

SCFD BOARD OF DIRECTORS MEETING
July 22, 2010
1:00 pm
Opera Colorado at the Ellie Caulkins Opera House
Meeting Minutes

SCFD Board members present: Chair James Harrington, Vice Chair Jim Martin, Treasurer Joseph Arcese, Secretary Councilwoman Marcia Johnson, Kathy Kucsan, Dave Montez, Kathleen Stapleton, Khadija Haynes, Shepard Nevel, Kathryn Spuhler and Bob Grant

SCFD staff present: Peg Long, Executive Director, Program Manager Nancy McCamey, Program Manager Donna Smith, Office Administrator Sheila Mieger, Program Assistant Cassiope Sydoriak

1. Introductions and Approval of Agenda

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

Greg Carpenter, General Director of Opera Colorado, welcomed everyone. Greg gave a brief history of the building and the Opera's use of it.

2. Approval of June 24, 2010 Board Minutes

James Harrington asked that the wording under section four be changed to say "If the measures passed, organizations such as the Tier Is would find it difficult if not impossible to access bond money." Jim Martin motioned to approve the minutes. Kathryn Spuhler seconded. The motion to accept the minutes passed.

3. Presentation of certification report of the Scientific and Cultural Collaborative (SCC)

Steve Wilson, Co-chair of the SCC, delivered a joint overview of the Tier IIs on behalf of all the Directors, the text of which is incorporated in these minutes followed by a brief description of the SCC and what it has accomplished in the past year.

The Tier II of the SCFD might be viewed as the vast middle class of the District. We represent a staggering range of organizations that redefine cultural and scientific service. With an array of disciplines spanning the full criteria of the statute, we have organizations that focus on insects, birds, horticulture, railroads, mountaineering, natural history, cultural history, aviation and space sciences, visual art, film, ballet, vocal music, instrumental music from folk to classical, opera, and theatre.

We are deeply proud to be afforded the opportunity to enrich the communal experience of the citizens of the SCFD through our collective efforts to illuminate the many complexities of the human experience. We firmly believe Colorado is a more vibrant place to live and work because of the combined efforts of our dedicated staff and volunteers. Equally, we are all united in the knowledge that without the SCFD our organizations would have a diminished capacity to serve the community. Further, it is clear that the District has had a profound effect on our desire and ability to communicate and collaborate.

In 2009, we employed over 2,200 artists, performers, curators, scientists, and administrators. We maintained over 53 buildings and offered over 11,400 different performances or events. As a testament to the spirit of collective power, we engaged in over 140 separate collaborations within the 26 organizations of the SCFD Tier II.

Together, over the past year, we have served over 3.3 million patrons, offering free admission to over 1.5 million attendees (roughly the same as our colleagues in Tier I). More than 8,500 volunteers have contributed over 290,000 hours of volunteer time. Many of our institutions have been serving Colorado for over 50 years. Combined, we have an astounding 821 year history.

We are also proud of our stewardship of the Scientific and Cultural Collaborative or SCC that has literally touched every school in the entire SCFD District. Our cornerstone program, the Alliance Project, has served 87 schools with 2,722 activities reaching 263,929 students since 1996. Last year, the SCC served 37,823 students at 1,371 separate schools or sites.

We believe that, together with our partners in Tier I and Tier III, we have created fertile soil for the education, entertainment and enlightenment of the citizens of the seven counties, harnessing the collective power of the entire District to provide some of the finest cultural and scientific experiences in the nation.

Joseph Arcese asked who picks the schools that participate in the alliance project. Tier II education directors work with Charlotte D'Armond Talbert, SCC Coordinator, to determine participants. Kathy Kucsan asked what the criteria to participate is. Charlotte reported the school must have a cross-curriculum team of teachers that share students and must be able to set goals for the program, attend monthly meetings and teach to include the programs. Dave Montez asked Charlotte to share success stories and evaluations with the Board's education outreach committee. Shepard Nevel asked if they had done any studies looking for common academic success data points. Charlotte reported in the past they hired someone to do such studies but due to financial cutbacks they have not done so in recent years. She did say they could put together the information gathered from the teachers in a more formal way. Bob Grant asked Charlotte to explain the various contribution levels. A full member pays SCC 100% of its SCFD discretionary money or \$15,000, whichever is lower. A basic member pays \$5,000 or 100% of its SCFD discretionary money, whichever is lower. He also asked why there was a complete database listing and an incomplete listing. Charlotte explained in the incomplete listing some of the data fields are not complete. It helps organizations using the database decide if they need full information or not. James Harrington congratulated the SCC on how far they have come in the past five years.

Opera Colorado

Greg Carpenter, General Director, reported Opera Colorado has 400 more subscribers over last year. Attendance is up and revenues are steadily going up. The demand for outreach programs is reaching capacity. Staff is discussing if another person can be hired and the best ways to meet the demand. The Opera is expanding their collaborations. It is taking part in the upcoming Czech Festival with many other SCFD organizations. The economy probably will not be back to where it was, so Greg is looking at ways to trim the budget.

Joseph Arcese asked what the current trends in Opera are. Greg recently got back from Opera America Conference in which this topic was discussed. He found there really isn't any. Opera Colorado programs three years out. They like to have a standard crowd pleaser, a new piece never done at the Opera and an opera that the Opera hasn't done in a long time. Marcia Johnson asked if the performers like the chance to do the rarer pieces the best. Greg said they are actually harder to cast. Bob Grant asked if the Opera was planning to hire anyone and give pay raises in the next year. Greg said they do hire people when needed, but they are in a pay salary freeze through 2011. Bob asked if it has impacted turn over. Greg said that is hasn't. The people that have left have done so for natural reasons. Shepard Nevel asked what the demographics of the Opera audience is. The average age is 55 said Greg. They are continually looking for ways to appeal to younger audiences. James Harrington asked what new/different approached they were taking to fund raising to be so successful. Greg said their new development director is really using their database to target subscribers who have rarely or not at all donated. It is a very data driven process. Katherine Sphuler asked if the topic of educational programming to younger audiences was discussed at the Opera America Conference. Greg said that it was, and he has found getting younger adults involved really pays off in ticket sales.

Colorado Railroad Museum

Donald Tallman, Executive Director, shared the museum celebrated its 50th Anniversary with record attendance. The museum was ranked the 10th largest paid attraction. They have spent the last year focusing on increasing visibility. Fewer people have had a railroad experience which makes the museum a place for living history. Their financials are sound. They are looking to add staff this year. The museum is currently on 15 acres and they have outgrown the space, so they are developing a master plan for space design.

Kathleen Stapleton shared the Railroad Museum was an answer on Jeopardy. She asked Donald what the Education Interpretation employee does. He said the person will be responsible to help develop new exhibits and work closely with the schools. Kathleen complimented the museum for reaching out to Head Start and senior organizations. Bob Grant asked that education outreach programming be highlighted in their certification report. He also asked for more detail regarding where their attendees reside. Katherine Sphuler asked if they ever take the trains off site. They are taking a train to participate in Buffalo Bill Days, but most of the time they do not because they the trains don't run on current tracks. Marcia Johnson asked if they cross market with other tourist railroads. Yes they do a lot of partnering

with such groups, said Donald. James Harrington thanked them for preserving such an important part of Colorado History.

Colorado Mountain Club

Katie Blackett, Chief Executive Officer, reported the club is currently focusing its educational programming for both youth and adults on diversity. They have found that before they can truly diversity their programming and audiences they have to establish inclusiveness. One they have approached this is by offering wheelchair bound hikes. They have also started a monthly speaker series. The club is also going through a re-branding process after almost 100 years. They are also looking to hire people and reinstate employee benefits. Also this year they have taken over a successful program from an organization that folded and have had great success with their conservation efforts.

Kathleen Stapleton asked Katie to explain the Thirsty Thursdays program. Katie said about 25-30 people gather and for a small fee the club provides an educational speaker and they partner with local restaurants to provide food and drinks. Bob Grant asked if they had plans to increase outreach to other counties. Yes, said Katie. They are working with the SCC to do this. Shepard Nevel commented on youth obesity. Katie said the club has partnered with the outdoor industry to address the problem. This summer the club offered a two week camping trip in which nutrition was the core of the trip. Kathy Kucsan asked how the wheel chair hikes work. Katie said the club has worked with local land owners to use trails that wheelchairs can maneuver. The attendees meet at the trail head and are lead by wheelchair bound guides.

Colorado Music Festival

Catherine Underhill, CMF Executive Director, Peggy Burns, RMCMA Executive Director and Victoria Marschne, RMCMA Education Director presented to the Board. The merger between Colorado Music Festival (CMF) and Rocky Mountain Center for Musical Arts (RMCMA) took place in October of 2009. Since then the staffs have been working on integration of the two organizations through developing a strategic plan. The financial situation is good. They received a large bequest which has provided greater visibility to the organization as well a funding source. The festival is undertaking a modest capital campaign to improve the school. This will allow more than one event can take place at a time. Festival ticket sales are up and they are getting good reviews.

James Harrington asked if they have realized efficiencies anticipated with the merger. Yes, replied Catherine, but maybe not in traditional ways. They have not cut staff. They have combined their individual resources to make/get a better impact. They could and are planning to do more especially related to the Board. Kathleen Stapleton asked how they merged the Boards. Catherine replied the two Boards came together to make one Board of 40 members. Bob Grant asked for demographic details especially related to outreach beyond Boulder. The musical instrument bank is a strong program that reaches many counties. As far as overall attendance they serve Adams County residents the most after Boulder County. Bob asked how the festival acknowledges SCFD. The SCFD logo appears on banners and the festival, in all printed material and there is a bear wearing a SCFD t-shirt on the stage at the RMCMA school. Peg Long thanked the directors of both organizations for meeting with SCFD prior to and during the merger. It was helpful in processing the Tier II qualification. She hoped they found the SCFD staff helpful. Catherine, Peggy and Victoria all said they appreciated SCFDs help going through the merger.

Colorado Chautauqua Association

Susan Connelly, Executive Director, stated Chautauqua has structural integrity, stable management and a strong Board. They have introduced new programming targeted at varying demographics – author series, scavenger hunt, and TEDx (independently organized Technology Entertainment and Design event) to name a few. They have completed phase I of signage and are working on “green” certifications. Chautauqua has also partnered with National Public Radio to expand outreach.

Shepard Nevel asked Susan to talk about Chautauqua’s social media campaign. Susan said they now have a Facebook page, they are doing photo contests and email blasts. James Harrington asked why Chautauqua is a basic member of SCC when their mission focuses on education. Susan replied Chatauquas have primarily provided educational programming for adults. Her current staff is defining a strategy to expand its programming to include more families and through this create programming for school aged children. Bob Grant asked what caused the dramatic jump in SCFD funds from 2010 to 2011. Susan replied the Board allowing more income inclusions was part of the jump. They can now include the revenue from the dining hall and other places. Donna Smith stated two organizations are not in Tier II this year which created more movement as well.

Rocky Mountain Bird Observatory (RMBO)

Tammy Vercauteren, Executive Director, reported RMBO tripled its programming this past year which included partnering with all science based Tier II organizations to increase its outreach. They will be creating an educational center at Barr Lake. They have been working on interpretive signage in both English and Spanish. They have also increased the number of volunteers working with them. This includes going from two educational volunteers to fourteen.

Marcia Johnson asked Tammy to explain the partnership with Vestas Wind Systems. Tammy said her staff meets with Vestas every six weeks. They help make sure the turbines are well lit and placed in the places to cause the least amount of bird loss. Bob Grant remarked Vestas is also a good financial supporter of RMBO. Bob Grant congratulated Tammy and her staff for turning the downfall of a tree in which eaglets lived into creative and educational programming. Tammy said the eaglets are doing well.

4. Reports

4.1 Treasurer

Joseph Arcese reported The May 2010 SCFD sales and use tax revenue was \$3,503,471.24. This compares to May 2009 revenue of \$3,121,401.32. The variance is \$382,069.92, which is a 12.24% increase over month-to-date (MTD) May 2009. This is the seventh consecutive month of reported MTD increases. The 2010 year-to-date (YTD) sales and use tax revenue is \$15,565,934.18. This compares to YTD 2009 revenue of \$14,498,981.32. The variance is \$1,066,952.86, which is a 7.35% increase in YTD 2010 over YTD 2009. Use tax continues to decline.

Donna Smith reported Chautauqua donated \$1,000 to the Rex Morgan Tribute.

4.2 Chairman

James Harrington asked the Board to consider awarding Donald Seawell an honorary Rex Morgan Award. Jim Martin made a motion to approve the award. Kathleen Stapleton seconded. All were in favor. James asked Donna Smith and Peg Long to work on the project.

4.3 Executive Director

- Peg Long reported the Department of Revenue deducted \$3,136,300 from the May tax distribution for SCFD's share of the direct and indirect costs of extending the SB 09-275 vendor fee collection to RTD, SCFD and the stadium district.
- Heidi Messer and Peg met with COBiz staff to obtain training on both the Positive Pay and Pathways systems. Heidi is in the process of transitioning funds and closing most accounts. A couple of accounts will remain at COLOTrust.
- Peg presented to the Board research into Grant Management/Database systems. She gave the Board a current workflow analysis for eligibility, Tiers I, II and III and the Economic & Social Activity Report. She highlighted items from Project Streamline, a collaborative initiative by Grants Managers Network focusing on effective practices of an Internet-based process that create mutually beneficial efficiencies in grant seeking and grant making sides of the grants management process. Peg went over the costs of two different systems: MicroEdge System, estimated cost is \$70,000, with annual fee of between \$13,500-\$40,000; and WESTAF GO™ Grants Online initial licensing fee and initial set-up is \$15,000, annual licensing fee \$5,000. No hardware would be purchased so it would be considered a consulting expense, not capital expenditure. Peg believes the WESTAF system is efficient, cost-effective, and would allow staff/organizations to import information directly to a database. It eliminates the need for costly software and hardware upgrades to our existing server configuration. Most importantly, it would allow SCFD to collect meaningful information in a manner that releases applicant organizations from unnecessary burdens and allows them to direct more staff and resources to mission-related activities.

Peg introduced Erin Bassity, Shannon Daut and Paul Nguyen from WESTAF and invited the Board to ask questions. James Harrington asked how long it would take to get the system up and running. Paul stated it would take between three-six months. James asked how the data in the current system would be integrated into the WESTAF system. Paul replied they could map most of the data for an electronic transfer. Jim Martin asked what costs are associated with ongoing technical support. Shannon said there would not be any additional costs. It is covered by the annual licensing fee. Dave Montez asked Shannon where they receive their income. Most income comes from licensing fees of their products. They do receive discretionary funding from the National Endowment

for the Arts and state art agencies. Vicki Sterling, Denver Art Museum, said she has worked with WESTAF. They are creative in their strategies for earned income and are very service orientated. Bob Grant asked what “pilot program” means. Shannon explained WESTAF would be working closely with SCFD on development. In doing so it strengthens the core program they will offer to other clients. Shepard Nevel stated SCFD is receiving a low market rate price for the product. What price increases do they anticipate and is there a cap. Shannon stated they are looking to set a three-year price and there not being a significant increase thereafter. He also asked to what extent the product has been tested and what is the protocol for trouble shooting. Shannon said this product is the result of working with art funders for a number of years. They have staff members dedicated to testing the product. As far as trouble shooting protocol WESTAF asks that SCFD staff be contacted first. They have found most of the questions are grant based not system based. If SCFD staff can’t solve the problem then SCFD can contact WESTAF via email. They are local so that is a benefit. Donna Smith said SCFD staff worked with WESTAF on the Rex Morgan tribute and have a good comfort level with them. Bob Grant stated he didn’t have a good experience with the CAFÉ system. Shannon said she is aware of the problems his group had with CAFÉ. She feels the right product was not used and would like to talk with him regarding the troubles. Nancy McCamey mentioned SCFD currently works with organizations regarding technical issues when completing grant applications. It will not be a problem to do so with the WESTAF system. Bob Grant asked what the cost to develop reports would be. Shannon said the system comes with 50-100 reports. If staff doesn’t have the expertise to develop further reporting WESTAF could create such reports for a cost. Sheila Mieger stated she felt staff does have the expertise to handle report building. Dave asked Peg if it was her recommendation that they move forward with this system. Yes, she replied.

Joseph Arcese made a motion to authorize Executive Director Peg Long, on behalf of SCFD, to enter into a contract between SCFD and WESTAF for the GO™ Grants Online system in the amount of \$15,000 for initialization as outlined in WESTAF’s March 19, 2010 proposal, as amended June 9, 2010, and including an annual licensing fee of \$5,000, and authorizing payment of the initial fee to be allocated over SCFD budget years 2010 and 2011 in accordance with the budgets as approved by the SCFD Board of Directors. Kathleen Stapleton seconded. Bob Grant asked Peg if she talked to any of the current users of the WESTAF system. Sheila said she had spoken with CCA and DOCA. Over all they were satisfied with the product and the service. They said working with WESTAF is a collaborative effort. The delays they had, had to do with their own staff falling behind. As far as how glitches were handled, they did come up and WESTAF acted promptly to right them. Kathy Kucsan said she has worked with WESTAF systems from a grant applicant standpoint and the process was good. Kathryn Spuhler asked how the staff plans to manage the project with the rest of the workload. Sheila said she would be a main staff person working on the rollout. Bob Grant asked if they ever had a security breach. Shannon said they have not. Marcia Johnson noted this system will be helpful when the Board gets ready for reauthorization. Peg agreed. The Board asked Peg how she plans to fund the system. She said she would like to pay part of it this year and the rest next year. All were in favor.

5. Public Comment

Steve Wilson encouraged the Board to attend PHAMLYs production of *Beauty and the Beast* at the DCPA Space Theatre and/or the Arvada Center.

6. Adjournment

Shepard Nevel motioned to adjourn. Marcia Johnson seconded. All were in favor. The meeting was adjourned at 4:05pm.


Secretary