

SCFD BOARD OF DIRECTORS MEETING

May 28, 2009

1:00 pm

Denver Art Museum

Meeting Minutes

SCFD Board members present: Chair James Harrington, Vice Chair Stevan Strain, Treasurer Dan Hopkins, Secretary Marcia Johnson, Mark Addison, Jim Martin, Joseph Arcese, Bob Grant, Nancy Lee, Kathleen Stapleton and Jake Zambrano

SCFD staff present: Executive Director Peg Long, Program Manager Nancy McCamey, Program Manager Donna Smith, Office Administrator Sheila Mieger; Program Assistant, Lauren Schmitz, intern Ruth Bruno

1. Introductions

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

2. Oath of Office

James Harrington introduced SCFD's newest Board member Bob Grant, Adams County Representative. Following the reading of Bob's credentials James administered the oath of office and swore Bob in.

3. Approval of April 23, 2009 Board Minutes

Mark Addison motioned to approve minutes. Stevan Strain seconded. The motion passed.

4. Panel Presentation by Tier I CEOs

Each CEO gave a 5-10 minute presentation:

George Sparks, CEO of Denver Museum of Nature and Science (DMNS), shared highlights from the past year. Expedition Health opened. Better Denver bond money was spent on building updates and repairs. Staff is currently working on an inclusive blue print to develop better tools for hiring and connecting with visitors. The Museum will have 12 Free Days up from eight last year. They hosted a strategic planning workshop for Tier III organizations. Currently attendance is up this year. Catering and fundraising are down. The Museum will not be giving pay increases this year.

Craig Piper, CEO of Denver Zoo, reported the Zoo had its second highest attendance in 2008. Great weather at key times and multiple births helped significantly. Memberships and attendance are remaining steady so far this year. The Zoo plans to break ground on Asian Topics soon. The project will cost 50 million dollars. They currently have 40 million in place. They expect once ground has been broken the excitement of the project will gain momentum which will bring in the remaining funds needed. Once construction starts 300 jobs will be created. The display will be focused on elephant conservation. The Zoo currently has staff in three counties working with natives to preserve the elephant populations.

Lewis Sharp, CEO of Denver Art Museum (DAM), showed the Board a framed check. It is the first check the Museum received from SCFD 20 years ago. The Museum is struggling this year. They have had to cut three million from the budget. They are meeting this goal by not replacing staff as they leave the Museum. One show has been canceled. He was proud to say they have been able to make cuts without hurting the core mission. The psychedelic poster exhibit has been very successful. Lewis is working with the Museum's Board of Trustees on his transition. Lewis has been with the Museum for 20 years.

Randy Weeks, CEO of The Denver Center for the Performing Arts (DCPA), said they are two years into the process of strategic planning and mission work focusing effort and resources on theater. The media division has been spun off. The Voice Research Center will be spun off this year. Part of the effort to strengthen the presentation and education of theater has involved accessibility. They work to stay ahead of ADA requirements. Subtitling of performances is becoming the standard. Economic accessibility is continually being addressed with Free Days, student matinees and discounted student/senior ticketing pricing. The American Theatre Critics Association will host their annual meeting next year in Denver. DCPA will be the host. There is a trend in the country of people not subscribing to performing arts series. The DCPA is working with a consulting firm regarding this trend. Renewals are up from last year. They have had to cut 2.6 million out of the budget. Staff salaries have been cut 1-10%. There have been no layoffs.

Brian Vogt, CEO of Denver Botanic Gardens (DBG), reported they were able to start their four-phase master plan in January. They have fixed and updated much of the Gardens' infrastructure. Both the parking structure and visitor center will be completed in July. On July 28 the Gardens will present a Transformation Celebration. The Urban Nature exhibit set records. Collaborations with other SCFD funded organizations continue to grow. Due to construction at York Street the Blossoms of Light was moved to the Chatfield location and was presented as Trail of Lights. Trail of Lights was a great success. The Chatfield location is continually being developed. It now includes an amphitheater and Deer Creek Discovery children's area. Brian said although the organization had been in flux for many years, they are working to create a new normal. The Gardens will be celebrating 50 years at the York Street location. They continue maintain Mount Goliath, a mountain peak section of the Mount Evans area.

All five of the CEOs thanked the Board for the Citizens' support they receive. Each expressed the impact SCFD funds continue to have on their individual organizations.

James Harrington asked what each of the organizations has done to embrace new communication technologies such as Facebook.

George, DMNS, said they have a Facebook page. During President Obama's visit a member of his staff was twittering during the event. It is a great way to communicate.

Brian, DBG, reported his staff has had training on blogging. Blogging provides instant feedback on programming. The Gardens is setting up video conferencing with other gardens. The York St. facility is now completely wi-fi.

Lewis, DAM, feels that any organization that thinks it can operate without these new communication outlets is mistaken. It really does open your organization to many people.

Craig, Zoo, said they take advantage of their volunteers to stay up on how they communicate with each other. He also stressed the new communication outlets are a good way to reach people but they don't replace the real experience of being at the Zoo, museums or theatre. Brian agreed with Craig and shared a story about a hands-on bone exhibit the DMNS help them produce. Watching kids of all ages dig in the dirt to find bones shows how invaluable the actual experience is.

Randy, DCPA, said his staff person, Charlie Miller, produces a spot called *10 Minutes to Curtain* which gets posted on U-Tube.

Stevan Strain asked the Zoo about the oil and gas company's support of the bus programs.

Craig, Zoo, said the company's support is not the only revenue stream for their bus programs.

Stevan asked each organization if they strive to serve students in each of the seven counties.

Craig, Zoo, reported 70% of funds go to support residents in the seven-county District.

Randy, DCPA, said it continues to be a challenge to get students away from the schools both due to lessons and the funds for buses.

Lewis, DAM, said financial institutions, many of whom are trying to keep a low profile, are willing to fund student outreach programming.

George, DMNS, agreed with Randy that outreach programming is hard a challenge due to the pressures of CSAP testing.

Stevan asked how to conquer the problem. Is it educating the teachers, principals or the superintendents.

George, DMNS, thinks speaking with superintendents would be helpful. Another aspect they have to be continually aware of is content standards. If they can make their programming support the standards they have a better chance of getting some of the student's time. Science standards have recently changed.

Brian, DBG, said plants are low cost. They are working on replicating many of their York Street programs to their Chatfield location. "No child left inside" is their motto.

James Harrington said once the SCFD funds are up and since the election costs have all been paid, the Board could possibly look into helping with transportation needs.

Jake Zambrano asked Randy to talk a little more about the decrease in subscribers.

Randy, DCPA, said for the last six or seven years there has been a national downward trend in subscribers. It is not only in Denver. Subscriber base is the core of any cultural organization's funding. The DCPA had changed their marketing to focus on single ticket buyers. The marketing firm they are working with said that was a mistake and the DCPA needed to go back to marketing subscriptions. Now they are offering more flexible subscription packages, such as the subscribers opting out of a show and choosing the shows their individual package contains. Marketing for the Center Attraction shows is different than the Theatre Company shows. People know if they want

to see *Wicked*. It is a known show. Theatre Company shows are often unknown. This year they have seen an increase in subscribers year-to-date.

Marcia Johnson thanked the CEOs for everything they and their organizations do for the community. She asked them where they stood in Denver's 5 by 5 program, which encourages 5 cultural visits by the time a child is 5 years old.

Craig, Zoo, reported the Zoo has had 1,500 visits through the program this year.

George, DMNS, did not have an attendance number but it was successful.

Randy, DCPA, reported the theatre participates through its student academy program.

Mark Addison remarked on the panel format of the meeting. He likes it better. Mark thanked them all for being able and willing to collaborate with not only SCFD funded organizations but higher education institutions, medical facilities and such. Mark remarked how hard reauthorization was in 2004. He hopes with them all collaborating on various projects throughout the year it will make the next reauthorization easier.

Bob Grant thanked the CEOs and their staffs for preparing the certification materials. He found them engaging. He appreciated the Art Museum separating out how the seven counties each use their services. Bob asked where the organizations are hurting and what is not being done due to the economic times.

Lewis, DAM, said they have been rethinking how they do things, making changes in programming. It has given them cause to focus on their mission. One show was cut from the schedule.

Brian, DBG, said it has cost them time. They are taking more time meeting with corporate sponsors to see how a partnership with the Gardens can help each corporate partner.

James Harrington asked what opportunities these times have presented.

Craig, Zoo, said for the Zoo it has been more of a long-term opportunity. Over the last two years they have been diversifying their revenue streams. They are now selling the software they developed to manage animal records. They have worked to conserve water and other resources. They have cut their utility costs by 50% over ten years. They are using waste to create energy for the Zoo. They have had to freeze salaries but were able to protect benefits. Programs have not been cut. The Zoo started their training and teen programs with SCFD money. Now those programs are part of their main programming.

George, DMNS, shared a story about how the Museum's Expedition Health laboratory experience touched a child who was not engaged at school, but wanted to remain in the lab after the field trip ended.

Kathleen Stapleton asked if they had schools requesting them to come and, specifically, schools in Jefferson County.

All reported Yes.

Craig, Zoo, reported they serve about 150,000 students a year. Outreach to Jefferson County is about 20%. The Zoo looks to make sure not only all seven counties are being served but populations of people are being served.

All CEOs agreed to send Peg Long Jefferson County statistics.

Joe Arcese mentioned how surprised he was by how engaging each organization is for all age groups. He asked what the Botanic Gardens had to do to become one of 17 AAM accredited museums.

Brian, DBG, said the Gardens have seven living collections. They completed a major application process outlining the museum's collections in order to be accredited.

James Harrington thanked the CEOs for their leadership and staff and the programming that over 24 million dollars can produce.

Stevan Strain motioned to approve Resolution 09-06, Pertaining to 2009 Tier I Formula & Discretionary Founding.

Kathleen Stapleton seconded. The motion passed.

5. Thank you to Board Member Nancy Lee

James Harrington thanked Nancy Lee for her time served on the SCFD Board and presented her with gifts. Nancy Lee is leaving the Board due to term limits.

6. Reports

6.1 Treasurer

Dan Hopkins reported ColoTrust interest rates are at .41% for Plus. March revenue is down 6% over March of 2008. Revenues are down 13% total year to date.

6.2 Chairman

James Harrington thanked Peg Long for the Staff Activity Report she provided them. He reminded members of their planning session that will take place at the Museum of Nature and Science on June 18th.

6.3 Executive Director

Peg Long thanked Charlotte Talbert and Alice Lee Main of the SCC for the results from the Impact of Economic Downturn survey. She found organizations have taken a proactive approach to respond to the current economic challenges. Bob Grant asked why the names of the organizations were not included on the report. Peg said the terms of the survey were that participating organizations would remain anonymous.

With the help of the SCFD attorney Peg obtained a large map of RTD's boundaries for comparison with SCFD boundaries.

Tier III Update:

- May 15th—Last application deadline-Douglas CO
- Staff read & summarized 527 Tier III grant applications from 279 unique applicant organizations
- Staff summarized 265 final grant reports
- Staff attended 44 evening county interviews to date, since the first applications were submitted February 23

SCFD 20th Anniversary party is scheduled for October 7. The Denver Zoo is hosting it on a Free Day. It will be called Polarpalooza. SCFD-funded organizations will be invited to present during the day. James Harrington asked what was being done to promote the event. Peg said that due to budget constraints information is being sent out via email and using the Cherry Creek Arts Festival as promotion, as well as the Denver 365 website hosted by Visit Denver. She also said she would work with Dan Hopkins to explore other marketing ideas.

7. Tier III Presentation to the Board

Chip Walton from Curious Theatre thanked the Board for allowing him to speak. He mentioned the letter submitted to the board and signed by a number of tier III organizations regarding the Tier II threshold. He asked the Board to consider taking action to change the statute.

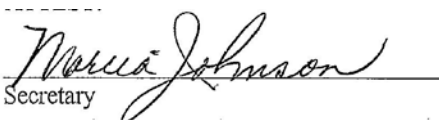
Joseph Arcese said he gathered from the letter that Tier III organizations felt disenfranchised in the re-authorization process. Chip said he would be happy to meet with any members of the Board who like to hear their experiences. Bob Grant asked him to share information now. Chip shared how the Tier IIIs were encouraged to participate in re-authorization. They participated but he felt they were not heard. The larger Tiers' needs were listened to more than the Tier III. Mark Addison mentioned the task force meet last year and Tier II organizations all seemed on board for making the changes to the statute. Then in December the Tier I organizations stated their reasons for not making any changes at that time and Tier II no longer seemed unified in the cause. Marcia Johnson said the Board was advised not to proceed with changing the statute at that time. She said the Tier III groups did not speak out at the December meeting. Chip said he and many of the Tier III groups did not expect the memo from the Tier Is. They were under the impression all Tiers were on board. Bob Grant asked if any organizations outside of Denver were part of this discussion. Chip said conversations have been had with a few groups. Dan Hopkins said the decision by the Board in December was not to go to the legislator at that time, not that the Board would not go at all. James Harrington shared that over the next two-three months the Board would consider going to the legislator to address changes to the statute. The Board will consider the issue and act to what is best for the SCFD as a whole.

8. Public Comment

Jane Potts, Denver SCFD Tier III - Program Administrator, responded to Bob Grant's question about whether other counties besides Denver were involved in the Tier II statute discussion. She had spoken with County Cultural members in Boulder and Arapahoe Counties both of whom said it would affect them.

9. Adjournment

Kathleen Stapleton motioned to adjourn the meeting and Stevan Strain seconded. The motion was passed and the meeting was adjourned at 3:30 p.m.


Secretary