

# SCFD BOARD OF DIRECTORS MEETING

August 21, 2008

1:00 pm

Arvada Center for the Arts and Humanities

Meeting Minutes

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

**SCFD Board members absent:** Vice Chair Holly Osgood and Joseph Arcese

**SCFD staff present:** Program Manager Nancy McCamey, Program Manager Donna Smith, Office Administrator Sheila Mieger; **SCFD interns present:** Kristoffer Kirkpatrick

**SCFD staff absent:** Peg Long, Executive Director

## 1. Introductions

James Harrington called the meeting to order at 1:00 pm, followed by introductions.

## 2. Approval of July 24, 2008 Board Minutes

Kathleen Stapleton motioned to approve July 24, 2008 minutes. Stevan Strain seconded. The motion passed.

## 3. Tier II Organization Presentations

### 3.1 Arvada Center for the Arts and Humanities

Gene Sobczak, Executive Director, shared that the Arvada Center is the largest multi-disciplinary organization in the country. It has had a 20% increase in subscribers this past year. They have expanded collaboration efforts with other SCFD funded organizations.

Jim Martin asked what Shadow Interpretation Theatre is. Gene said it is actors performing with another actor dressed in black, standing near the main actor and signing the performance. These performances are geared to towards the hearing impaired. Kathleen Stapleton asked if the number they reported of 175 summer camps is correct. Gene reported that it was correct. They develop camps based on the various classes they offer throughout the year in addition to new subject matter camps. James Harrington asked how the Arvada Center's ticket prices compare to other venues. Gene said their prices are a good value. All of their shows are self produced.

### 3.2 Historic Denver

Steve Turner, Executive Director, announced their new event Pink Politics which focuses on women in politics. Historic Denver has worked with many museums in the area to establish a museum trail. This year a book titled *Denver Landmarks for Children and Families* has been released. This year they have also expanded their Urban Living program educating homeowners on how to preserve his/her historic homes.

Jim Martin asked about Historic Denver's accounting procedures. Steve said that the last four years they have not performed well financially. As a new director he wanted to take a close look at the finances to establish what their issues are. He is working to get the organization better funding.

### **3.3 Central City Opera**

Kevin Mynatt, Managing Director, announced their 2008 Festival was at 86% capacity. The festival was reviewed by the *New York Times*. *West Side Story* was the hit of the session. Audience members, at the 125 performances, included people from all seven counties.

Jake Zambrano asked if the *Times* article created any measurable amount of business such as traffic to the website or otherwise. Kevin replied traffic was up at the point of sales to *West Side Story*. Online ticket sales are up. Jake also asked if the Opera has modeled what the casino measure would do for them. Kevin withheld from answering this question. Dan Hopkins inquired if given the success of *West Side Story*, if they were going to do more musical theatre. Kevin said the Board is discussing the idea.

### **3.4 Boulder Philharmonic**

Sue Levine, Executive Director, shared that Boulder Philharmonic just completed its 50th Anniversary. This year they have added visual components to their performances in collaboration with many other SCFD organizations. Average ticket sales and attendance are up. Seven new members have been added to the Board. They have subscribers from five of the seven counties. They are glad to have membership with SCC again.

Jim Martin asked if the attendance number reported for the Fourth of July performance is correct. Sue said that it was. Due to the larger venue the attendance has doubled. Mark Addison inquired as to what the organization is doing to prepare for the Tier II threshold increase. Sue said they are adding extra programming and putting more efforts into increasing donor support. Mark also asked what they are doing about KVOD not being available in the Boulder area. Sue said they are considering selling internet radios at their gala. Marcia Johnson asked what was difficult about being in Tier III vs Tier II. Sue replied obtaining funding is harder at the Tier III level. Having membership into the SCC is a wonderful aspect of Tier II.

### **3.5 Wildlife Experience**

Amber DeBerry, Senior VP of Revenue Operations, shared that the first stage of the expansion “Wild Colorado” is now open. “Globeology” will open next year. The Wildlife Experience has had a 40% growth in both membership and attendance. They have recently started a promotional collaboration with the Butterfly Pavilion; if you purchase a membership at one of the organizations you will receive discounted tickets to the other organization.

Mark Addison noted the organization currently receives most of its revenues from major funders. He asked if they had plans to diversify. Amber shared they have started a new fund raising program call *Founders Circle*. The plan is to get many more separate donors. Jim Martin noted the donations for the past year are three times what they were the previous year. He asked where these donations came from. Amber said the increase in donations is due to the expansion. They will not have this high of donation income next year. The expansion donations have come from a few major donors. Jim also asked Amber to explain the Board restructuring. She shared the previous Board was the founding Board. Their purpose was to get the organization up and running. They have now expanded the Board to 17 members. It is now a more diversified group which will operate as a working Board to help with fund raising. James Harrington read a question from Board member Holly Osgood: Are you on track to make budget? According to Amber they are not. They did not receive the IMLA grant. They are on track to finish with a balanced budget due to cut backs in spending.

### **3.6 Swallow Hill**

Tom Scharf, said Swallow Hill has increased income 37% over last year. Through their *Friends of Swallow Hill* program \$81,000 has been raised thus far. They split the concert director and executive director positions into two separate jobs this year. They partnered with Film on the Rocks for a successful Folk Festival.

Marcia Johnson asked Tom to explain the “Rap to Roots” program. “Rap to Roots” is a traveling troupe program which shows kids where rap music comes from. They have reached over 7,200 children with this program. Marcia also asked if they had plans to move locations. Tom said they are looking into it. They have out grown the current location. Dan Hopkins asked if they plan to continue their partnership with Pearl Street Association. Yes, Tom said. The Pearl Street area is where their first home was. This year they had two great events there and plan to continue.

### **3.7 Colorado Ballet**

Lisa Snider, Executive Director, reported subscribers are up 25%. They have grown the Board from 18 to 61. When looking for Board members they wanted people who loved the ballet first and second could bring other skills. The main purpose of the Board is to raise money.

Marcia Johnson said a few years ago the Ballet was looking for a new home. Are they still? Lisa said the Ballet has 20 more months on their lease. They would like to build a new building.

### **3.8 Cherry Creek Arts Festival**

Terry Adams, Executive Director, shared that this year’s festival showcased 235 visual, 55 performing and 25 culinary artists. They have had a solid financial year.

Mark Addison asked Terry to explain the Mobile Art Collection. There are two collections of 75 pieces each which travel to local schools. For ten days CCAF staff train middle school upper classmen to be docents. These students then share the exhibit with their fellow students, teachers and parents. These same students have an opportunity to shop the Festival. They are given \$1,000 to buy a piece of art for the Mobile Art Collection and a piece of art for their school. CCAF staff teaches the students how to price art and negotiate with artists. Stevan Strain said they should consider teaching young artists how to price their work. He finds they often under price their work. Terry said they do. Each year eight young artists are accepted into a mentoring program. The young artist is paired with an experienced artist. The experienced artist guides the young artist on how to display his/her art, price the pieces and interact with customers. Kathleen Stapleton congratulated Terry on maintaining such a small staff for so many years with no turn over. Jim Martin said he was glad to see they are building cash reserves.

### **3.9 Mizel Center for Arts and Culture**

Steve Wilson, Executive Director, said the Mizel Center rebranding to MACC at the JCC is complete. Film festival participation is up 84%. MACC received a \$195,000 grant from the Rose Foundation for a two week celebration. MACC will collaborate with Colorado Symphony, Central City Opera and PHAMALy on the event.

Mark Addison asked if the Rose grant replaced the grant the MACC previously received from Coors. Yes, Steve said the Coors grant was \$10,000.

### **3.10 City of Aurora Cultural Arts Division**

Alice Lee Main, Division Manager, shared her organization is using SCFD funds to pay artists to present at the City’s various programs. Due to the small facility space most of the outdoor events are free. They actually serve 2.5 million people; their SCFD qualifying attendance is 63,951.

Jim Martin asked how Alice got the 2.5 million attendance number. Some of the visual displays are located at the City libraries. The libraries keep attendance numbers. The Cultural Arts Division counts 5% of those attendance numbers during the shows. At the outdoor free events they get their counts from the police.

### **3.11 Hudson Gardens**

Richard Meredith, Executive Director, thanked SCFD staff for their support and direction. Richard shared the Gardens have had 250,000 visitors over the seven years of the concert series. Challenges they face are qualifying for SCFD funds and the seasonality of their venue.

James Harrington asked how many people the amphitheatre holds. Richard reported 4,500. Jim Martin asked why the Gardens' expenses are up significantly this past year. Richard said they have made many capital improvements to the Gardens. South Suburban Parks and Recreation own the assets. Kathleen Stapleton asked Richard to explain the kid's self guided tours. The Gardens hosts 6,000 kids a year. Because staff is limited they have created the self-guided tours. A staff person explains the tour and materials. The teachers then become the docents and guide the kids through the gardens.

### **3.12 Rocky Mountain Bird Observatory**

Tammy VerCauteren, Interim Executive Director, introduced Jim Pauley, accountant. This is the first time RMBO has had an accountant on staff. The number of attendees for camps is up. They are working on increasing their school programming with the strong support of the SCC. This year RMBO is investing in a web developer to update the website. Tammy laid out the many challenges RMBO is experiencing. Currently she is working with the SCFD staff and the SCC to expand services to district residents.

Stevan Strain commended Tammy for outlining the organization's challenges. He thanked her for the work of RMBO. He said Scientific is the first word in the SCFD name and the Board values the scientific SCFD funded organizations. Mark Addison asked what percent of RMBO programming currently takes place in the District. Tammy said about half. Her current boss cut their funds for outreach programming this year. James Harrington reported Tammy has met with Peg Long, and RMBO has agreed to work on expanding District services.

### **3.13 etown**

Nick Forster, Executive Director, reported etown now has a building in Boulder which will allow them to have more education programs. Subscribers to Podcasts continually increase along with their popularity. They are growing the Board.

Kathleen Stapleton asked if etown is having a performance at the Buell Theatre in connection with the Democratic National Convention. Nick said they were. Some of the artists performing are David Crosby and Graham Nash, James Taylor and others. Tickets start at \$50. Jim Martin told Nick etown's balance sheets look better this year.

### **3.14 Colorado Mountain Club**

Katie Blackett, Executive Director, reported 3,000 students have been served this year through the Club's youth education programs. The Bradburn Washington Museum has a new map exhibit. At Mountain Fest this October a blind climber will be the guest speaker. This year a film series will be added. Katie proudly reported 75% of their memberships are SCFD residents. Katie and her staff have created a new budget this year which shows the full scope of the Club's business.

Mark Addison asked what the Club is doing to expand its presence. Katie said they are increasing their school programming and increasing advertising beyond the climbing communities.

### **3.15 Colorado Children's Chorale**

Diane Newcom, Executive Director, shared the Chorale is celebrating its 35th Anniversary. The children will be singing the national anthem at the Democratic National Convention. Staff is developing a strategic plan with their Board. Also this year they are developing their website.

James Harrington asked how many children are in the choir. Diane said there are 400 children in the main choir and over 1,000 in the community choirs.

### **3.16 Colorado Railroad Museum**

Donald Tallman, Executive Director, shared the target market of the Museum is families who have no railroad experience. This year Donald plans to hire an education manager. The Museum is in need of more space for cars and guests. Staff is currently producing a master plan which will include plans to increase financial standing.

Dan Hopkins asked how "Thomas the Train" played into the master plan. Donald said there is a product life cycle to "Thomas". The "Thomas" program draws 5,000 people a day. Staff is working to create similar programs so the Museum doesn't have to rely so heavily on "Thomas". Mark Addison asked if the Museum has collaborated with other railroad organizations. Yes, said Don. James Harrington asked about the size of their endowment and what the primary source to build it is. The endowment is \$2.5 million; gained primarily from monies people leave them in their wills. Marcia Johnson asked what the value of the railroad car stock is. Donald said it is too hard to say because they have such a diverse collection. Restoration of the cars is very expensive.

### **3.17 Wings Over the Rockies**

Greg Anderson, Executive Director, said a new exhibit *Colorado Astronauts* featuring personal reflections, memorabilia and artifacts from astronauts with Colorado ties is now open. The WASP program was very successful last year so they growing it this year. Greg also mentioned the museum's plans to redevelop Hanger 2.

James Harrington asked when the *Colorado Astronauts* exhibit opened. Greg said it opened in May. He shared they are now putting together a traveling exhibit of the program. James asked if the exhibit has increased attendance. Hard to say, said Greg. It is the first exhibit when you walk in the door.

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

Scott Anderson, Planned Giving and Major Gifts Director, said the Museum has had 38,000 visitors since the new building opened on October 28. In the past year the Museum has conducted 240 tours and featured 16 solo artists. The new building has won awards. The new website includes a Facebook-like page.

Mark Addison asked what is happening in regards to the change of leadership. Scott said the Board of directors has hired a company to conduct a national search. Mark also asked how much more the Museum owes on the building. Bill Fite, Finance Director reported they are \$3 million away from paying off the building. Marcia Johnson asked if the Museum would be open for the Democratic National Convention. Yes, said Scott. They are hosting three events. Mark Addison asked about the parking for the Museum. Scott said they lease the lot across the street. A new parking garage will be opening nearby as well.

### **3.19 Lakewood Heritage Culture and Arts**

Michelle Nierling, Executive Director, shared how their relationship with SCC has allowed them to reach residents of every county within the District. They have added a new class teaching weaving. This has brought in new students. Rentals of the facilities have increased. This was the first year they hosted an artist in residence. The program was a success. They are participating in a city long term planning project.

Marcia Johnson asked when the White Way Grill will open on Colfax Avenue. Michelle said it will open in the spring. Marcia asked that the Denver City Council be notified of the opening.

**3.20 Resolution 08-07: Pertaining to Organizations Qualifying for 2008 Funding Under C.R. S. 32-13-107(3)(b)** Chair, Jim Harrington reviewed the resolution whereby \$8,880,890 will be disbursed to the qualifying Tier II organizations. Stevan Strain motioned to approve the resolution and Kathleen Stapleton seconded the motion which was passed.

#### **4. Reports**

##### **4.1 Treasurer**

Stevan Strain reported sales tax collection for the year is up .43% over 2007. Colorado Trust interest rates are holding at 2.26.

##### **4.2 Chairman**

James Harrington had nothing more to report at this time.

##### **4.3 Executive Director**

James Harrington asked Donna Smith to report in Peg Long's absence on the Rex Morgan awards program. She reported she anticipated eight nominations to be submitted by the September 15 deadline.

#### **5. Other Matters**

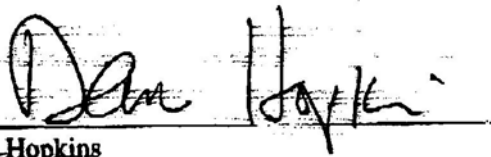
None were presented.

#### **6. Public Comment**

No public comments were made.

#### **7. Adjournment**

Stevan Strain motioned to adjourn the meeting and Mark Addison seconded. The motion was passed and the meeting was adjourned at 3:45 pm.



**Dan Hopkins**  
Secretary