to a disk instead of being printed. Khadija Haynes mentioned it would give the organizations an opportunity to be more creative with their presentations by allowing them to submit power point presentations. Bob Grant questioned the ability of the organizations to supply their financial information electronically. Peg said she spoke with many Tier IIs who said they had the information electronically. The Qualification reports would still be submitted in a hard copy format due to the fact the audited financials must be bound. The organizations

are required to submit only one copy of the Qualification Report vs 12 copies of the Certification Report. Donna Smith said she is putting together a work group of Tier IIs to streamline the process. The motion was accepted by the Board.

Shepard Nevel thanked Peg Long for the great new board member orientation.

**8. Public Comment**

No comments were made.

**9. Adjournment**

Shepard Nevel motioned to adjourn the meeting and Kathleen Stapleton seconded. The motion was passed and the meeting was adjourned at 4:25 p.m.

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Secretary