



Ridgway Creative District Meeting Agenda
Redbear and Jillian Taylor Residence: 485 North Cora Street
Monday, June 18th, 2012
10 AM - Noon



Committee Members: John Clark, Jan Kubek, Susan Long, Danelle Norman, Stephanie Rogers, Richard Tavener, Redbear Taylor, Kathy Wortman

- I. Approval of Meeting Minutes from June 7th, 2012**

- II. Planning for Inaugural “Imagination Day” Event – Richard Tavener**

- III. Update on Volunteer Database and Outreach – Kathy Wortman**

- IV. Update from CCI – Jen Coates**

- V. Next RCD Meeting:** Date, Time, Location, Focus

- VI. Adjourn**

Imagination Day TASK LIST

Web page

[Completed](#) (see registration at bottom of the page)

Includes online sign-up/registration

Kathy to respond to all registrations via email

Kathy to assign registration "volunteers" to RCD committee member(s)

Invitation

Completed

Promotion

Attend key events

Contact newspaper (radio)

Print invitations

Hand out invitations [At least at the Riverfest, printed material is discouraged. There is room for a large poster to get the word out, and air time with the mic that John can use, but they don't have table space and would like to keep this a zero waste event. I think Deidra is posting the RCD link on the MCP website as we speak.](#)

Can we get "PSA" ads in newspaper? If so, we'll need to create one.

Volunteers

Kathy is preparing a spreadsheet with all volunteers who have already expressed an interest in RCD. We need to reach out to them ASAP.

As people ask to volunteer we'll need to add them to the database and assign them to one of the RCD committee members to contact.

Blank Canvas

Stephanie to help come up with creative way to display blank canvas

Will need a team of RCD committee members and/or volunteers to help with this

Need to decide how many of these we'll need

Sign-in Table

Richard has a table to use. Same table that Richard is giving Redbear to have available at events.

Banner

Do we have a large Banner we can have to identify the event?

Where to hang it?

Facilitation

Richard has contacts who do Open Space. We should have someone facilitate this so the event runs smooth, everyone gets to contribute and we get the results we want. This is our "first impression" and we need to make it a good one.

Supplies

Markers (probably need dozens of them, all colors)

Large size (will depend on canvas decision)

Other ideas

Town Park

Confirm with Town that we have the Town Park booked for our event July 14th 8 am - 5

p.m.

We'll need to access the park at 8 ish to be ready to start at 10.

We'll need time after the event for clean up.

Set Up Crew

We'll need a group of volunteers assigned to help with set-up.

Clean Up Crew

We'll need a group of volunteers assigned to help with clean-up.

Parking

Who knows what the issues are, or not, related to parking the day of the event

Do we need anyone to help direct cars?

Do we need special signage made related to parking?

Weather Contingency Plan

We need a contingency plan in the event of bad weather.

Might the Sherbino Theatre be a good indoor back up option? [There will be tents set up for Thursday night music under which we can set up if the weather poses a problem.](#)

Food & Beverages

We are planning to ask volunteers, people who register, etc. if they'd like to bring a food dish. The idea is that this is a community "creativity picnic" whereby the community can bring food. They can be as creative as they want with what they bring.

Also, we should ask a few restaurants in town if they'd like to contribute some food to the event.

As people register, and as word gets out we'll need to know best to handle the food/beverages part of this event.

We can choose to not have any food or beverages but it would be good if we did.

PA System

We may need a PA system with microphone. Richard has a PA but it's not designed for outdoor event of this size. Richard will bring his PA and include it as back up or extra PA. But we should see if the Town or others have a PA we can use or rent.

Post Event Communications Plan

We will prepare a document to "report back to the community" once Imagination Day is over. This will be the work of the RCD Executive Committee.

Business Volunteers (Sponsors?)

We should reach out to local businesses and see if they are interested in participating. Perhaps sending their employees. Promotion in their store or business location. Perhaps a small donation to help cover costs for this particular event. Other ideas?

Other Key Groups to Contact

Who are the key groups, clubs and organizations we need to contact directly and invite them to be part of this?

Chamber of Commerce, etc.

Budget

We need to create a budget based on decisions we make on the items above.

At the outset of RCD there was a rough budget put in front of the RCD committee and in that budget was allocated \$1,000 for "Show and Tell." This event is essentially going to replace that event, and incorporate the same ideas as "Show and Tell" but in an open space format and under the title Imagination Day. Let's decide on what this event is going to look like and then budget that out ASAP.

Please add to this list, make edits and submit ideas to help make this event a success.



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



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

The meeting convened at 10:11 AM.

Two agenda items were added at the beginning of the meeting: see Agenda Items I and VII below:

I. Danelle requested to present an activity to help develop strategy and action

Danelle presented an exercise to brainstorm anything that comes to mind on Ridgway Creative Districts. Collectively, the group identified the following:

Goals (things to get done)

Survey, fill boxes, chores, utilize smallness of town to advantage, comm. Involve, fundraisers, brand, marketing plan, create new business, include all residents, branding, grow community, connect community, program development, sustain local industries, framework for discussion, decision-making, RCD as economic driver

Objective (feed into goals)

Define creative categories, life is a creative journey, hub RCD center, receive Governor's Art District, learn and experience art, community involvement, community feedback, guideposts along the way, define creative categories, balloons and varooms kites, CX bike trails, identify assets, community participation, work with other Ridgway committees, nurture existing envior, bring visitor and funding, creative center, community, open forum

Vision (ultimate thing)

Evolution from ranching to arts community, 3 circles diagram representing: creative categories with past present and future as discussion to meet the emotional and economic values - establishing some form for the district; balance of emotional and economic; become known as creative district, pioneer ideas, working backwards; birthplace of ideas, destination, art displays, instill community pride; fun, unique, building community, nurture existing environment, core creatives, creativity as bridge to future, molding of technology.

The group discussed:

The value of the exercise and informing the Creative District through the "Open Space/Imagine Day" community event.

The importance of clarity and vision for the district and how the community wants to develop and grow.

It was proposed that the group debate various words used to describe the district.

Richard will assemble a list of key words from the brainstorming session.

II. Planning for Inaugural Event: “Open Space” gathering or “Imagination Day”

The group decided to entitle the event “Imagination Day” and determined it should be a specific event date on its own with a couple of outreach events.

The first outreach event is planned for June 30th at the River Festival in Rollans Park. It was proposed that this be the introductory outreach event with a table and tent. Danelle will contact Deidra Krois to reserve a space. The group discussed the need for a banner for the event.

Additional advertising will include emails, flyer posting, phone calls, etc. for the “Imagination Day” event.

It was determined that the goal of imagination day is to gather community input on the vision of the Creative District and direct the committee on moving forward. A benefit of the event will be the gathering of information on the brand for the Creative District.

Saturday July 14th is imagination Day – 10AM – 3PM; Open House event where can stop in anytime

The group determined that the Ridgway Concert Series in July may be utilized for survey input but not necessarily for outreach toward “Imagination Day”.

Materials needed for the event were identified: butcher paper rolls, tent, tables.

The group discussed the need, or not, for a logo. It was determined that not having any logo at this time is appropriate until the branding is finalized.

Kathy Wortman will develop a contact list of volunteers from the May 2, 2012 public meeting event sign up sheets.

John Clark will set up a Ridgway Creative District Facebook page.

Richard Tavener will establish a task list of what is required for the Imagination Day and finalize the flyer for distribution.

Kathy, Jan and Danelle will call the list of volunteers and speak with them about what they can and want to do.

Summary of Action Items developed at this meeting:

Survey Completion – It was suggested that the 3 questions from Richard’s draft flyer be added to Jen’s draft questionnaire, and also to add one question: who or what is Ridgway?

Setup the online Monkey Survey (Jen)

River Festival – contact Deidra Krois (Danelle)

Booth Operators – 11AM – 5PM

11-1 Redbear and John

1-3 Stephanie and Kathy

3-5 Richard, Danelle and Kathy

Volunteer Database – request assistance to do outreach on Imagination Day (Kathy/Jan/Danelle); Kathy develop a spreadsheet of volunteers

Google Documents – John Clark will set up

Set up web page, develop the word list from today’s brainstorming, identify supplies and materials needed, and finalize a task list for Imagination Day – (Richard)

Event Outreach – everyone

The group determined that Kathy Wortman would be the contact person for Creative District.

III. Development of Community Survey

The group approved the draft survey with the recommendation of adding the 3 questions from the flyer and also a simple question of “What or who is Ridgway?”

IV. Review and Approval of Meeting Minutes from May 23rd, 2012

V. Identify Outreach Efforts at Local Events

The group agreed on the following outreach efforts: email and paper flyer distribution, website development, River Festival booth, direct calling to volunteers. Additional opportunities identified were the Summer Concert Series, Farmer’s Market

VI. Develop a Strategy for Establishing and Reaching out to the Volunteer Database

VII. Discussion of Banner Poles in Hartwell Park

The group recommended that Public Art in Ridgway Colorado consider reaching out to local artists for the design and construction of banner poles at their next meeting.

VIII. Next RCD Meeting Date, Time, Location

Redbear’s home – 485 North Cora

Monday, June 18th: 10AM – Noon

Meeting focus: Imagination Day details and preparation

IX. Adjourn

The meeting adjourned at noon