

SCFD BOARD OF DIRECTORS MEETING
May 22, 2008
1:00 pm
Wings Over the Rockies Air and Space Museum
Meeting Minutes

SCFD Board members present: Chair James Harrington, Treasurer Stevan Strain, Vice Chair Holly Osgood, Joseph Arcese, Kathleen Stapleton, Mark Addison, Nancy Lee and Marcia Johnson

SCFD Board members absent: Secretary Dan Hopkins, Jim Martin and Jake Zambrano

SCFD staff present: Executive Director Peg Long, Program Manager Nancy McCamey and Office Administrator Sheila Mieger, program assistant AJ Ferrari

1. Introductions

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

2. Wings Over the Rockies Air and Space Museum

Greg Anderson, President and CEO, shared with the Board plans to expand the Museum. The Museum will open a new exhibit on May 23 called *Colorado Astronauts in Their Own Words*. Many of our nation's astronauts have ties to Colorado. Greg Anderson also shared with the Board the importance of his volunteer staff. The Museum has over 140 volunteers that gave 3,200 hours of their time to the Museum last year.

3. Approval of April 24, 2008 Board Retreat Minutes

Holly Osgood motioned to approve April 24, 2008 minutes. Joseph Arcese seconded. The motion passed.

4. Tier I Certification Presentations

4.1 Denver Zoo

Craig Piper, President and CEO, informed the Board in 2007 the Zoo served 1.8 million visitors. It is the third highest year in attendance in the last ten years. The highest still being the year of Klondike and Snow. There were three staff deaths in the past year including past president and CEO, Clayton Freiheit. In 2007 a bird propagation center opened. Much of this space is not open to the public. Asian Tropics is in the design phase. The Zoo does not plan to open any new exhibits in 2008. The zoo world has declared 2008 to be the year of the frog due to the worldwide presence of a disease that is impacting the frog population and the efforts that are being instituted to eradicate it.

Holly Osgood asked if the Zoo has seen a decrease in visitors due to the rising cost of fuel. Craig Piper said they have not. It has affected other aspects of the Zoo such as the cost of food. Holly asked if the Zoo plans to increase admission prices. Craig said they have increased the price of adult regular admission by one dollar in high season. They will not be increasing any other admission prices at this time. Stevan Strain commented on the recent deaths of mammals and asked how many die in a given year. Craig shared that the Zoo currently has 3,800 animals, 1,300 of those are mammals. There is an average of 10 deaths a year. Mark Addison asked Craig if he communicated with the other Tier I CEOs. Craig said that most of the CEOs are relatively new to their positions and they plan to increase communication. James Harrington asked why the Zoo started charging for school field trips. Zoo staff completed a study asking schools if they could afford to pay for field trips and what the average cost for various field trips is. Some schools are charging students to go to the Zoo even though the school was not charged. To help manage costs the staff decided a minimal fee would not prohibit schools from attending and would help cover some of the cost of bringing them. The Zoo still offers their Red Apple free school bus service which is funded by the *Brew and the Zoo* and *Zip-A-Dee-Zoo-Da* fundraisers.

4.2 Denver Museum of Nature and Science

George Sparks, President and CEO, started off by answering Mark Addison's question regarding Tier I CEOs communicating with each other. He said their staffs work very well together, especially the marketing departments. Mark would like to see them work better together than their predecessors when it comes time for reauthorization. George has found the CEOs work well together when there is a need/project for them to do so. Holly Osgood told George she liked the teacher preparation work they are doing.

George went on to share the Museum's strategic planning is underway to use the bond money they received to update the building. The *Hall of Life* exhibit is closed. It is scheduled to reopen in about a year. There are plans to remodel Phipps Hall. The Democratic National Convention has scheduled four nights of events to take place at the museum. Joseph Arcese asked George why the operating budget shows a deficit. The Museum has been pledged money that they have not received yet. When the money comes in there will not be a deficit. James Harrington asked how the success of the major exhibits compared to previous years. *Ben Franklin* and *Gold* have done very well. Denver ranks number one in attendance for *Body Worlds*. It will be hard to beat those records. Marcia Johnson asked what the Museum does to personalize and expand the touring exhibits. George said they invest a lot of time in money bringing in extra items and hiring supporting staff such as actors to bring the exhibit to life. George also shared success stories from the American Association of Museums conference.

4.3 Denver Botanic Gardens

Brian Vogt, CEO, also addressed the communication question. He agreed with George Sparks, they communicate when needed and their staffs communicate regularly. The Gardens recently received frogs from the Zoo. They are currently working with Denver Museum of Nature and Science on a dinosaur exhibit.

2007 was a record year for the Gardens in terms of attendance. Over 70,000 people attended *Sustainability Day*. Staff has started working on a master development plan in regards to the bond money they received. 1979 was the last time the Gardens received bond money. Brian acknowledged the Gardens' continued struggle with diversity. He has noticed different demographics coming to see the current exhibit *Urban Nature*. They served 11,000 children last year and continue to work well with the elderly. Brian plans to get Wi-Fi capabilities added to the Gardens in the hope to bring in a younger working crowd. They are also setting up a program with Cleo Parker Robinson Dance. James Harrington stated when a boss loves his/her organization it shows. The Gardens' core value system has created a positive image.

Marcia Johnson asked Brian the status of the Centennial Garden and why it isn't attracting more people. He was able to get the City of Denver to continue funding the garden through the Democratic National Convention. It is in a tough location (near Elitch Gardens) for people to access and there is limited parking. The Garden highlights low water plants which is great. Once the City funding is gone the Botanic Gardens will not be able to support the project, which is sad. Kathleen Stapleton asked if they plan to continue the after school program even though attendance is low. Brian stated that they will continue the program. He feels that you need to give programs time to develop. Joseph Arcese complimented the Gardens on their accessibility. He appreciated the thoughtfulness and expense it took to put in all the ramps that lead through the whole property. Joseph shared with all the groups present he is available for consultations in regards to accessibility. Stevan Strain asked if they have thought of collaborating with the water districts. Brian said they currently work with Denver Water. An exhibit is being developed to educate people on water. Access to water is becoming as important as energy.

4.4 Denver Art Museum

Vicki Sterling, Assistant Director, apologized for Lewis Sharp, CEO, not being able to attend. In October 2007 the Art Museum began presenting traveling expeditions. They have been able to collaborate with other

cities on these shows. The new complex is drawing more people to the Museum. Also in October the staff went through an internal planning session on how to build audiences. To answer Mark Addison's question regarding communication with other Tier I's Vicki shared the relationship the Museum had with The Denver Center for the Performing Arts and their current exhibit *Gee's Bend*. Holly Osgood complemented the Museum on the collaboration they have with the *Healing Arts Program*. Marcia Johnson asked if the seventh floor of the North Building will reopen. Vicki said the museum has a very large western art collection. The seventh floor will reopen displaying more of that collection. Mark Addison asked if the attendance at the Museum was improving. Vicki said the attendance is improving and they have also noticed more people are visiting both sides of the building. When the Hamilton Building first opened many visitors only saw the one building. Holly Osgood asked what the succession plan for Lewis Sharp retiring was. At this time there is not one; only a plan to establish a plan said Vicki. Joseph Arcese asked how the Museum incorporates the internet into its outreach. The Museum is currently working with Denver University, Think 360 and other schools to develop teacher resources which will be available online. The lesson plans with overlap art with other subjects. 25 plans will be available in the fall. Stevan Strain thinks the SCFD should look at streaming these presentations on the SCFD website. James Harrington hopes the Art Museum along with the other Tier I's are sharing their education plans with each other.

4.5 The Denver Center for the Performing Arts (DCPA)

Victoria Miles, Chief Financial Officer, apologized for being late. She reported 2007 was the DCPA's most successful year on record. Disney developed *The Little Mermaid* in conjunction with the DCPA. *Chorus Line* launched its national tour in Denver. Denver Center Theatre Company expanded the new play program. Victoria shared how the Theatre has expanded accessibility. Assisted listening devices are now available in all their theatres. The DCPA website has been updated to level three for visually impaired accessibility. The DCPA has also increased its collaboration with other SCFD funded organizations such as the Mizel Museum working with them on *The Diary of Anne Frank*. Also they now offer back stage tours of the theatres in conjunction with Colorado Ballet and Opera Colorado.

Holly Osgood asked Victoria to explain the cash flow from 2006-2007 deferred ticket seats. There seems to be a large negative jump. Victoria said that advance sales affect the deferred ticket sale numbers. She thought the number has to do with *The Little Mermaid* sales; she will research the question and get back to the Board. James Harrington asked if the DCPA has changed the time of their school matinee performances to accommodate the school bus schedule. Victoria did not know. She will find out the answer and get back to Board. Victoria did say the cost of student matinee tickets vary in price from \$0-\$16 based on the need of the school. Marcia Johnson asked what the DCPA is doing to face the challenge of school bus schedules conflicting with show schedules. Victoria said they have changed the time of a single performance to accommodate particular schools. The staff has discussed bringing the shows to the schools but feel the experience of attending a theatre is as important as the show itself. Marcia asked if they shortened shows. Victoria said they have tried, but it is really hard on the actors and stage hands.

5. Resolution 08-05: 2008 Tier I Formula and Discretionary Funding

Holly Osgood motioned to approve Resolution 08-05. Kathleen Stapleton seconded. The motion passed.

6. Update on Rex Morgan Award Planning

Marcia Johnson got Holly Osgood in touch with Jack Finlaw, Director of Denver's Theatres and Arenas Division. He is very interested in moving the event to the Denver Performing Arts Complex (DPAC). Dates being considered are January 7th, 8th, 14th, 15th, 21st or 22nd. Peg Long was asked to arrange a date for Board members, James Harrington, Joseph Arcese, Stevan Strain, Holly Osgood and Kathleen Stapleton to meet Jack at the DPAC decide on a space to place a plaque or bronze.

7. 20th Anniversary Logo Options

The Board agreed the logo with the cake and no banner will be the 20th Anniversary logo.

8. Reports

5.1 Treasurer

Stevan Strain reported a 6.7% decline in collected sales and use taxes from March 2007 to March 2008. Interest rates are holding at 2.3%. Stevan asked that a conversation be had with the DCPA in regards to the presentation given. They need to give a professional presentation to the Board once a year.

5.2 Chairman

James Harrington showed the Board the new name plates he had ordered, stating each Board member could take the name plate at the end of his/her term as a thank you for serving. He thanked the Board for their service, acknowledged the time they give and shared that they don't even ask to be reimbursed for items such as mileage.

5.3 Executive Director

Peg Long shared SCFD staff has received 428 Tier III grant applications from 279 unique organizations. Staff has attended 45 evening meetings since the first application due date of February 20. There are 13 more meetings in regards to this year's funding. 93% of the applications have been processed. The Board will be presented a more detailed report regarding this year's Tier III grant process at the September Board meeting. Instead of hiring a Deputy Director, Peg has decided to have two program managers, Nancy McCamey and Donna Smith. This allows her to hire a part time program assistant.

Theatre Communications Group is honoring SCFD during the National Performing Arts Convention. Loveland/Fort Collins will be putting a measure on this November's ballot to establish a SCFD for Northern Colorado. Peg along with James Martin has been working with them on this project.

As a follow up to Joseph Arcese's request about SCFD Board use of discretionary funds Peg said 5% can be set aside for Tier I. The Board has never exercised this option. If the Board does decide to change the use of the funds it cannot be changed again for five years.

RTD asked if the SCFD would have use for sales and use tax projections. They have prepared a RFP to find a better way to do economic forecasting. They are asking for four forecasts to be developed and wanted to know if the SCFD wanted to join them. James Harrington shared the sales and use tax affect RTD's day to day operations. They do not affect ours. Stevan Strain said he might have access similar information through an economist for Douglas County. Holly Osgood agreed there are other avenues to obtain forecasting information. James said he would rather see the SCFD use the money for the projects the Board is working on.

Peg asked for the Board's feedback regarding her *Proposal for SCFD Strategic Plan Next Steps*

- **Addressing Intra-Tier Concerns**

Marcia Johnson asked if an expert review from an accountant is needed. James Harrington would like to see a Board member participate on the Task Force. He would also prefer the Task Force provide the Board options with pros and cons rather than recommendations. Peg Long will make that correction. Mark Addison asked if the Task Force was necessary or if they should let the Tier II's work through their own problems. James asked Alice Lee Main her opinion. She said that the Board should be involved in addressing the Tier II concerns. Organizations that drop down to Tier III could affect the SCFD as a whole. Holly Osgood is very glad to see the Tier III County Cultural Councils are included especially since two counties will be greatly affected if groups fall to Tier III. Mark Addison said there should be two Board members on the task force. If there is only one that person becomes an advocate, if there are two it creates a better balance. Stevan Strain and Holly Osgood agreed to serve on the Task Force. Marcia asked that a representative from Denver and Arapahoe counties be included on the Task Force. Denver and Arapahoe counties will be the most affected if current Tier II's groups fall to Tier III. Peg would like to see someone from the SCC and the

Newman Center on the Task Force. James asked Peg to come up with a list and circulate it around to the Board.

- **Public Awareness**

Joseph Arcese will work with Dan Hopkins on public awareness.

- **Arts in Education Issues**

Peg asked Board members to identify people to support them in this cause. James Harrington feels the last bullet point, *Capitalize on the expertise of Tier I and II education directors to assist and collaborate with Tier III organizations in education outreach efforts*, needs to be done first. In regards to bullet point four, *Engage individual SCFD Board members to meet with superintendent groups, legislators, foundations and others*, Marcia Johnson suggested the Board members all ask the same questions to the respected people in each of their counties.

9. Other Matters

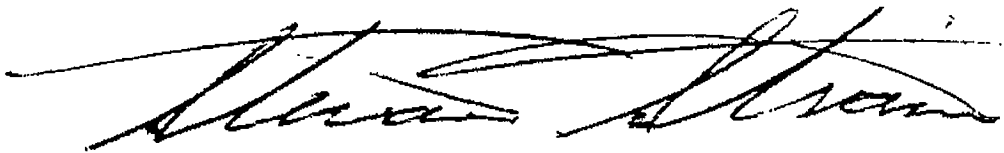
Joseph Arcese asked if the use of discretionary funds needs to be on next month's agenda. Holly Osgood shared that past Boards have not changed the discretionary fund set-up. Peg Long said the Board doesn't have to do anything; they can leave the fund setup as it is.

7. Public Comment

Inzo Pellegrinei from IAI/WFG Investments International would like to volunteer his services to explore ways the SCFD can get a better return on their funds. James Harrington told Inzo Colorado law and the SCFD statute is very restrictive on what the SCFD is allowed to do with the funds. James asked Peg to speak with Inzo and get back to him.

9. Adjournment

Holly Osgood motioned to adjourn the meeting and Kathleen Stapleton seconded. The motion was passed and the meeting was adjourned at 4:15 pm.



Stevan Strain
Treasurer