



Ridgway Creative District Meeting Agenda
Redbear and Jillian Taylor Residence: 485 North Cora Street
Thursday, June 7th, 2012
10 AM - Noon



Ridgway Creative District (RCD) Committee: John Clark, Jan Kubek, Susan Long, Danelle Norman, Stephanie Rogers, Richard Tavener, Redbear Taylor, Kathy Wortman

- I. Review and Approval of Meeting Minutes from May 23rd, 2012**

- II. Planning for Inaugural Event: “Open Space” gathering or “Imagine Day”**

- III. Development of Community Survey**

- IV. Identify Outreach Efforts at Local Events**

- V. Develop a Strategy for Establishing and Reaching out to the Volunteer Database**

- VI. Next RCD Meeting Date, Time, Location**

- VII. Adjourn**



**Ridgway Creative District
Meeting Minutes
Firehouse/ McCullough-Boody Residence
North Lena and Charles Streets, Across from Town Park
Wednesday, May 23rd, 2012
4:00 – 5:30 PM**



Ridgway Creative District (RCD) Committee: John Clark, Jan Kubek, Susan Long, Danelle Norman, Stephanie Rogers, Richard Tavener, Redbear Taylor, Kathy Wortman

Attendees: John Clark, Jan Kubek, Danelle Norman, Stephanie Rogers, Richard Tavener, Redbear Taylor, Kathy Wortman, Michael McCullough and Jen Coates

I. Questions About the Creative District State Designation

The group reviewed the details on the Creative District pilot program including: the efforts of the G3 “Bottom Up” Committee, enabling legislation and the statewide Economic Development Plan, the “Prospective” status, the state and federal government roles including the role of Colorado Creative Industries as a division of the State of Colorado Office of Economic Development and International Trade,, the local government role, technical and financial resources available, the goals of the committee and reporting back to the Town Council, the current transition to a local Ridgway committee, data collection requirement and the road map provided for the group in the budget and “next steps” from the grant application. There was discussion of the other local and complementary efforts on economic development including the Historic Business Streetscape Plan, broadband infrastructure network development, local foods and agriculture initiatives and more. The group discussed the importance of understanding the direction of the community and working from a holistic approach to insure the economic development efforts are met with necessary infrastructure improvements and community desires for manageable growth. The group shared thoughts and asked questions.

The definition of “Creative” was discussed and Jen explained the response from the Colorado Creative Industries meeting in Salida was to utilize existing National Endowment for the Arts or CVI coding from the Western States Arts Federation, but generally personal services such as hair salons were not included while brewing and culinary arts are considered “Creative Industry”. The group suggested that all businesses within and adjacent to the Creative District somehow could be included in the “Creative Industry” as “Creative” Industry and “Supporting” Industry, but we would report to the state based on the acceptable standards for reporting the data. It was recommended that all business be included and counted for the purpose of understanding primary and secondary impacts of the district efforts.

II. Review “Next Steps” from 2012 Grant Application

The group read through the action items and “next steps” identified for them by the grant application committee and began discussion potential implementation opportunities to advance the Prospective District award and obtain community input.

The group discussed opportunities for collecting baseline data and other information from the community via an online and/or paper survey. Jen will share an example of the Survey Monkey reporting opportunity online and suggest baseline questions based on data requested for grant reporting to the state.

Danelle suggested a writing or essay contest to better understand community perspective and gain insight for the Creative District.

Richard suggested expanding beyond writing to provide for photos, videos, sketches and other art forms and brainstormed an "Open Space" community gathering to bring people together and gather input on a variety of mediums for the committee to better understand community needs and desires and inform the group on moving forward with a vision, purpose, etc.

Redbear suggested the group compose a documentary of their process and progress.

Generally the group expressed support for these ideas with the focus on the community identifying the vision and direction of the Creative District in a true "Bottom Up" effort, including community youth.

The group discussed the importance of the volunteer database and the need to reach out to the community volunteers soon to maintain momentum and enthusiasm

Discussion items for the next meeting were identified:

- 1. Inaugural Event: "Open Space" gathering or "Imagine Day" as proposed by Richard*
- 2. Survey Development and Details*
- 3. Outreach Efforts at Local Events*
- 4. Establishing and reaching out to the Volunteer Database*

III. Next RCD Meeting

Thursday, June 7th from 10AM – Noon at Redbear Taylor's home: 485 North Cora Street

IV. Adjourn

The meeting adjourned at approximately 5:50 PM

Action Items:

- 1. Jen will print the Resource Directory (Professional Advisory Network) of technical assistance for the Creative District designation and copies will be available for pick up at Town Hall. The group will review the directory and begin thinking about how to expend the financial and technical resources available through the Creative District certification program.*
- 2. Jen will add Kathy Wortman to the distribution list for the Historic Business Streetscape Committee.*
- 3. Jen will provide a sample survey to the committee for review as well as some baseline survey questions for the community survey to obtain baseline data from the community.*
- 4. Jen will provide a list of all events in Town Parks this year.*

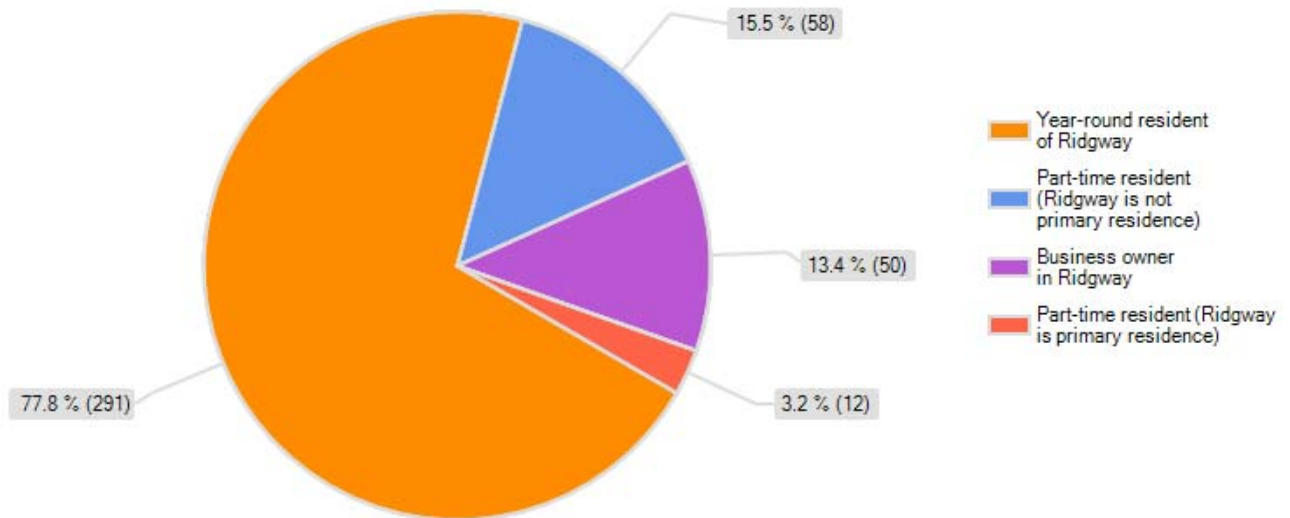
2012 Town of Ridgway Public Parks Event Schedule

MAY					
	Annual Town Clean Up Day	Saturday	5 th	8:00 - 2:00 pm	Hartwell Park
	Love Your Valley Festival	Saturday	19 th	1:00 - 6:00 pm	Hartwell Park
	ROCC Parking Lot Sale	Saturday	19 th	8:00 - 1:00 pm	Hartwell Park
	Balloon Festival	Fri-Sat-Sun	25 - 27 th		Hartwell Park
JUNE					
	Cowboy Up for Christ	Saturday	2 nd	9:00 - 3:30 pm	Hartwell Park
	Farmers Market	Fridays	6/8 - 10/19	11:00 - 4:00 pm	Hartwell Park
	Ridgway Area Trails Group Fund Raiser	Sat-Sun	9-10 th		Hartwell Park
	Wine Tasting	Saturday	16 th	6:30 - 9:30 pm	Hartwell Park
	River Festival	Saturday	30 th		Rollans Park
JULY					
	Church in the Park	Sunday	1 st		Hartwell Park
	Ridgway Concert Series	Thursdays	5, 12, 19, 26	6:00 - 9:30 pm	Hartwell Park
AUGUST					
	Arts and Crafts Festival	Sat-Sun	11-12 th		Hartwell Park
	Mount Sneffels Marathon	Saturday	11 th		Athletic Field
	True Grit Days	Fri-Sat-Sun	24 - 26 th		Hartwell Park
SEPT					
	Labor Day Parade and Picnic	Monday	3 rd	10:00 am	Hartwell Park
	Rocky Mtn Exotics Car Rally	Sunday	30 th	1:00 - 4:00 pm	Hartwell Park

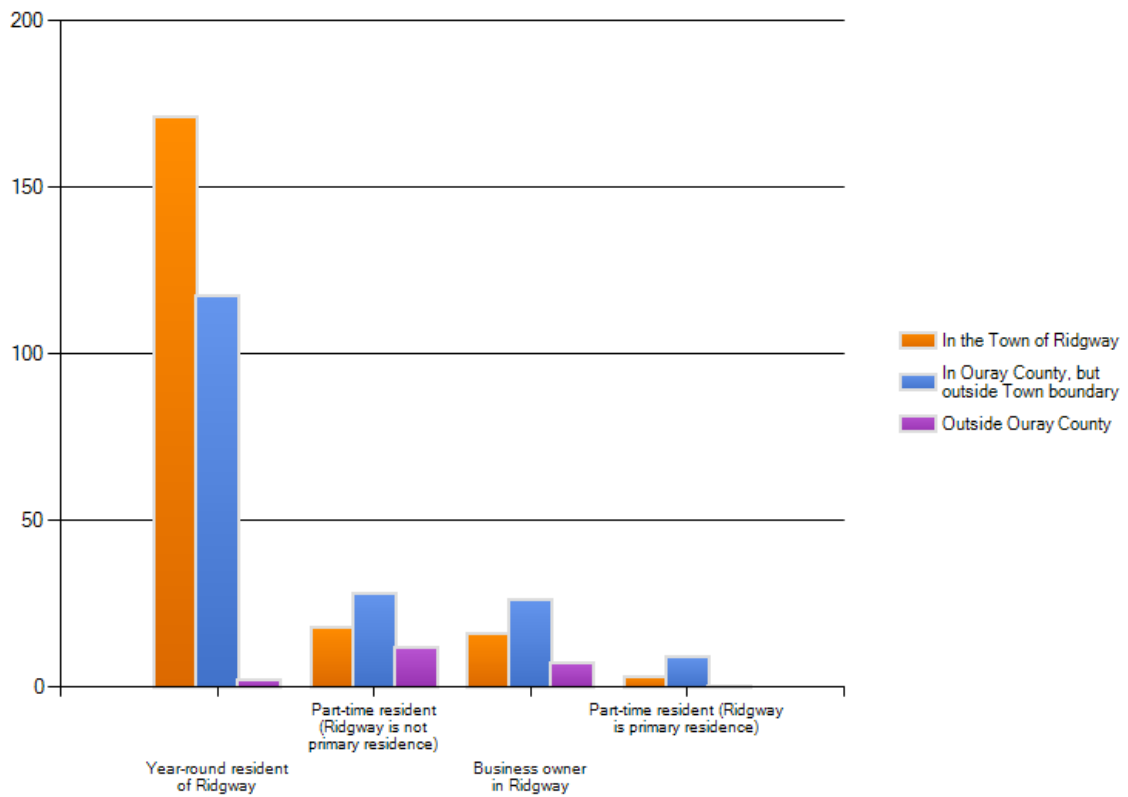
2009 Community Survey
Results (Extract for RCD)

Question #3

Are you completing this survey as a: (Check all that apply)

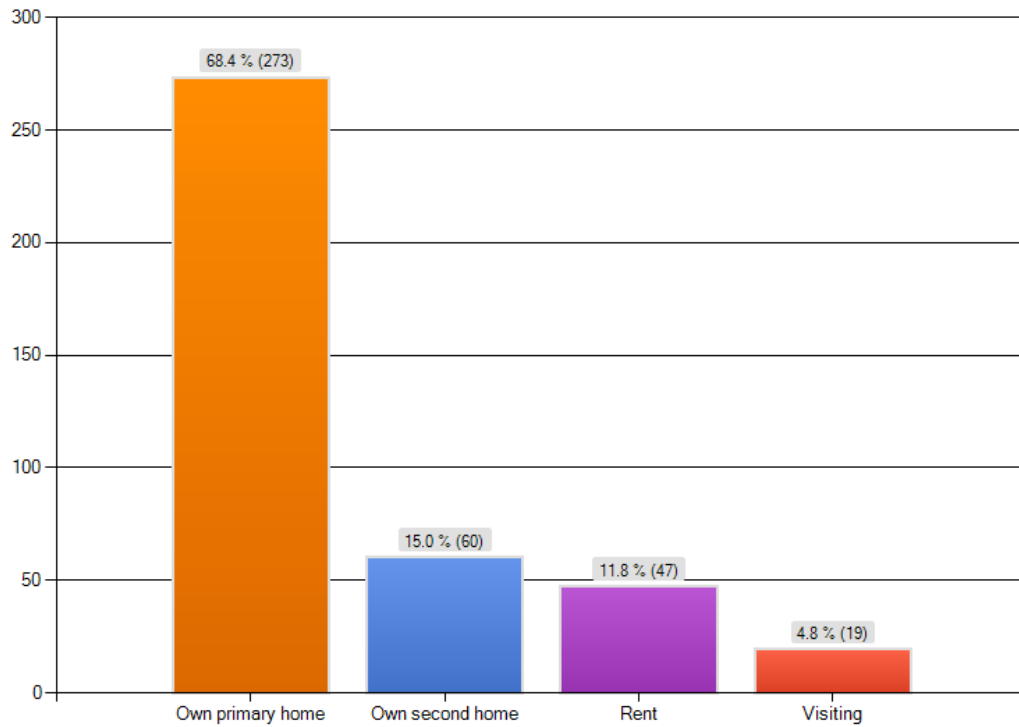


Town/County Cross Tab Results

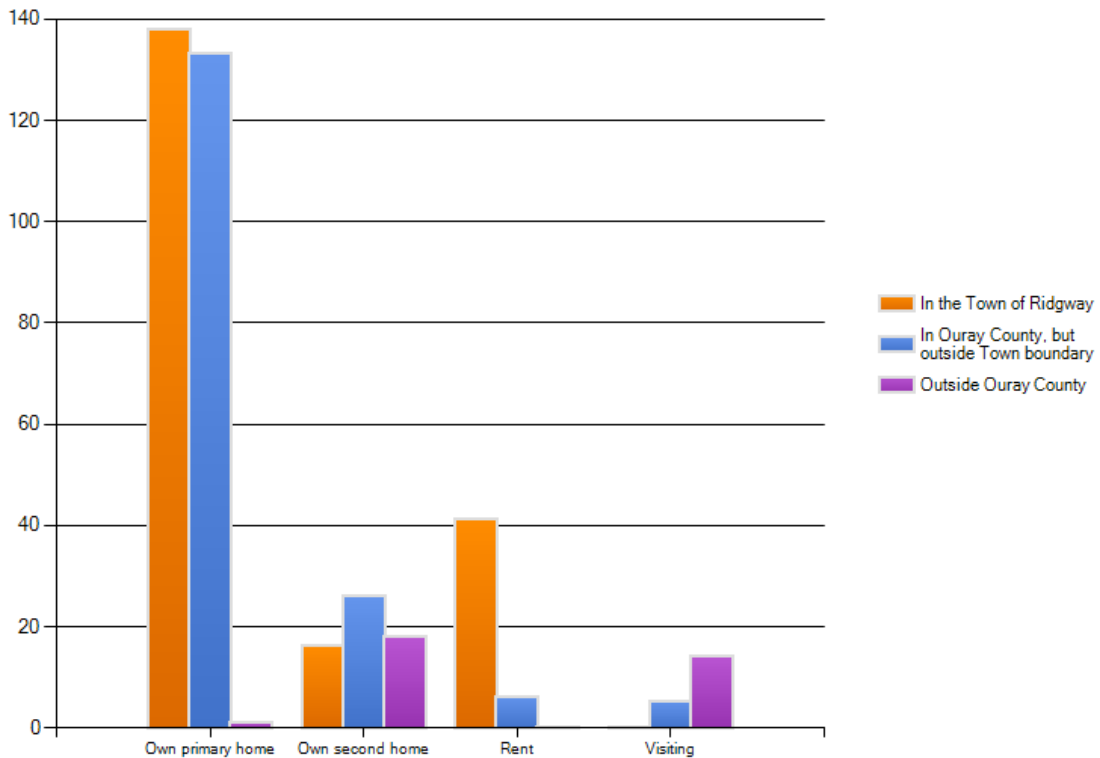


Question #5

What is your primary housing status in Ouray County? (Select only one option)

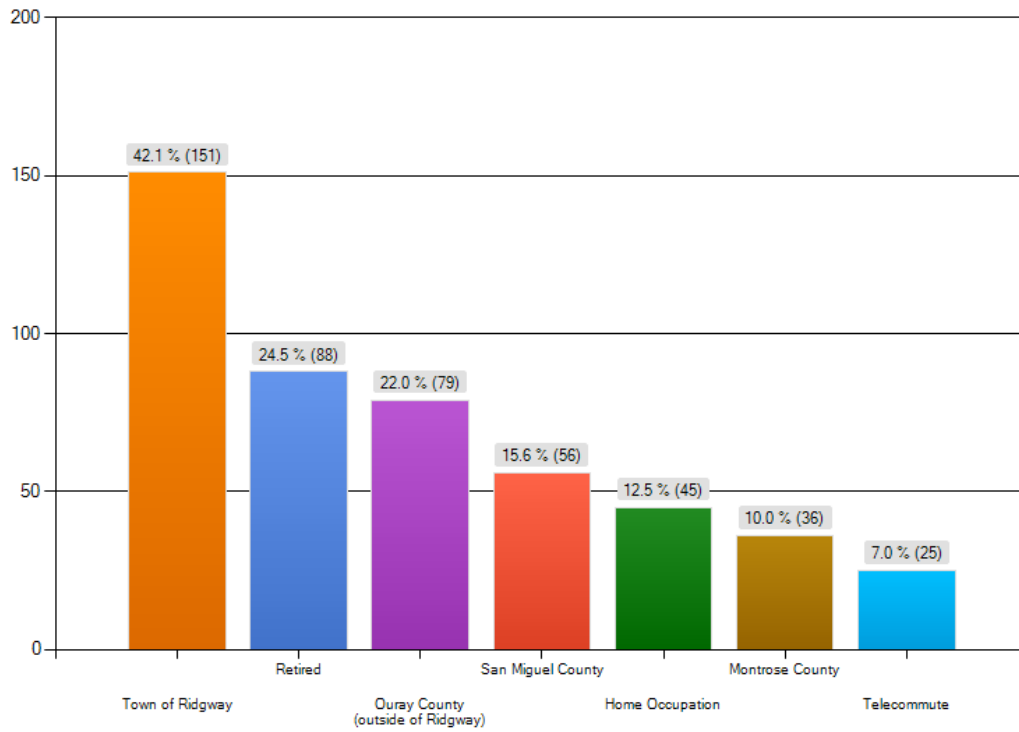


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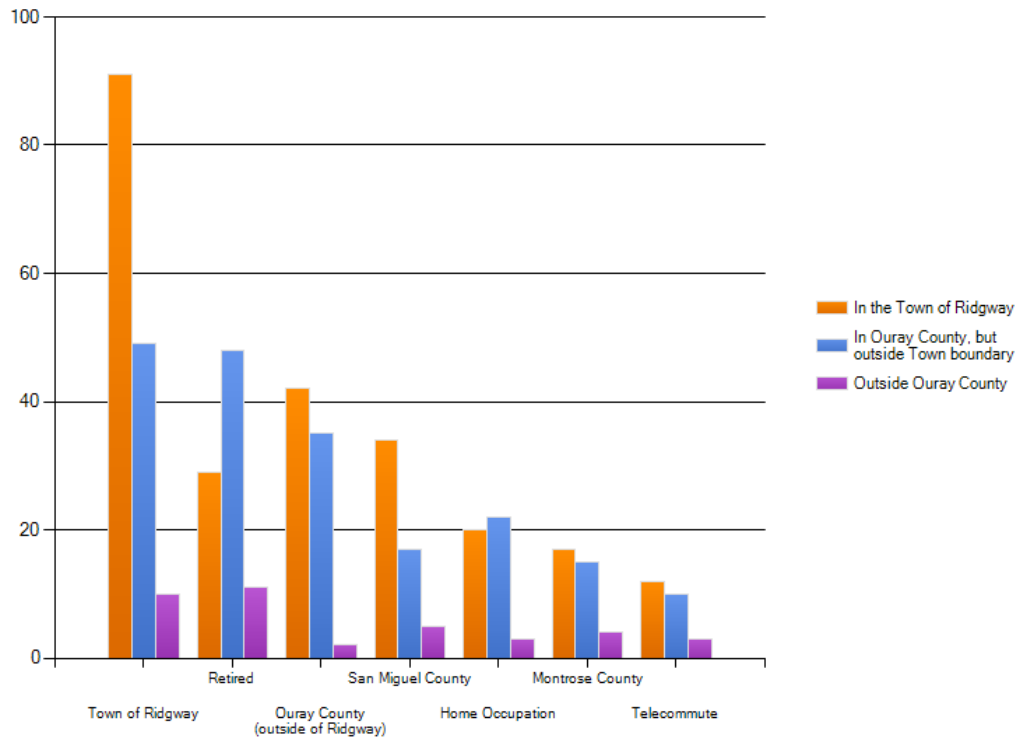


Question #9

Where do you work? (Check all that apply)

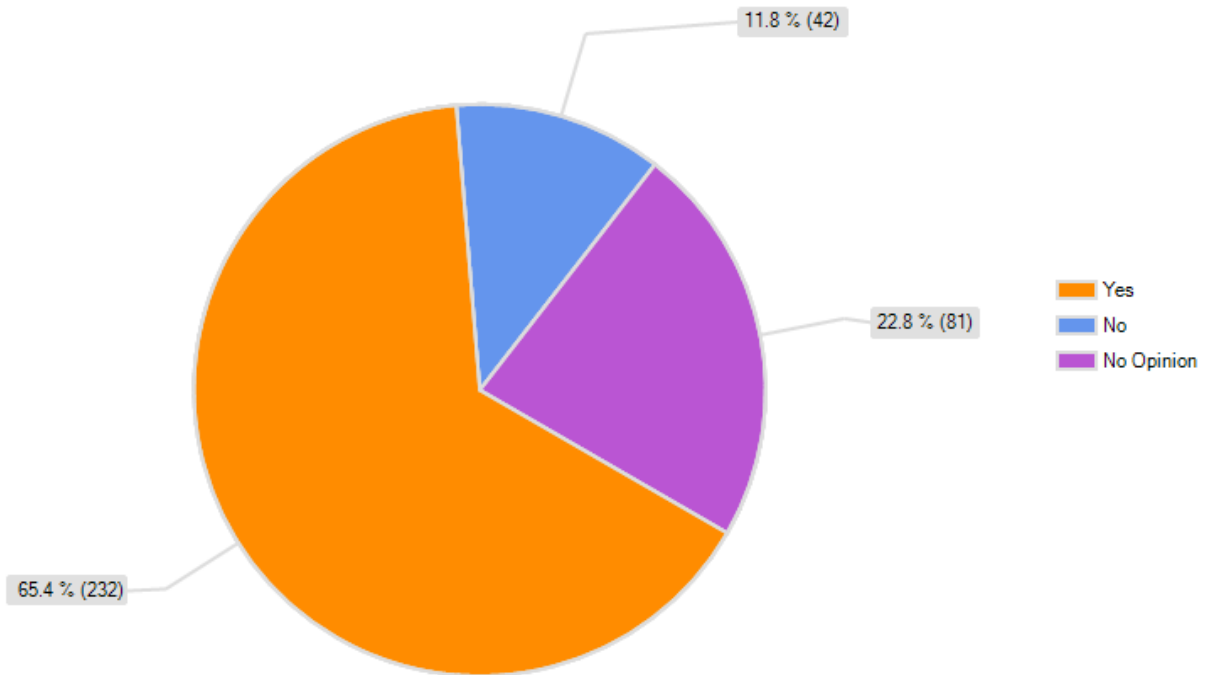


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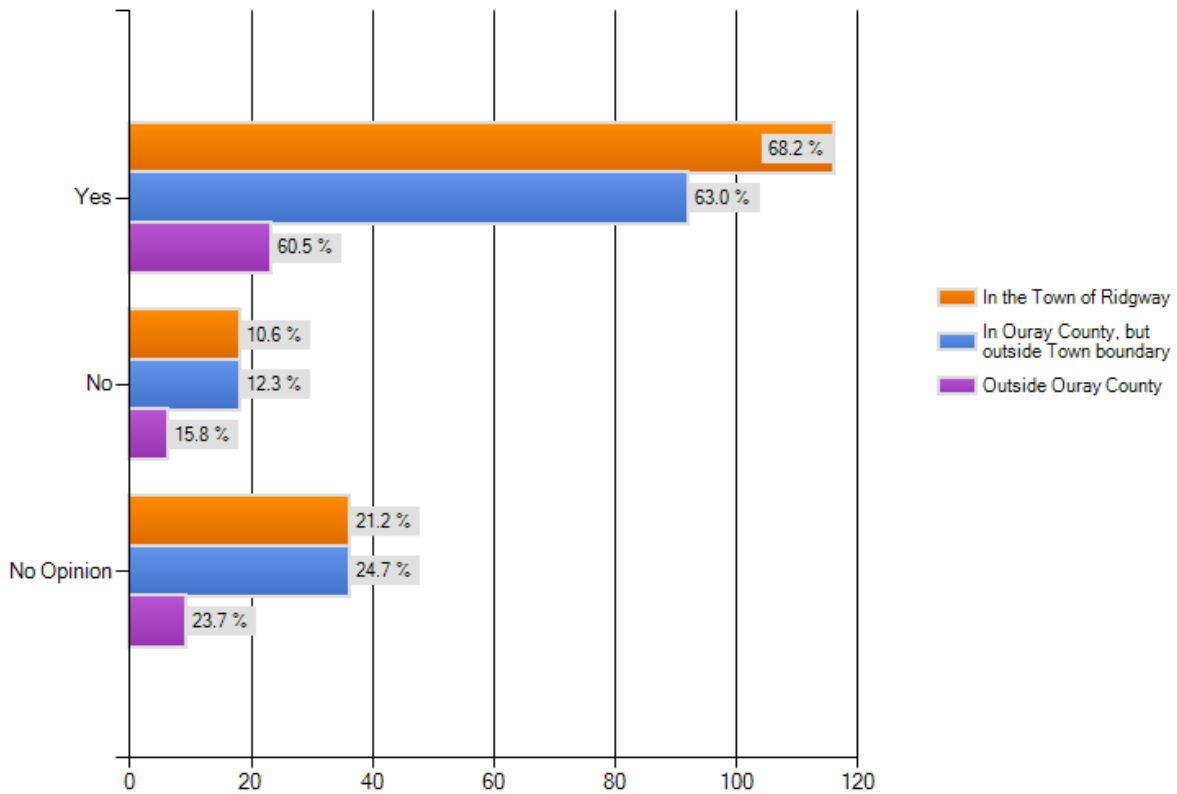


Question #26

Generally speaking and where it makes sense, do you want to see undeveloped areas of Town continue the existing “grid pattern” layout of streets and alleys, similar to what is in the historic downtown area?



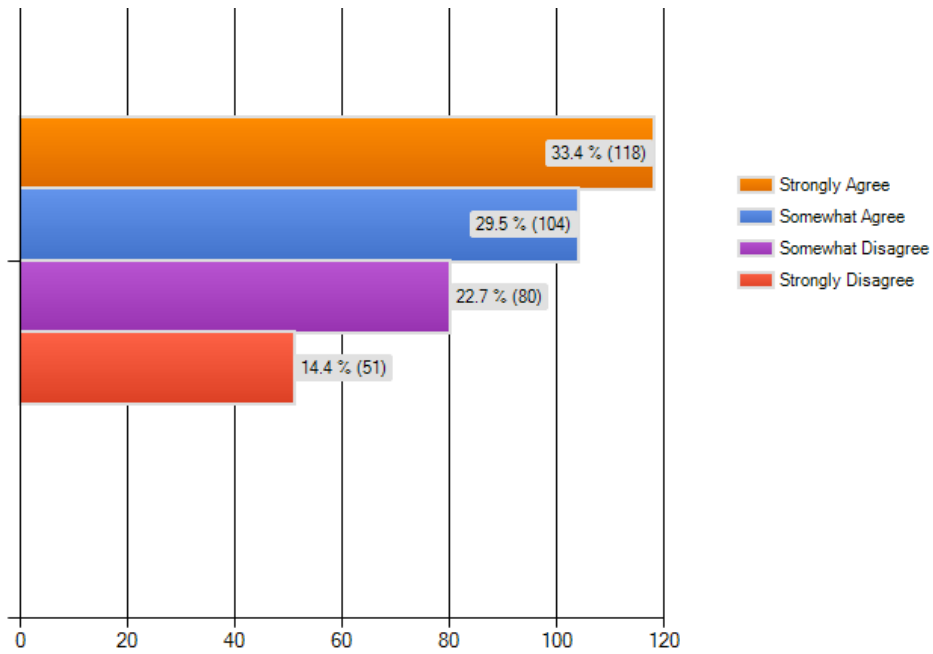
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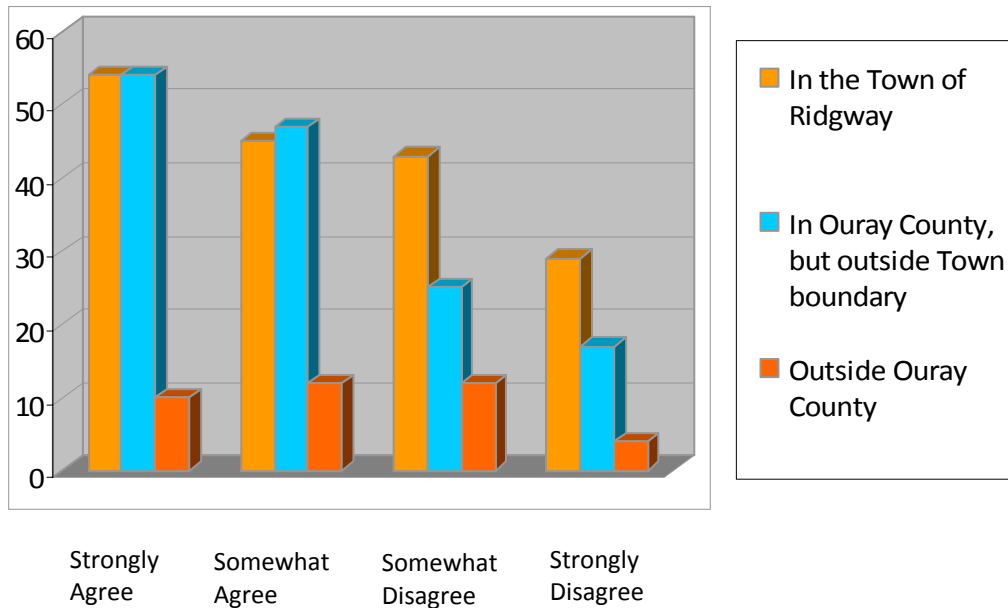
Question #28

Please indicate what you think about the following statement:

Ridgway should hard-surface (asphalt, chip seal, etc.) streets throughout the Town. (choose only one)



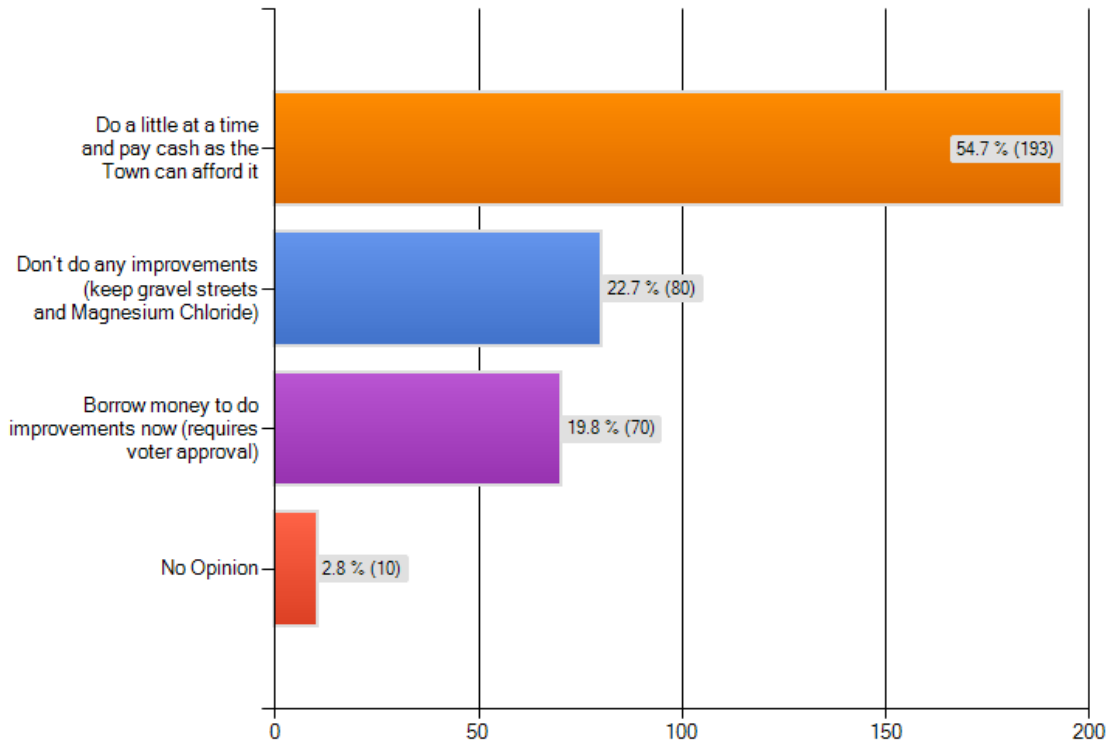
Town/County Cross Tab Results



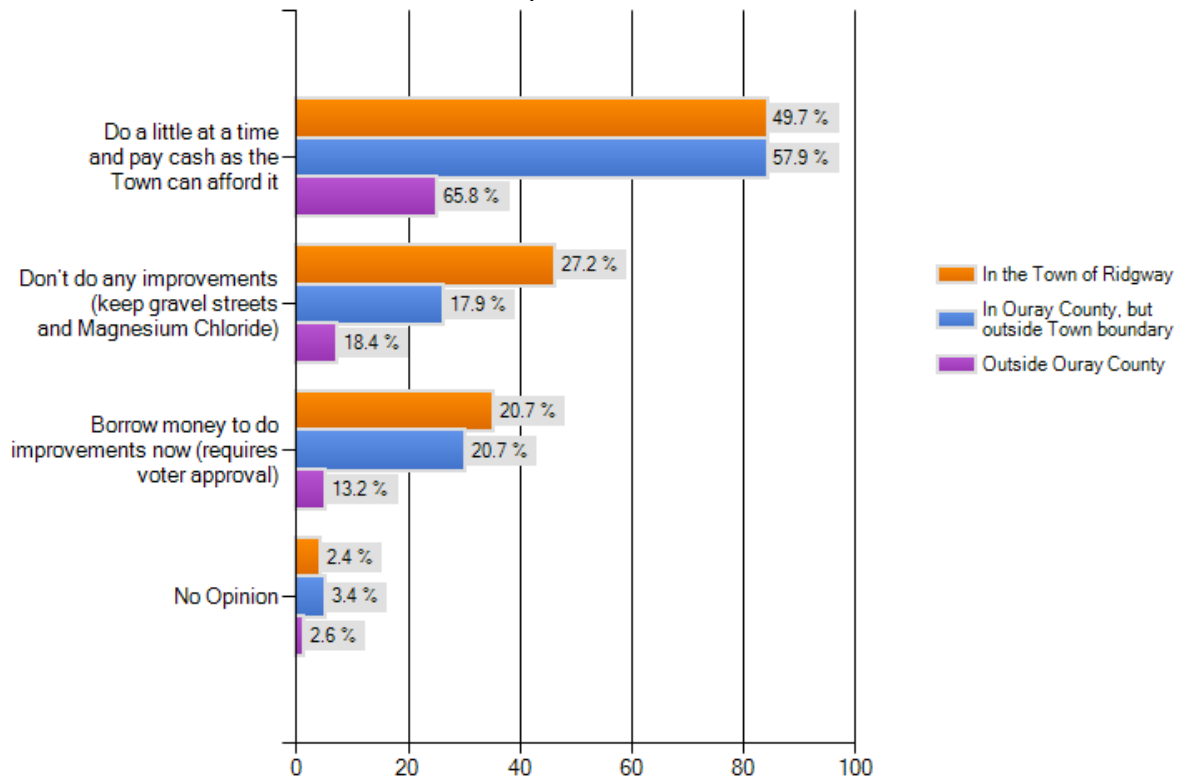
	Town of Ridgway	In Ouray County, but outside Town boundary	Outside Ouray County
Strongly Agree	54	54	10
Somewhat Agree	45	47	12
Somewhat Disagree	43	25	12
Strongly Disagree	29	17	4

Question #29

If town streets are to be hard-surfaced, the length of time it will take depends on the payment plan. The Town does not have enough money now to hard-surface the roads. How should the Town pay for this? Select only one option.

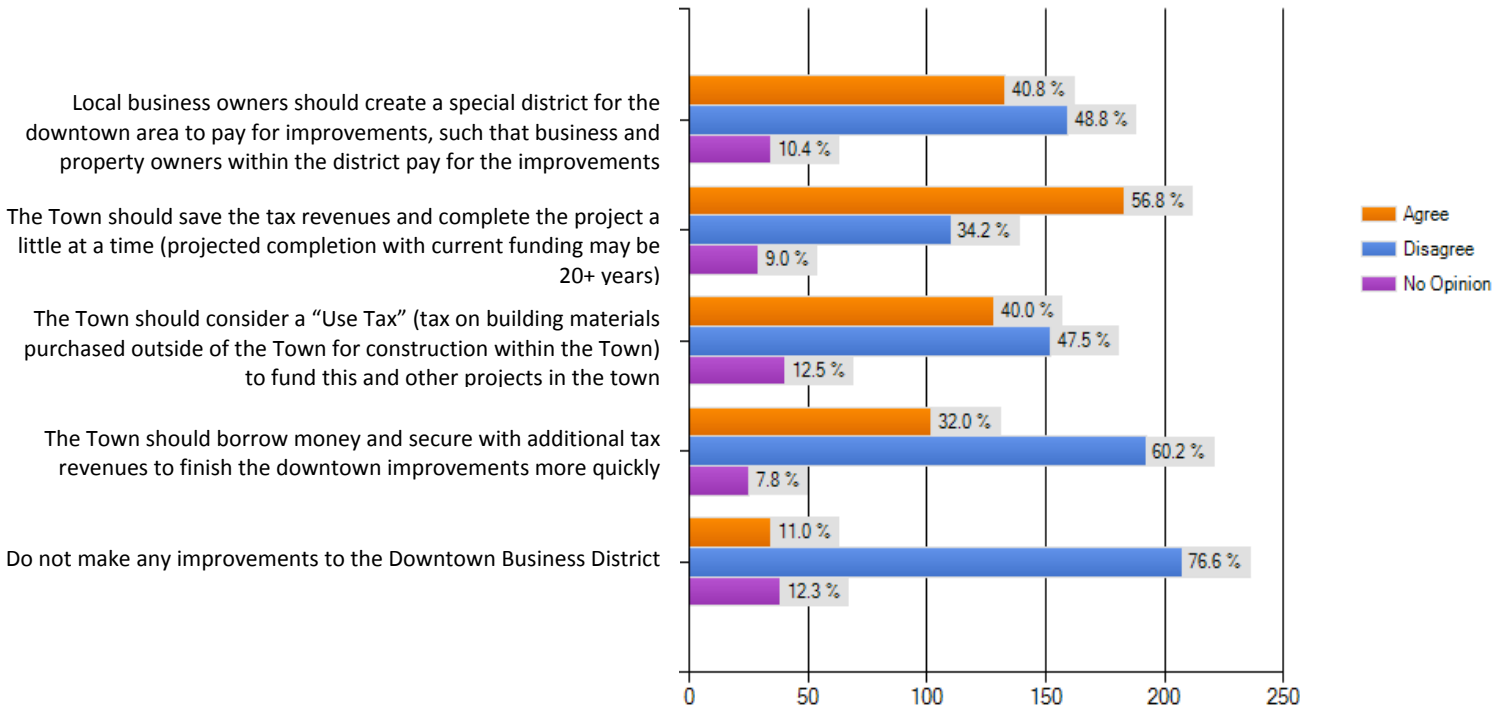


Town/County Cross Tab Results



Question #30

In 2005, Town voters approved a 0.6% sales tax to help pay for town projects. The downtown business district was identified as a priority. As such, these tax dollars were used to create Design and Construction Plans for the downtown area. This tax alone will not pay for all of the planned improvements. The Town will go after grant dollars to pay for some of the work but more money is needed. What is the best way to complete and build the plan for the downtown area? (Tax or debt options will require voter approval.) Select one response for each option.

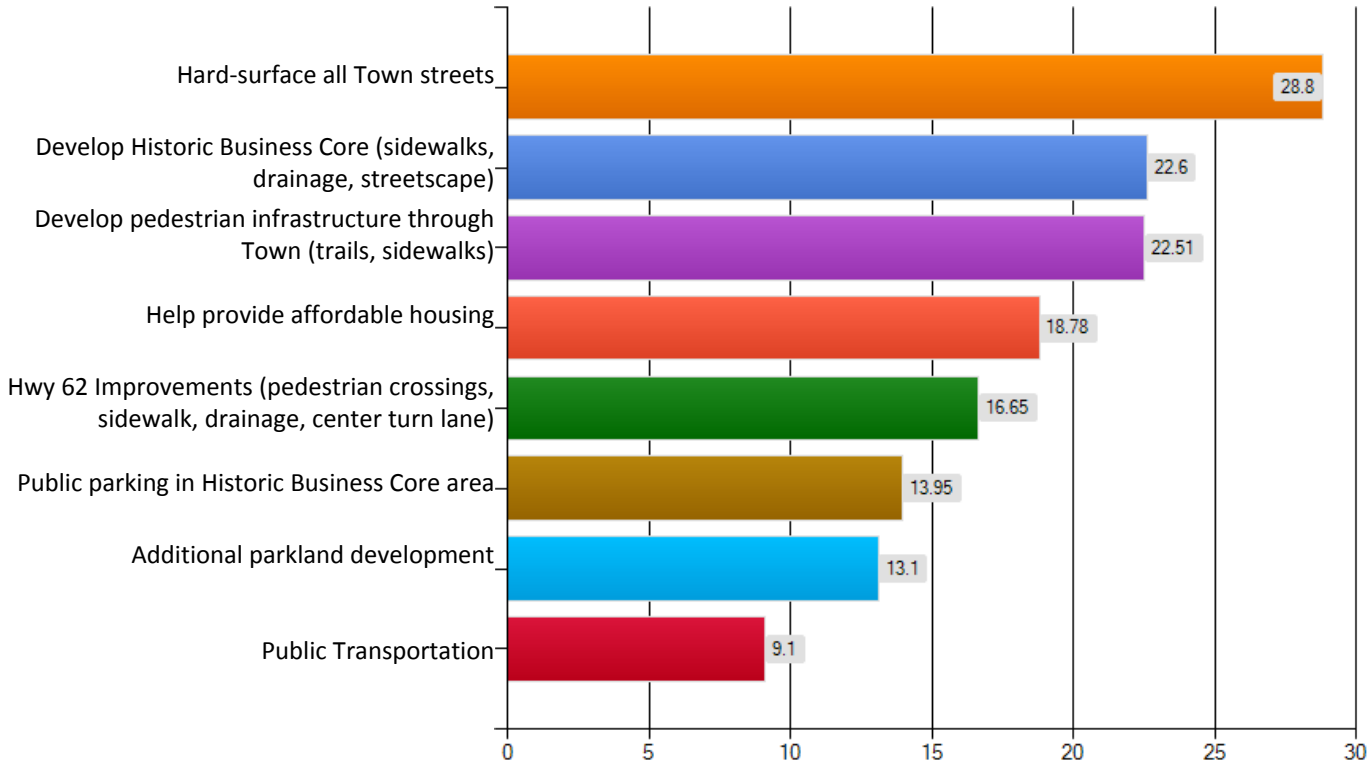


Question 30: Town/County Cross Tab Results

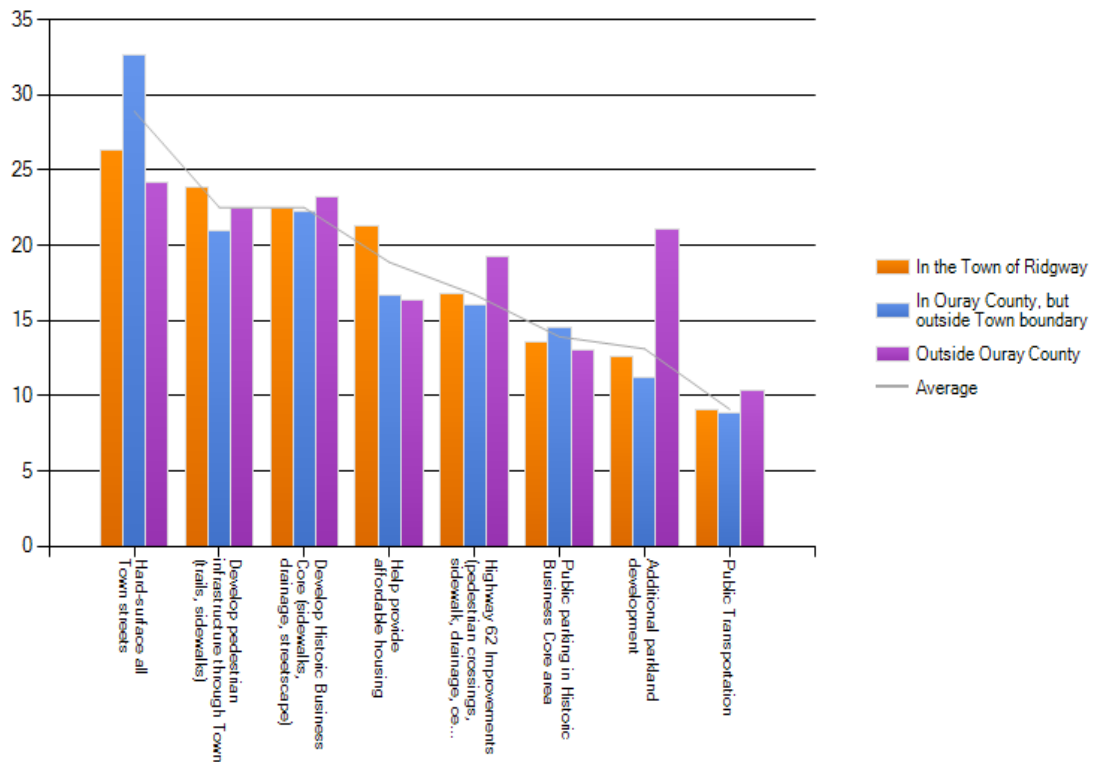
	In the Town of Ridgway	In Ouray County, but outside Town boundary	Outside Ouray County	Response Count
Local business owners should create a special district for the downtown area to pay for improvements, such that business and property owners within the district pay for the improvements				
Agree	68	50	15	325
Disagree	72	68	18	
No Opinion	12	19	3	
	152	137	36	
The Town should save the tax revenues and complete the project a little at a time (projected completion with current funding may be 20+ years)				
Agree	86	80	17	321
Disagree	57	37	15	
No Opinion	12	13	4	
	155	130	36	
The Town should borrow money and secure with additional tax revenues to finish the downtown improvements more quickly				
Agree	54	38	10	318
Disagree	89	83	19	
No Opinion	10	12	3	
	153	133	32	
The Town should consider a "Use Tax" (tax on building materials purchased outside of the Town for construction within the Town) to fund this and other projects in the town				
Agree	60	56	12	319
Disagree	69	61	21	
No Opinion	22	17	1	
	151	134	34	
Do not make any improvements to the Downtown Business District				
Agree	21	10	2	307
Disagree	106	104	26	
No Opinion	19	15	4	
	146	129	32	

Question #32

If you were responsible for budgeting \$100 for the following projects, how would you spend it? You may allocate the entire \$100 to one project or distribute it between many projects, based on your personal priorities. Please use increments of \$10 (the total must equal \$100).

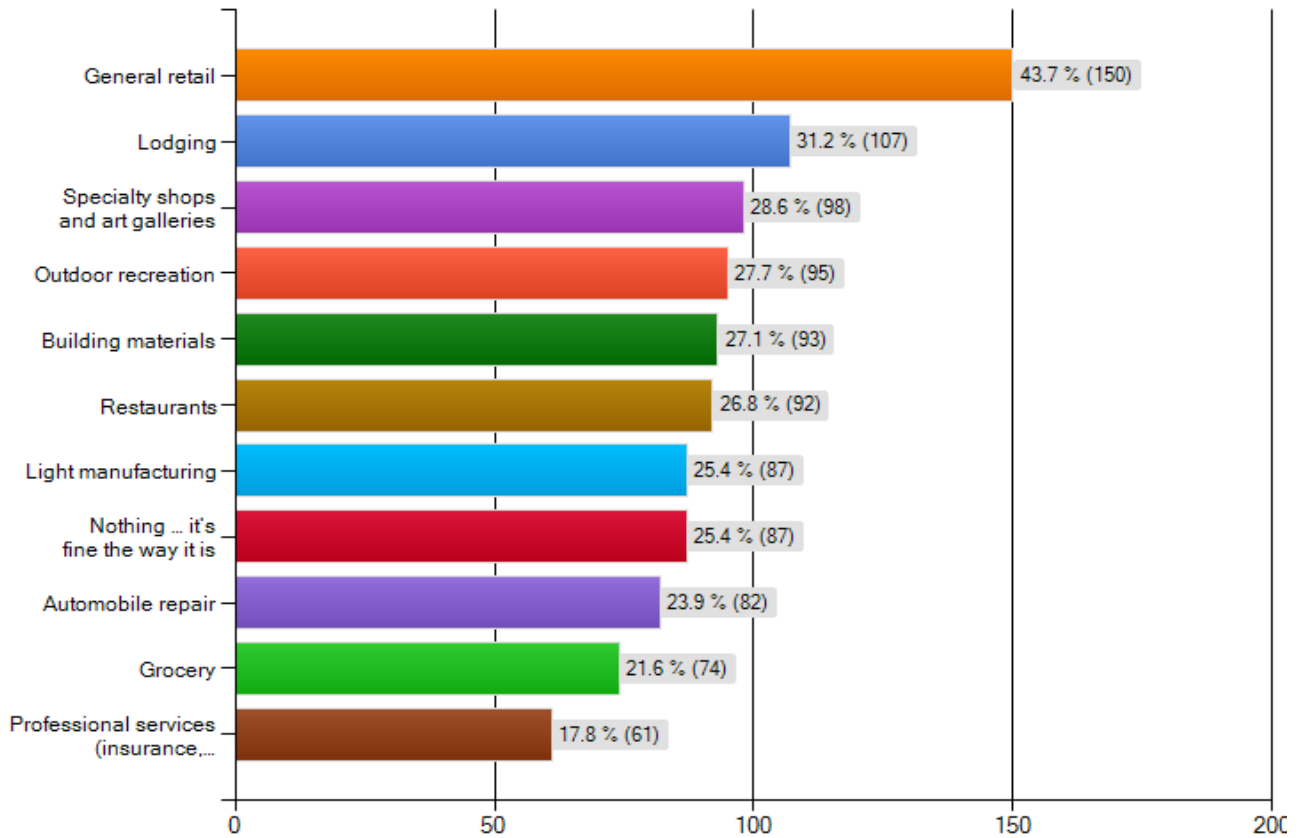


Town/County Cross Tab Results

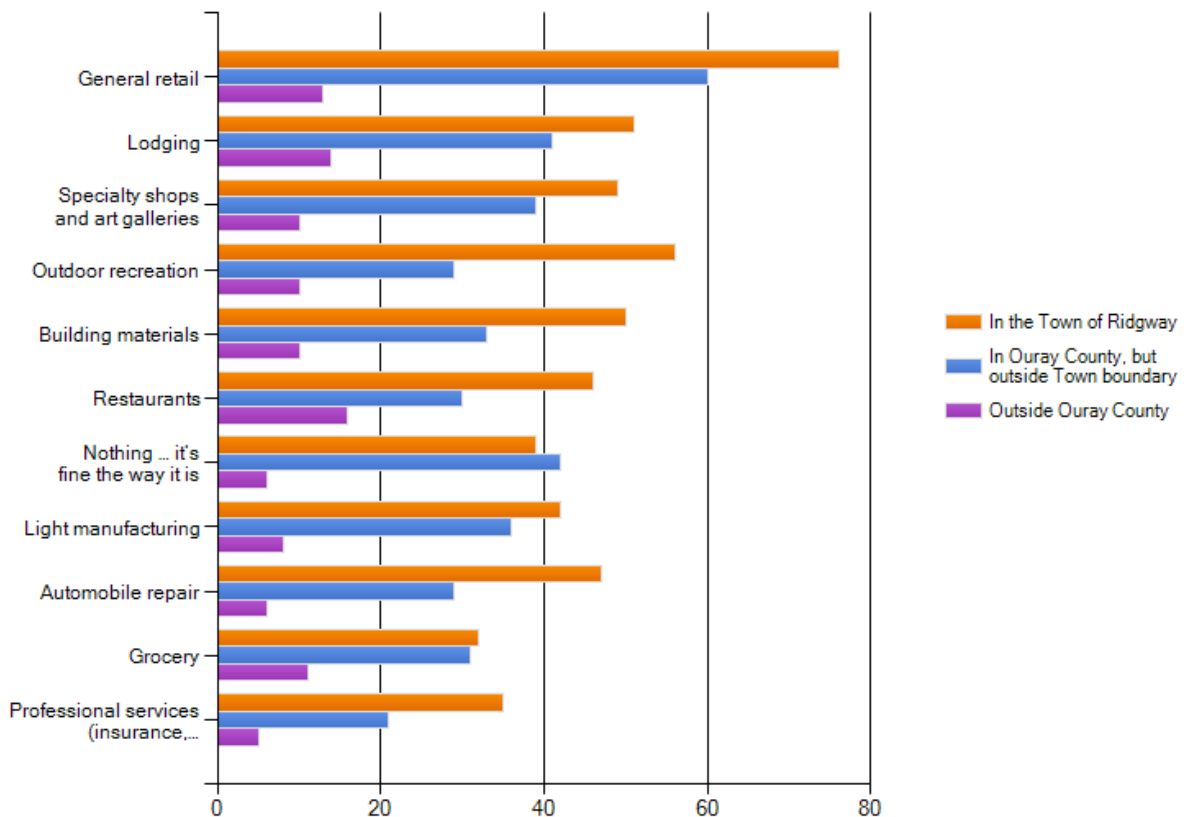


Question #37

What business services would you like to see better provided in Ridgway? (Select all that apply)

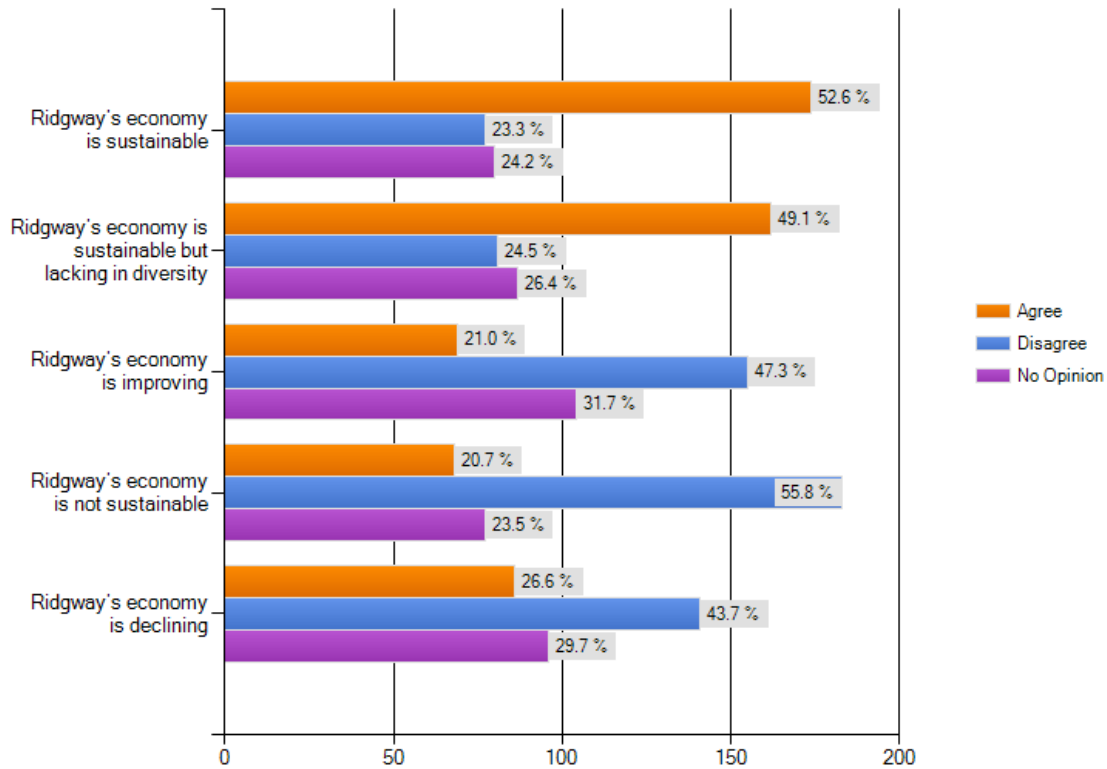


Town/County Cross Tab Results



Question #38

During this economic recession, how do you feel about Ridgway's economy in general? (Select one response for each option)



Town/County Cross Tab Results

	In the Town of Ridgway	In Ouray County, but outside Town boundary	Outside Ouray County	Response Count
Ridgway's economy is improving				
Agree	33	30	6	327
Disagree	79	64	12	
No Opinion	42	44	17	
Ridgway's economy is sustainable				
Agree	81	75	17	330
Disagree	43	30	4	
No Opinion	32	35	13	
Ridgway's economy is sustainable but lacking in diversity				
Agree	81	59	22	329
Disagree	30	47	3	
No Opinion	43	33	11	
Ridgway's economy is not sustainable				
Agree	40	27	1	327
Disagree	82	79	21	
No Opinion	32	34	11	
Ridgway's economy is declining				
Agree	40	39	7	322
Disagree	68	63	9	
No Opinion	42	37	17	
Other (please specify)				40

Question #50

This is a “free space” to comment on this survey or any other Town-related items.

The following are general categories within which the public comments from this question have been summarized. This is not a complete representation of all comments, but an attempt to generalize the prominent themes and topics from the commentary. The most prevalent themes are presented, and include both affirmative and negative comments. The comments in their entirety are presented in Appendix A.

Expressions of gratitude regarding the survey/town government

Growth Management and Land Use Planning

Affordable Housing

Streets and Sidewalks

Complaints/ Discontent (fees, taxes, system, people, survey, etc.)

Business and/or Economic Development, including infrastructure improvements

Code Enforcement

DRAFT Questions for Ridgway Creative District Survey
May 25, 2012

1. Name
--blank box for manual entry

2. Business Name
--blank box for manual entry

3. Business Location (physical address)
--blank box for manual entry

4. Do you work or live in the Ridgway Creative District?
(insert boundary map into survey)
-- selection: yes / no / not sure

5. Do you consider yourself an artist or in the “creative” industry?
-- selection: yes / no / not sure

6. Please select the general category of your business?
--drop down list from CVI or NEA codes, including ‘other’

7. If your business includes multiple artists or the work of multiple artists, how many artists are involved with your business?
--blank box for manual entry (numbers only)

8. How many employees do you have today?
--blank box for manual entry, including indications for Full Time (32+ hour) and Part Time (<32 hours)

9. How many visitors do you have visit your business each year?
--blank box for manual entry (numbers only)

10. Do children and/or youth benefit from your business (people under 18 years of age including students, participants and audience members)?
-- selection: yes / no

If yes, how many children and youth benefit from your business?

--blank box for manual entry (numbers only)

11. How many individuals benefit from your business activity (including the number of individuals directly involved in the activity as artists, non-artist participants, or audience members, including youth)?

--blank box for manual entry (numbers only)

12. General Comments – “Free Box”

-- blank box for open text from surveyee

EXHIBIT C – YEAR-END REPORT

**Colorado Creative Industries
Prospective and Emerging Creative District Grant
YEAR-END REPORT**

This report asks you to reflect on your Creative District proposal narrative and the activities you have completed to date. ***This report is due no later than April 30, 2013.***

Grantee Name:	
Name of Creative District:	
Grantee Address:	
Grantee City, State, Zip:	
Contact Person:	
Contact Title:	
Phone:	Other Phone:
E-mail:	

Planning and Implementation of Data Collection

Please describe what steps you have taken to ensure you are able to collect the following data for the District. If you have begun to implement data collection, provide provide the data, specifying the time period over which the data was collected.

Number of jobs and Annual % change in jobs _____

Average building occupancy rate and Annual % change in building occupancy rate _____

At least one of the following three measures, depending on local relevance:

% change in sales taxes collected in the District over the period _____

% change in property values in the district over the period _____

% change in visitorship in the district over the period _____

Required Data - National Endowment for the Arts Data

Number of children & youth directly benefiting (people under 18, including students, participants & audience members): _____

Number of artists participating (include living artists whose work is represented): _____

Number of individuals benefiting (include number of individuals directly involved in the activity as artists, non-artist participants or audience members from start to end date, include above numbers): _____

Financial Summary for the CCI-funded activity

Cash Expenses:

Salaries, Wages and Benefits _____

Fees for Service _____

Supplies and Materials _____

Travel _____

Other Cash Expenses _____

Total Cash Expenses _____

Cash Income:

Earned Income _____

Contributed Income _____

CCI Grant _____

Total Cash Income _____

Value of In-Kind

Contributions _____

Reflecting on your original proposal and your District's Strategic Plan, what goals or outcomes have you accomplished to date?

What roadblocks have you encountered, if any?

What are your next steps?

What are your current needs?

How can CCI be most helpful?

Anecdote: If possible, briefly tell us a story that illustrates how you think this funding has made a difference (for a child, a teacher, your community or in another way)

Sample Materials: Please send us sample materials. We are particularly interested in high resolution images for which you have permission to post and we could share on our website and in your grant summaries. Please send photos and reports electronically to jeanette.albert@state.co.us