

SCFD BOARD OF DIRECTORS MEETING

July 23, 2009

1:00 pm

Swallow Hill Music Association

Meeting Minutes

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

SCFD Board members absent: Jim Martin

SCFD staff present: 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 Scharf, Executive Director of Swallow Hill, welcomed the Board and gave a short presentation about Swallow Hill and its facilities.

2. Acknowledgement of Dan Hopkins

James Harrington thanked Dan Hopkins for his three years of service to the SCFD Board. He shared the contributions Dan made to the SCFD including help with communications and serving as secretary and treasurer.

3. Oath of Office

Khadija Haynes, Dave Montez and Shepard Nevel each gave a short introduction of themselves. James Harrington swore them in as governor appointed Board members.

4. Approval of June 25, 2009 Board Minutes

Stevan Strain motioned to approve minutes. Kathleen Stapleton seconded. The motion passed.

5. Presentation of Certification Report of the Scientific and Cultural Collaborative (SCC)

Steve Wilson, Co-Chair, gave a brief history of the SCC and how it relates to the SCFD. He also highlighted the challenges the organizations faces with membership. Charlotte D'Armond Talbert described the four parts to the organization:

1. Alliance Project – organizations work with one middle school in each of the seven counties on curriculum based programming.
2. Database – organizations share mailing lists.
3. Directory for schools – a PDF booklet which lists activities/outreach programs each of the organizations offer.

Charlotte thanked Kathleen Stapleton for meeting with the Superintendent of Jefferson County Schools to enlighten her on what the SCFD and the SCC have to offer.

4. Monthly meetings – opportunities to collaborate on programming and marketing

Joseph Arcese asked if any Tier III organizations could become members. Steve shared there are a few they are considering inviting to join. The SCC has not determined how to set Tier III membership rate scales. Current organizations use a percentage of their SCFD discretionary funds to pay dues. Tier III organizations don't get Formula and Discretionary funds. They receive one check for a project and/or general operating support. Dave Montez asked for an update on getting Tier I organizations involved. Steve said there is not an update at this time. Charlotte is researching what the Tier Is currently offer, to see what the SCC can offer them. Bob Grant asked the percentage of full members as compared to basic members. Currently there are 10 basic members and 17 full members. Steve shared full membership is not practical for all organizations. Mark Addison thanked the SCC and its member organizations for all the work they do in such a collaborative spirit. Jim Harrington said the SCC is the cornerstone of arts in education initiatives.

6. Presentation of Tier II Certification Reports

Swallow Hill Music Association

Tom Sharf, Executive Director, reported attendance numbers grew in 2008. They were able to double their outreach program. In 2009 they are ahead of budget. In the past they have had to borrow money to get through the summer. They hope not to do that this year. They have had very successful collaborations with Museum of Contemporary Art Denver and the Denver Film Society. Their building is 65 years old and they are looking into moving.

Stevan Strain asked if they were seeking a liquor license. They are but there are hurdles to overcome like the need to have a sprinkler system. Khadija Haynes cautioned Tom against installing a sprinkler system if they are planning to move. Mark Addison thanked Tom for reporting on his collaboration and outreach projects. Tom shared the collaboration with the SCC is valuable. Having the opportunity to meet with other executive directors is good. Bob Grant asked if Tom is concerned about meeting the Tier II qualifying amount. Tom said he thinks about it but it is not a concern. They continue to scale up their programming while still meeting the mission.

Colorado Music Festival

Catherine Underhill, Executive Director, reported 2008 was the Festival's best year. Attendance was up 30%. Due to the economy a \$100,000 adjust was made to the 2009 budget. Sales are down 11% but audience is up 13% over 2007. For 2010 the Festival is working on a merger with Rocky Mountain Center for Musical Arts (RMCMA). Catherine introduced Peggy Brums, ED of RMCMA. Catherine explained RMCMA serves 600-700 students a year. The merger will allow Colorado Music Festival to qualify for Tier II in 2010 and would allow them to become a full member of the SCC.

Shepard Nevel commented the merger will not be a cost saving venture. He asked what the benefit would be. Catherine feels the benefit will be bringing together the staffs which will allow for expanding education programs and the ability to have an enhanced visibility. James Harrington asked is they are keeping the Colorado Music Festival name. They are. Catherine said RMCMA will dissolve and become the education wing. Marcia Johnson asked how they acknowledge the SCFD. Catherine said they put the SCFD logo on all printed material and make announcements from the stage. Bob Grant asked what the operating budget of RMCMA is. Peggy Brums, Executive Director of RMCMA, said their budget is \$615,000. October 1, 2009 is the targeted implementation date of the merger. Khadija Haynes asked what the demographics of the Festival are. Catherine said 80% of the attendees are from Boulder County. Most of them make \$50,000 a year or more. Ticket prices range between \$12 - \$40. RMCMA turns no one away due to ability to pay. They currently make 200 instruments available for public school students. Khadija asked all Tier II organizations to provide the SCFD with demographic details. Bob Grant thanked Catherine and Peggy for all their work to keep the organization in Tier II.

Colorado Mountain Club

Katie Blackett, Executive Director, described three of the Club's youth programs.

1. Camping and Climbing - for teens not accustom to the outdoors
2. Climbing for 7 and 8 year olds – mainly for autistic children
3. Rock climbing for the disabled – a team helps youth with disabilities reach the top of a rock wall.

50% of youth attendees are from SCFD counties: 6% - Adams, 8% Arapahoe, 1% Broomfield, 17% Douglas, 5% Boulder, 32% Denver and 31% Jefferson counties. They are partnering with Special Olympics on events. They are also working with Governor Bill Ritter on a conservation plan.

Mark Addison asked if Boulder membership is still strong. Katie said it is the largest group. She feels the youth are not as involved because they receive a lot of outdoor education opportunities in Boulder. Kathleen Stapleton congratulated Katie on their recent awards.

Colorado Symphony Orchestra

Jim Palermo, Executive Director, said he has been on the job for four months. The symphony has a 12.5 million dollar budget. He came in with the Symphony having a deficit and a staff that needed to be re-tooled. Boettcher Concert Hall renovation project continues as does the Music Director search. They have raised 1.5 million with \$900,000 left to tackle. The Orchestra has hired TRG to help create an audience development plan. Jim has hired a development staff to focus on generating income. He is also working on a strategic plan to develop Latino and African American audiences and staff.

Marcia Johnson asked if the plan also included getting younger people into hall. Jim said the audience age of orchestras have not changed in 50 years. The Colorado Symphony is working with the University of Colorado and DU to produce smaller chamber performances on campus. Bob Grant asked what cutting 28% of expenses mean to the day to day operations of the Orchestra. Jim replied the staff has taken a pay cut. He is planning to ask the orchestra to do the same. Bob Grant asked if they have considered becoming a Tier I organization. Stevan Strain said it would take an act of legislation to change the organizations that make up Tier I. James Harrington asked how the Bond matching was going. Jim said the Board is concentrating on making the orchestra viable first. Shepard Nevel asked if another reduction in the budget will be made if the development team does not reach the goal. Jim replied by saying that is why he has hired more development staff. He is confident they will reach the goal. Jim closed by sharing there would be a free concert in Cheeseman Park tonight. Khadjia Haynes suggested they play at a different park if they were looking to bring a more diverse crowd.

Colorado Chautauqua

Susan Connelly, Executive Director, said Chautauqua is strong, stable and in firm financial standing. They have enjoyed collaborating with SCFD groups such as Colorado Music Festival, etown, and the Rocky Mountain Bird Observatory. They used SCFD money to conduct an 11,000 person survey. They received between 500 and 600 responses. The average attendee to Chautauqua is a 53 year old woman. They do not have much cultural diversity. All SCFD District counties are represented in the membership base. This past year they updated the website and have rolled out their sustainable historic site plan.

Mark Addison mentioned a number of people come from Texas to attend events at Chautauqua. Bob Grant asked if they received an increase in their projected Tier II funds due to the adjustment the Board made to the qualifying income. Yes, said Susan. Stevan Strain explained what actions the Board took in regards to adjusting the qualifications. James Harrington said the statute does not allow for much flexibility in regards to qualification. The Board did what they could. James Harrington asked staff to send new Board members a primer to how Tier II works including information on relaxing exclusions to qualifying income.

Opera Colorado

Greg Carpenter, Executive Director, reported 2008 ticket sales sold better than projected. There are 13 weeks left to subscribe for the upcoming season. Currently they are at 96% of their goal. Educational programming is being expanded this year. Greg is spending time with his Board of Directors to discuss increasing diversity. The Board has five new younger members. He reported, in January the Opera cut \$200,000 from its budget. One staff position was cut, a 5% salary reduction for staff and a 10% salary reduction for himself. They are focusing SCFD funds on the upcoming three shows. A rescaling of the Opera house in terms of pricing seating sections has occurred. Saturday night performances will have the orchestra full of subscribers.

Mark Addison asked about the size of the Opera Board. Greg said the Board is now 40 people strong. Kathleen Stapleton stated she is impressed the staff and he were willing to take pay cuts. Greg said morale has been good, everyone is happy to keep their jobs. Bob Grant asked Greg to describe the educational programs. The programs will go directly into the schools with mini versions of shows that will be produced in the upcoming years. They are also adding two more backstage tours for school groups. Opera Colorado has a 92% subscriber renewal rate, one of the highest in the country.

Butterfly Pavilion and Insect Center

Bob Bonacci, President and CEO, thanked the SCFD for the funds the citizens make available. He reported the Butterfly Pavilion educates the public about sustainability through invertebrates. Their programming fits into the state standards of education and 3 million people have been touched over 13 years. 60,000 students were touched this year. Financially the Pavilion is very solvent. They are looking at new exhibits. They recently sold one of their exhibits to a venue in Louisiana. Bob invited the Board to attend a free sunset stroll on August 13 at 6pm. They are being good financial stewards. He explained his efforts to know their insurance which enabled the organization to pay solely a \$1,000 deductible rather than the full cost of \$56,000 in hot water piping repair.

Kathleen Stapleton congratulated Bob on various partnerships the Pavilion has such as the City of Westminster and Jefferson County. James Harrington echoed Kathleen's statement. Bob said his partnership with the SCC really helps. Bob Grant asked why the 2008 figures showed an increase. Bob Bonacci said it was due to a change in the amortization schedule.

Colorado Railroad Museum

Donald Tallman, Executive Director, announced they were celebrating their 50th Anniversary. Currently they have 2,000 members and over 100 rail cars. The Museum hosts a number of head start and school groups at reduced rates. They have become a destination for tourists around the world. Their biggest event continues to be *Thomas the Train* when the Museum hosts over 25,000 guests over three weekends.

Kathleen Stapleton congratulated Donald on the media coverage surrounding the 50th Anniversary. Bob Grant noted the projected Tier II distribution was down over last year. He asked why with the relaxed regulations this was so. Donald said it was due to a 30 % decrease in retail sales. Bob asked if he was concerned about meeting the 2010 threshold. Donald said he was not. The Museum is firmly in the middle of the Tier. James Harrington asked Donald to share information regarding his volunteers. The Museum has 300 volunteers many of whom come every day. About 50% of them are former railroad personal. Shepard Nevel asked why the education position was deferred. The Museum was planning to expand the educational programming but due to economic constraints of the times it had to be deferred said Donald.

7. Rex Morgan Update

Donna Smith presented the Board with a brief description of the Rex Morgan event and tribute. She provided a timeline and a copy of the recently released Nomination form. Donna encouraged everyone to nominate outstanding volunteers. Marcia Johnson thanked Donna for all her work.

8. Reports

4.1 Treasurer

Dan Hopkins was the treasurer. James Harrington nominated Jim Martin. Mark Addison motioned to accept the nomination. Stevan Strain seconded. The motion passed.

James reported ColoTrust interest rates are at .3% for Plus. May revenue is down 14% over May of 2008. Sales and use tax revenues are down 14.6% total year to date

4.2 Chairman

James Harrington read the proposed changes to staff vacation policy. Bob Grant said anything the Board can do to support the staff is good. Everyone agreed. James said they would vote to accept the changes at a future meeting.

4.3 Executive Director

James Harrington asked Donna Smith to report on Polarpalooza in Peg Long's absence. She reported the event planning is underway with the Zoo and is expanding. The Denver Film Society, Colorado Railroad Museum, Denver Museum of Nature and Science and the Art Museum are all working on related events that will take place around October 7. Sheila Mieger reported the Cherry Creek Arts Festival was a success. Over 1,000 seed packets were distributed with information about Polarpalooza and more than 400 flowers were made at the booth.

9. Other Matter

Kathleen Stapleton thanked Staff for compiling summaries of the Tier II certification reports.


10. Public Comment

Jane Potts, Denver Tier III program administrator, thanked the Board for the adjustments they made to the Tier II qualification process. She also gave each Board member a current Scen3 calendar of events.

Steve Wilson encouraged everyone to attend PHAMALY's performance of *Man of La Mancha* in the Space Theatre at the Denver Center for the Performing Arts.

11. Adjournment

Kathleen Stapleton motioned to adjourn the meeting and Stevan Strain seconded. The motion was passed and the meeting was adjourned at 3:50 p.m.


Secretary