

SCFD BOARD OF DIRECTORS MEETING

July 24, 2008

1:00 pm

Denver Botanic Gardens

Meeting Minutes

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

SCFD Board members absent: Vice Chair Holly Osgood and Jake Zambrano

SCFD staff present: Executive Director Peg Long, Program Manager Nancy McCamey, Program Manager Donna Smith, Office Administrator Sheila Mieger, and Program Assistant AJ Ferrari; SCFD interns present: Kelsey Dalton, Kristoffer Kirkpatrick

1. Introductions

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

2. Approval of June 26, 2008 Board Minutes

Jim Martin motioned to approve June 26, 2008 minutes. Kathleen Stapleton seconded. The motion passed.

3. Presentation by Denver Botanic Gardens re: Plans and Progress for November 2007 Denver Bond Funds

Brian Vogt, CEO, outlined the Gardens' plans on the use of the bond funds received. James Harrington asked how much the Botanic Gardens still needs to raise in capital campaign funds. Brian said \$18 million is needed. SCFD funds support general operating expenses.

4. Presentation of Annual Audit and Certification Report from Scientific and Cultural Collaborative

Steve Wilson, Co-chair, reported the first audit of the SCC went well. SCC was slightly over budget this past year. Steve attributes this to the cost of the audit, increased insurance costs and producing a four-color catalog. Starting with the September 2008 SCFD payments to the Tier II organizations SCFD will no longer be making the payments to the SCC on behalf of the organizations. The SCFD will send a reminder to the organizations that SCC payments are due. This will aid the SCFD and the SCC in having cleaner accounting and auditing processes. Charlotte Talbert, Coordinator, outlined the SCC's four programs: Alliance, Pathways, Directory for Schools and Collaborative Database.

5. Tier II Organization Presentations

5.1 Children's Museum Denver

Tom Downey, Executive Director, reported the Children's Museum had its best fiscal year in 2007. Currently 30% of their memberships are free. Program attendance is up 15%. This past year the Museum collaborated successfully with the Butterfly Pavilion on a new program called *Grow*. Denver Botanic Gardens will be joining the program this year. The Museum has also collaborated with Urban Farm to create *Storybook Farm*, which is an outpost for the Urban Farm at Stapleton. The attendance numbers will go to Urban Farm.

Kathleen Stapleton and Dan Hopkins both commented on how wonderful the Museum is for their grandkids. Marcia Johnson asked Tom to speak to the Museum's plan for growth based on their reporting they had 273 thousand visitors; Tom reported they had more visitors per square foot than any other children's museum. Tom shared the Museum is working on obtaining the land around the Museum from Denver Parks and Recreation.

5.2 Mizel Museum

Ellen Premack, Executive Director, announced their new museum, *The Cell*, will have a soft opening during the Democratic National Convention, then open formally in the fall. This museum will teach about the concept of terrorism. The Museum received 3 million dollars in bond money to support a new project called *Babi Yar Memorial Park*, a memorial for terrorism victims. The park is located at Havana and Parker Road.

James Harrington asked what the fund raising goal for the park is. Ellen reported the goal is \$50 million. The park is 27 acres. They also plan to build a museum building on the park site. Marcia Johnson asked if they had plans to move or expand the current Mizel Museum space. Ellen said because their space is so small they continue to grow their outreach programs.

5.3 Denver Film Society

Arpie Chucovich, Interim Executive Director, announced the Society exceeded last year's budget in revenue. They are currently working on *Cinemocracy*, an event to coincide with the Democratic National Convention. Ten films, selected by Internet voting, will be shown on August 25 at Red Rocks.

James Harrington asked the reason for changing their SCC membership level from full to basic. Arpie said they added a new staff position to develop the Society's education programs. They plan to become full members again in the future.

5.4 Colorado Symphony Orchestra

Doug Adams, President and Chief Executive Officer, reported the Symphony is doing well with a 6% increase in attendance. They have met with their architect Diamond and Schmitt of Toronto, Ontario to discuss the remodel of Boettcher Concert Hall. They received \$60 million in bond money; the project is expected to cost \$90 million.

Joseph Arcese asked what the term of their lease is. Doug shared the lease goes through 2010. Once the new hall opens they hope to establish a long term lease. Mark Addison asked how KVOD changing their broadcast boundaries to no longer reach Boulder and Broomfield has affected the Symphony's marketing efforts. Doug said they have elected the Executive Director of KVOD to their Board and they hope he will help with expanding KVODs range. Kathleen Stapleton expressed her appreciation of the work the Symphony does with children in Jefferson County. Doug shared that part of the new building design will include a children's teaching area. The entire Board extended a thank you to Doug for all he has done for the Symphony, wished him the best of luck in his position with the Dallas Symphony and told him that he would be missed.

5.5 Colorado Chautauqua

Susan Connelly, Executive Director, shared that Chautauqua is currently in its 110th year of operation. Their goal for upcoming years is to become the "greenist" national historic monument in the country. 57% of their attendees come from Boulder County, followed closely behind by attendees from Adams and Denver counties.

Mark Addison said many people in Boulder do not know about Chautauqua. He asked what they are doing to become more known in their own community. Susan said staff is increasing their marketing efforts and conducting surveys in the community.

5.6 Opera Colorado

Greg Carpenter, Executive Director, shared the Opera served 21,000 students this past year. They

successfully produced four shows this season. There will be three shows during the upcoming season. They hope to have more four-show seasons in the future.

Mark Addison asked about their attendance numbers. He heard some areas of the Ellie Caulkins theatre are hard to sell. Greg said they are working hard to bring people back. Those who had undesirable seating in the past are being offered better seats. The Opera is also spending more money on radio advertising. James Harrington asked why they reported decreased cash flow. Greg said many Opera companies work together to produce shows. In the past Opera Colorado has been the lead producer on one show a year. This year they were the lead producers on two shows. They are aware of the weaker economy and are watching their cash flow carefully this year.

5.7 Butterfly Pavilion

Bob Bonacci, President and CEO, reported the Pavilion had a large carryover of funds this past year. He credits his staff for bringing in more money while letting little go out. They are currently looking for a new staff member to bring in more donors.

Stevan Strain asked how many people were served by their educational outreach programs. Bob said 10,000 people were served.

5.8 Colorado Music Festival

TK Smith, Board Member, shared the Board is looking at “friendraising” before fundraising this year. They are currently \$57,000 ahead this year. KVOD is meeting with the Festival this week to try and resolve the problem of the station not reaching Boulder residents.

Mark Addison said the qualifying income for Tier II is going up next year. What is the Festival doing to prepare? TK said they just finished up a campaign called *Creating a Sound Future* and they are starting a new campaign called *Sustaining a Sound Future*. They are also trying to build up their programming. Marcia Johnson asked how the Festival along with Chautauqua are working together on sustainability. TK shared they do work together well. Parking is the current issue at hand. Mark asked if they had any plans to charge people who stay outside on the grass for the concerts. TK said the Festival along with Chautauqua is thinking of creative ways to address this problem.

6. Rex Morgan

Stevan Strain asked all the Tier II organizations present to nominate someone. Donna Smith prepared a time line for the event. She shared the ways in which the nomination forms are being distributed. Stevan Strain asked that the County Commissioners be contacted. Kathleen Stapleton asked if staff knew the cost of creating the bust. Staff reported the cost is not known at this time. They are working on creating an RFP to send out to local artists. Marcia Johnson asked if the RFPs went out soon would the Board be able to announce the artist at this year’s award ceremony. Donna thought staff would have more information once the Rex Morgan committee meets. Mark Addison said if they couldn’t announce the artist in November then maybe in February and possibly be able to get more press coverage that way. Jim Martin does not feel a \$5,000 honorary award to be donated by the Rex Morgan recipient is the best use if SCFD funds. James Harrington said the idea of the award was the person who won it would donate it to a SCFD eligible organization. He also said the budget for this year and next year would preclude such an award.

7. SCFD Logo Policy

Peg Long presented the Board with a logo variation a SCFD funded organization would like to use. She also shared two other logo variations for which she could not find previous Board approval. Dan Hopkins then led a Board discussion regarding the SCFD logo policy. Dan Hopkins said the SCFD should have strict control of the logo with adaptability. Joseph Arcese asked staff to contact the two organizations to ask if they received approval from the Board to use the logo variations. If they did not, they should be asked to submit a request. No Board member had a problem with the logos presented. They would like formal

procedures to be established and followed. Regarding the logo brought to the Board today for approval from Wings Over the Rockies, Marcia Johnson motioned to approve the logo and Kathleen Stapleton seconded. The motion was passed. Nancy Lee asked if the Board should have a policy statement drafted. The Board agreed. Peg said she would draft a policy before the next meeting. The Board asked that the policy state that any variation on the SCFD logo must be approved by the Board.

8. Reports

5.1 Treasurer

Stevan Strain reported sales tax collection for the year is up 2.1% over 2007. Colorado Trust interest rates are holding at 2.2. Marcia Johnson reported Denver County sales tax is up, permit fees are down.

5.2 Chairman

James Harrington shared he will be having lunch with Dan Ritchie to discuss arts and education.

5.3 Executive Director

Peg Long said the remaining Tier II reports have been received and asked the Board to take home his/her copies. The remaining 20 organizations will present at the August 21 Board meeting at the Arvada Center. Staff will alert Board members of any red flags should they arise as staff reads through the reports.

The Central City Opera presentation of *West Side Story* was very good. Peg reminded Board members who have tickets to attend the sponsor reception prior to the July 29th show.

A new Tier III organization, JUC Live, has a number of events coming up. Peg encouraged Board members to do a site visit. If anyone is interested in tickets for their 2008-09 season please let Peg know.

Peg met with Bonfils Stanton in regards to supporting the creation of the Rex Morgan bust. At this time they are not in a position to take a lead on the project. The Denver Foundation might be interested.

Peg suggested having the November Board meeting Wednesday afternoon prior to the Rex Morgan Award event. This would allow the Board to not have SCFD business two days in a row. Board members preferred to keep the regular Thursday meeting.

9. Other Matters

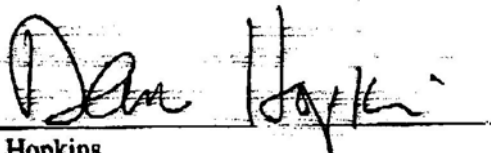
None were presented.

7. Public Comment

No public comments were made.

9. Adjournment

Dan Hopkins motioned to adjourn the meeting and Jim Martin seconded. The motion was passed and the meeting was adjourned at 3:45 pm.



Dan Hopkins
Secretary