

# ***Cultural Council Meeting Agenda***

**Thursday, September 20<sup>th</sup>, 2018  
City Hall, 749 Main Street, Louisville, CO  
Spruce Conference Room  
6:30pm**

***We promote arts and culture in Louisville. We program cultural events, advocate for and support artists, and advise City Council. By doing so we engage our diverse social, cultural, and creative community.***

- |       |   |              |
|-------|---|--------------|
| I.    | Call to Order   | 5 min        |
| II.   | Roll Call   | (items I–VI) |
| III.  | Attendance and Volunteer Hours Log (To Be Circulated)             |              |
| IV.   | Approval of Today's Agenda  |              |
| V.    | Public Comments: Items Not on the Agenda                          |              |
| VI.   | Correction and/or Approval of August Meeting Minutes              |              |
| VII.  | Chair's Report (Adam)   | 5 min        |
| VIII. | Treasurer's report (Debbie)                                       | 5 min        |
| IX.   | Staff Report (Katie)  | 10 min       |
| X.    | SCFD Ceremony Oct 16 <sup>th</sup> 6:30-8:30PM Arts Hub Lafayette | 5 min        |
| XI.   | Sculpture Park  | 15 min       |
|       | a. Melody Unveiling Sept 22 (Blake)                               |              |
|       | b. Plan of Action – Fire Element proposal                         |              |
| XII.  | 2018 Programming  | 20 min       |
|       | a. Define ticket pricing \$10 vs \$15 tiers                       |              |
|       | b. Review Fall Programming  |              |
|       | i. Review Alfredo Muro "Nights of Guitars" 9/14 (Angie)           |              |
|       | ii. Stories on Stage 9/27 (Mike)                                  |              |
|       | iii. Roots of Injustice – Grant Winner 9/29 (Angie intro's)       |              |
|       | iv. Star Wars Lecture 10/5 (Blake)                                |              |
|       | v. TBA – Danse Etoile? 10/7 (Jennifer?)                           |              |
|       | vi. Living Easy 10/13 (Mike)                                      |              |
|       | vii. Beyond Borders – Grant Winner 10/14 (Kate intro's)           |              |
|       | viii. Robin Trusdale Film Screening/Lecture 10/17 (Mark)          |              |
|       | ix. MaryLynn Gillaspie 11/16 (Leah)                               |              |
| XIII. | Spring Programming  | 30 min       |
|       | i. Sub committee formation  |              |
|       | ii. Programming completion goal: Oct 15 for Calendar              |              |
|       | iii. Center for the Arts Dates (Katie)                            |              |
|       | iv. Discuss programming ideas                                     |              |
| XIV.  | Adjourn   |              |

Attachments:

August 2018 Minutes, Lead Checklist, Treasurer's report

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**City of Louisville**

City Manager's Office      749 Main Street      Louisville CO 80027  
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***Cultural Council***  
***Meeting Minutes***  
**16 August 2018**  
**City Hall, Council Chambers**  
**749 Main Street**  
**6:30pm**

I. Call to Order

II. Roll Call – Members present: Kate Ward, Mike Crowe, Leah Franks, Blake Welch, Adam Sloat, Mark Cathcart, Sean Moynihan and Angie Layton

Members absent: Jennifer Strand, Debbie Davies

City Representatives present: Katie Zoss, Jeff Lipton

III. Attendance and Volunteer Hours Log were circulated

IV. Approval of Today's Agenda: all approved

V. Correction and/or Approval of March Meeting Minutes: Kate Ward was mistakenly left off roll call for May 2018 meeting; all approved

VI. Public Comments: none

VII. Chair's Report: Adam reports positive feedback from the summer concerts in Community Park. Adam met with the head of the LAA to discuss artist involvement in fall programming. We will contact the LAA to coordinate dates and interest for artists displaying their art at fall programs at the Center for the Arts.

VIII. Treasurer's Report: Report was circulated. Discussed donations received at summer concerts were similar to previous years.

IX. Staff Report:

a. Jeff gave a report and summary of the city council's work this summer including the capital improvement plan and strategic plans to improve community engagement. He and Katie reported requests for structural improvements for the Center for the Arts and Community Park stage improvements were submitted and Jeff is encouraged that these projects will likely be funded. Jeff also gave the group an updated on the council's summer agenda items including a five year staffing plan, code updates, park enforcement issues, city transportation master plan, infrastructure improvements, and commercial & industrial design guidelines.

b. Katie's Staff Report:

- i. the DBA has a retreat coming up to analyze this summer's Street Faire
- ii. Two events are scheduled at new "traffic calming" locations Bella Vista & Hover on 8/22/18 and Pine & Garfield on 8/23/18. Artist Megan Morgan will assist anyone interested in the community in painting the intersections with large designs. The paint will last about 6-12 months
- iii. Volunteers are needed for Labor Day events
- iv. The library is hiring a new director and there will be an open house 9/20

v. Katie submitted two CIP requests for the stage in Community Park: a higher stage with better positioning and a roof, and moving the stage to face the other direction and add sides.

vi. Katie will submit a CIP request for next year to add accessibility improvements for the stage at Steinbaugh Pavillion

X. Public Art Unveiling: Will take place 9/22/18 at 2:00pm. The sculpture is ready to pick up with base and will need to be picked up by 9/7 or 9/8. Artist Rosalind Cook cannot attend the unveiling, but provided a statement that Blake, or possibly the mayor, will read at the event. Blake also shared a possibility for a "fire"-themed sculpture.

XI. Public Art Open Floor Discussion: Discussed ensued regarding temporary art exhibits; In general more work needs to be done to determine if the cultural has enough time, volunteers, resources to take this on, and to find out logistics with temporary art placement, but overall agreed temporary art is a good idea.

XII. 2018 Programming:

a. Review Summer Concerts: Successful music/bands and audience with positive feedback. Angie recommended putting blast in monthly newsletter thanking attendees. Adam recommended scheduling rain date in the future to ensure bands and sound engineers are available in case of rain check date. Katie recommended looking for more female-lead headlining bands for next year

b. Review Fall Dates: Angie will take lead instead of Jennifer on 9/14. Kate will email Tammy from with dates for fall programming to coordinate interests for showing art at fall programming events. Jennifer will ask Danse Etoile to reschedule to 10/7/18. Events for 9/23/18, 11/18/18 and 12/19/18 will be cancelled.

XIII. Future Programming And Initiatives Discussions: Members shared ideas for future programming with no discussion. Future programming will be discussed in future meetings and members encouraged to brainstorm new ideas.

XIV. Adjourn at 8:21pm (Blake motioned to adjourn, Sean seconded)

## ***Cultural Council Event Lead Checklist Louisville Center for the Arts Events***

### **Current Standard Payments for Events:**

- \$300 guaranteed for acts with 1-3 musicians
- \$400 guaranteed for acts with 4+ musicians
- Versus a split of 80% to artist/20% to LCC if we are charging for tickets
- \$200 for speakers

### **Standard Ticket Pricing:**

- \$15 for premium shows (such as Alfredo Muro, Altius Quartet)
- \$10 for non-premium shows
- Kids free with adult admission

### **Two months or more before event**

- Confirm: 1 75-min show (no breaks) or 90-min performance w/ a 10-15 min break.
- Complete Contract with the performer, request W9.
- Complete City Calendar Form and send to Katie.
- Secure an image for use in the poster and social media.
- Create a title for the event.
- Send Calendar Item Form, image, and title to Blake for poster creation.
- Send Adam same image and title, along with times (start/end), ticket price and link, performer website(s) link, and a very short description of 1-3 lines, followed by additional info/bio/description [can be same as press release for Katie below].
- Write a press release using form provided by Katie. The best releases have a “hook”, a compelling opening or story angle that will increase the likelihood of media outlets using it.
- Make sure that finished poster and press release get to:
  - Katie for distribution
  - Adam for Facebook posting

### **2 weeks before event**

- Notify designated LCC members of set-up and start time.
- Review contract – for performer lead contact info, payment agreement, other conditions for performance.
- If piano is part of performance, verify tuning is scheduled before event with Katie.
- Contact performer lead to
  - confirm time needed to set up for event,
  - verify start time,
  - review any special conditions from contract,
  - obtain brief introduction to be given at the event from the stage.

### **A few days before event**

- Obtain supplies for event.
  - cash box (from Treasurer).
    - count cash to double-check/verify start amount.
  - check to pay performer (from Treasurer – provide Treasurer performer’s W9).
  - blank copies of Event Form and W-9 for performer<sup>1</sup> (if not already complete).
  - city computer/projector if that is part of contract.
  - city sound system, if needed.
  - a few copies of the poster for the sandwich board.
- Decide what refreshments will be provided, who/how to obtain day of event.
- Snacks (appx \$30 for up to 108 people), water for 108 people, reg and decaf hot coffee (Paul’s or Vic’s – alternate each show). Consider water filters, check existing bottles/cups quantities.

### **Setting up – Day of event**

- Open Arts Center (use your touchpad code).
- If not already posted, place event poster on front door.
- If not already posted, place poster on sandwich board and place near sidewalk/walkway outside (currently no sandwich board at Arts Center)
- Determine where performer will be positioned, set chairs up accordingly. Because of the size and shape of the room, usually the performers will be positioned at the center of the long wall with the windows.
- If stage is to be used, set it up first.
  - Optional: attach the Velcro skirt that goes around the stage.
  - Set up chairs. For “smaller” events, set up ~25 chairs, “larger”, start with ~45 chairs (I is generally better to have to put our more chairs as needed than to have a lot of empty chairs at the start of a performance).
  - If a projector or other technology (sound system, for example) is needed, place a table and extension cords in appropriate location.
  - Set up projector and or sound system, if needed.
  - If using piano, unlock piano (padlock key located in cash box. Back up key is “hidden” in the basement, in the far right-hand corner, attached by a magnet to the side of the breaker box).
  - Optional: place battery operated candles in the windows (it’s nice at night; maybe not necessary in the daytime).
- Set up a table for refreshments.
  - Use the stretchy LCC tablecloths to cover the folding table.
  - Include a “Donation Box”. Do not write a suggested amount.
  - Place trash & recycle bins near refreshment table.
  - If using the Brita water urns, fill early to allow time to trickle through and refill several times.
  - If serving coffee or tea, put out stir sticks, sugar/sweetener, etc.
  - Put out napkins and paper plates.
  - Put out the food.
- Adjust lighting and ceiling fans for comfort/mood.

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<sup>1</sup> First performance by each performer in any calendar year requires completion of a new W-9 before payment for the event

- If needed, set up table for performer sales items such as CDs. As with all folding tables, use a stretchy LCC tablecloth to cover.
- Set up a table for taking admissions.
  - If not using lobby ticket window, use a folding table from storage and cover with a stretchy LCC tablecloth, put up at least two chairs.
  - Put up the ticket price notice (in Lucite holder).
  - Put out email sign-up sheet with pen.
  - Put out handouts for future events or any other LCC materials.
  - Optional: put out event poster.
  - Set up cash box.
  - Start Event Form.
- Hang SCFD Banner (currently AWOL and therefore impossible to do)

### **Welcoming Performers**

- Let them in as they arrive and greet them.
- Make them as comfortable as they can be in our “Green Room”, which is the storage room once emptied of chairs and stage platforms.
  - Make sure there are chairs and bottled water for them for them in the Green Room.
  - Optional: put some snacks from the table in their room.
- Ask them what they need and try to provide it, within reason.
- Ask performer to complete W-9 if not done so already.
- If needed, get more information for your intro.

### **Welcoming Guests**

- Ensure front door is open at “Doors Open” time. Be willing to let people in early if you are ready and there is a line or weather is bad.
- Take admission money as per posted ticket prices.
  - Best for one person to process admission money while a second person tallies attendees and how they heard about event on the Event Form.
  - Checks are made out to “Louisville Cultural Council.”

### **Introducing event**

- Introduce yourself as a part of Louisville Cultural Council.
- Thank City of Louisville, the Scientific and Cultural Facilities District and our community for supporting arts and cultural events such as this one in Louisville.
- Mention a few near-term upcoming events (topic/title, date, time).
- Introduce the performer/group. Essentially you want the audience to feel glad they came and lucky to be in the presence of such a talented group.

### **Accounting for event**

- Complete check for performer payment as per contract.
- Pay and thank performer, place W-9 in cash box (if not already with Treasurer)
- Balance cash box – use Event Form to determine “Gate” (amount of ticket sales).
  - Leave \$200 cash in cash box -- as close to 100 ones, 12 fives, and 4 tens as possible
  - Count out remaining cash and checks.
    - Record on event form.
    - Place remaining cash and any checks in deposit bag.
  - Collect refreshment receipt, reimburse, and place receipt in the deposit bag.
- Amount in deposit bag should match amount in bottom right hand corner of the Event Sheet.
- Complete Event Sheet. This is important because we use it for audience totals, volunteer hours, budgeting, reporting, and planning.
  - Tally ticket sales by type (Adult, Senior, Student). Record totals.
  - Tally attendance by entry type and total. Include comps, if any.
  - Tally volunteer hours.
  - Record cash donations.
  - Indicate refreshment costs and place receipt in deposit bag.
  - Amount in deposit bag including refreshment receipt should match the lower right corner of the event sheet.
  - Sign the Event Sheet.
  - Place completed event sheet in cash box.

### **Cleaning up from event**

- Replace stage, tables and chairs in storage
  - Two stacks of chairs can remain in the main room along a side wall.
- Replace LCC items in storage
- If piano was used, re-lock
- Ensure all food and beverage is removed from LCA and placed quietly in dumpster out back.
  - Give away unused food to volunteers, performers, or guests.
- Arrange for cash box and paper records to get back to Treasurer.
- If projector or sound system were used, arrange to get back to the City.
- Be sure lights are off and doors locked when leaving LCA.

9:00 AM

09/12/18

**Louisville Cultural Council**  
**Reconciliation Detail**  
**Checking - Great Western Bank, Period Ending 08/31/2018**

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Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						10,773.69
<b>Cleared Transactions</b>						
<b>Checks and Payments - 7 items</b>						
Check	07/19/2018	2146	Comida	X	-26.72	-26.72
Check	08/02/2018	2148	Jakarta Band	X	-1,000.00	-1,026.72
Check	08/02/2018	2147	Dustin Moran	X	-125.00	-1,151.72
Check	08/02/2018	2150	Comida	X	-104.51	-1,256.23
Check	08/02/2018	2151	Cousins Kitchen	X	-44.00	-1,300.23
Check	08/02/2018	2149	Arepes	X	-39.00	-1,339.23
Check	08/02/2018	2152	Jake's Baby D's	X	-9.00	-1,348.23
Total Checks and Payments					-1,348.23	-1,348.23
<b>Deposits and Credits - 2 items</b>						
Deposit	08/03/2018			X	316.50	316.50
Deposit	08/31/2018			X	0.09	316.59
Total Deposits and Credits					316.59	316.59
Total Cleared Transactions					-1,031.64	-1,031.64
Cleared Balance					-1,031.64	9,742.05
Register Balance as of 08/31/2018					-1,031.64	9,742.05
<b>Ending Balance</b>					<b>-1,031.64</b>	<b>9,742.05</b>



**Louisville Cultural Council**  
**Balance Sheet**  
As of August 31, 2018

	Aug 31, 18
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking - Great Western Bank	9,742.05
Savings - Great Western Bank	21,416.34
Cash in Box	200.00
<b>Total Checking/Savings</b>	31,358.39
<b>Other Current Assets</b>	
Due from City of Louisville	500.00
<b>Total Other Current Assets</b>	500.00
<b>Total Current Assets</b>	31,858.39
<b>Fixed Assets</b>	
Furniture and Equipment	800.00
<b>Total Fixed Assets</b>	800.00
<b>Other Assets</b>	
Other Assets	12,862.50
<b>Total Other Assets</b>	12,862.50
<b>TOTAL ASSETS</b>	<b>45,520.89</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Opening Balance Equity	24,466.26
Temp. Restricted Net Assets	
Art in the Park	8,830.83
<b>Total Temp. Restricted Net Assets</b>	8,830.83
Unrestricted Net Assets	4,613.45
Net Income	7,610.35
<b>Total Equity</b>	45,520.89
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>45,520.89</b>

**Louisville Cultural Council**  
**Profit & Loss**  
 January through August 2018

	Jan - Aug 18
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Direct Public Support</b>	
Individual Contributions	2,343.93
<b>Total Direct Public Support</b>	2,343.93
<b>Government Grants</b>	
City of Louisville	15,000.00
SCFD	1,784.44
<b>Total Government Grants</b>	16,784.44
<b>Program Income</b>	
Ticket Sales	5,305.48
<b>Total Program Income</b>	5,305.48
<b>Investments</b>	
Interest-Checking/Savings	5.93
<b>Total Investments</b>	5.93
<b>Total Income</b>	24,439.78
<b>Gross Profit</b>	24,439.78
<b>Expense</b>	
<b>Program Expense</b>	
<b>Artist Fees</b>	
Summer Concerts	5,925.00
Artist Fees - Other	4,396.00
<b>Total Artist Fees</b>	10,321.00
<b>Technical Support</b>	200.00
<b>Instructor Fees</b>	
Young Artist	300.00
Young Writers	350.00
<b>Total Instructor Fees</b>	650.00
<b>Equipment</b>	29.22
<b>Artist Hospitality</b>	704.56
<b>Total Program Expense</b>	11,904.78
<b>Awards and Grants</b>	
Cash Awards and Grants	4,630.00
<b>Total Awards and Grants</b>	4,630.00
<b>Operations</b>	
Advertising and Marketing	262.50
Meals and Entertainment	32.15
<b>Total Operations</b>	294.65
<b>Total Expense</b>	16,829.43
<b>Net Ordinary Income</b>	7,610.35
<b>Net Income</b>	7,610.35

**Louisville Cultural Council**  
**Profit & Loss Budget vs. Actual**  
**January through August 2018**

	Jan - Aug 18	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>Direct Public Support</b>		
Individual Contributions	2,343.93	3,000.00
Corporate Contributions	0.00	2,500.00
Gifts In-Kind - Services	0.00	3,730.00
<b>Total Direct Public Support</b>	2,343.93	9,230.00
<b>Government Grants</b>		
City of Louisville	15,000.00	15,000.00
SCFD	1,784.44	1,795.00
<b>Total Government Grants</b>	16,784.44	16,795.00
<b>Program Income</b>		
Ticket Sales	5,305.48	3,500.00
<b>Total Program Income</b>	5,305.48	3,500.00
<b>Investments</b>		
Interest-Checking/Savings	5.93	15.00
<b>Total Investments</b>	5.93	15.00
<b>Total Income</b>	24,439.78	29,540.00
<b>Gross Profit</b>	24,439.78	29,540.00
<b>Expense</b>		
<b>Program Expense</b>		
<b>Artist Fees</b>		
Summer Concerts	5,925.00	7,000.00
Artist Fees - Other	4,396.00	5,500.00
<b>Total Artist Fees</b>	10,321.00	12,500.00
<b>Technical Support</b>	200.00	3,000.00
<b>Instructor Fees</b>		
Young Artist	300.00	300.00
Young Writers	350.00	350.00
<b>Total Instructor Fees</b>	650.00	650.00
<b>Equipment</b>	29.22	400.00
<b>Artist Hospitality</b>	704.56	500.00
<b>Concessions Supplies</b>	0.00	1,000.00
<b>Facility Rental</b>	0.00	3,250.00
<b>Total Program Expense</b>	11,904.78	21,300.00
<b>Awards and Grants</b>		
Cash Awards and Grants	4,630.00	5,000.00
<b>Total Awards and Grants</b>	4,630.00	5,000.00
<b>Operations</b>		
Advertising and Marketing	262.50	1,700.00
Gifts	0.00	100.00
Licenses and Fees	0.00	50.00
Meals and Entertainment	32.15	100.00
Postage, Mailing Service	0.00	40.00
Supplies	0.00	250.00
<b>Total Operations</b>	294.65	2,240.00

9:08 AM

09/12/18

Accrual Basis

**Louisville Cultural Council**  
**Profit & Loss Budget vs. Actual**  
January through August 2018

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	<u>Jan - Aug 18</u>	<u>Budget</u>
Contract Services		
Accounting Fees	0.00	1,000.00
<b>Total Contract Services</b>	<u>0.00</u>	<u>1,000.00</u>
<b>Total Expense</b>	<u>16,829.43</u>	<u>29,540.00</u>
<b>Net Ordinary Income</b>	<u>7,610.35</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>7,610.35</u></u>	<u><u>0.00</u></u>