



Ridgway Creative District Meeting Agenda
Redbear and Jillian Taylor Residence: 485 North Cora Street
Monday, July 2nd, 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 18th, 2012**

- II. Planning for Inaugural “Imagination Day” Event – Richard Tavener**
-- See Richard’s summary document from the June 18th meeting

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

- IV. Update from CCI – John Clark**
 - a. Quarterly Report on District due to CCI on July 31st
 - b. CCI Monthly e-News Blast: Ridgway (*tiny story about district in the works: 1-2 paragraphs about who we are and what we are up to*) - runs on Sept 4th
 - c. CCI/DCI Meeting in Santa Fe Art District / Golden: Sept 11-14
 - d. Use of PAN Funds – Request set up prior to September 30th
 - e. “Heritage” as part of the CCI Creative District 2013 Application – assistance from Ronna Lee Sharpe

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

- VI. Adjourn**

Attachments:

June 18th minutes

Imagination Day Task List



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



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

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

John moved to approve the minutes. Redbear seconded. Minutes were approved unanimously.

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

Danelle reported that she spoke with Deidra about the River Festival outreach opportunity. As a zero waste event it was requested that no paper be handed out but a poster could be hung. John Clark will meet with Brian Scranton on announcing Imagination Day. Mosaic Community Project will advertise the event on the website. Volunteers for the booth are no longer necessary.

Danelle suggested the committee wear buttons or something that says “Ask me about the Ridgway Creative District” or “Ask me about imagination day”. Richard will explore t-shirt opportunities on Word Press. Redbear suggested the simple logo with Imagination Day. Danelle suggested making it Ridgway specific. The group also discussed and agreed to printing business card sized info cards to ‘save the date’ for imagination day.

Richard will design the banner, flier and business cards and send to Jen. Jen will print the poster on the Town plotter and Stephanie will mount it. Jen will also print 11 x 17 fliers for posting around town, as well as business cards for the River Festival event. Jen print invitations (business cards) as well – 100 count, for Kathy to provide to volunteers to hand out.

The group discussed draping or wrapping painters drop cloth around trees in the park for Imagination Day for the community to express ideas.

Materials Needs for Imagination Day:

Jen Purchase;

3M adhesive spray

Large markers

Tripods

Banner for the Ridgway Creative District – 2x 10 or 2x12 for about \$150 – John will forward information to Jen for purchase.

Redbear:

Redbear will explore acquiring this from Home Depot through the community support program. Brent Disieg is the store manager at Home Depot that Redbear will work with.

Painters Drop Cloth for Imagine Day event to wrap around trees –

Paint – Home Depot

Large framed canvases for lying against the trees

Stephanie Bring:

Grommets

Rope/ Twine

The group discussed using various mediums for expression: paper, laptops, cameras, etc.

Hire someone to film and document the event. Amy Levik is a resource listed on the PAC for the Creative District. It was discussed to hire Amy through the 30 hour resource opportunity.

Richard, Danelle and Jen will contact 3 resources on potentially video-ing the event and then reconvene to determine the best course of moving ahead.

1- Richard will contact Telluride TV on opportunities for youth and film training.

2- Danelle contact Tim Lyons

3 - Jen contact Amy Levik or CCI on the use of the 30 hours.

The group discussed event format as an “open house” style where people are coming and going all day.

Kathy is the contact for registering for the event online. This is set up and active for registration. Richard indicated that the sign up via the website maintains the database of registrants.

The group discussed this as an inaugural event requiring food and beverages for the event, with culinary arts as part of the Creative District. There was discussion about the various opportunities for food and beverages. The group discussed having local coupons available for use at the various restaurants downtown. It was agreed that keeping this inaugural event simple is beneficial.

The group agreed to advertise in the Plaindealer before and after the event. Jen will contact the paper and utilize Richard’s advertisement, and will put the event on the Town website.

Kathy will contact the Daily Press in Montrose for a feature article and event listing in the paper.

Stephanie will contact the Ouray County Watch newspapers for a feature article and event listing in the paper.

Danelle will contact KVNF for listing the event under both arts and events and also list on the online on the Ouray Community Calendar.

Danelle suggested handing out ‘I imagined’ buttons at the event. The group was supportive of this idea. Stephanie will follow up on creating buttons or stickers, etc.

The group agreed to leave the artwork up through the evening for public viewing.

John will follow up with developing the RCD Facebook page.

The group discussed a tagline for the online resources – Redbear suggested: “Doing it ourselves one thought at a time from the bottom up”

John will follow up on securing Creative District signage at the north gateway to Town.

Richard mentioned Fat Cow to get RidgwayCreativeDistrict.com website to sign up and then \$10 per month for maintenance to be considered as the group moves forward.

III. Update on Volunteer Database and Outreach – Kathy Wortman

Kathy reported that she has not contacted volunteers at this time in anticipation of understanding exactly what it is that the group needs for volunteers.

The list is now on Google docs and Kathy offered that the group could just send volunteer information to her.

Volunteers needed:

- 1 – Building canvases*
- 2 – Setup of canvases around trees*
- 3 – Sign up table and register at event*
- 4 – Promotion – flyer distribution, invitations and outreach*
- 5 – Set up and clean up*

Kathy and Jan will follow up with registering volunteers for the above tasks and augmenting the volunteer database.

IV. Update from CCI – Jen Coates

Jen reported that the CCI contract has been executed and the funds received. The committee can now expend funds toward the Creative District.

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

Date – July 2, 2012

Time – 10AM - noon

Location – 485 North Cora Street at Redbear's Place

Focus – Finalize Imagination Day details

Those not able to attend will provide information to John Clark in advance.

VI. Adjourn

The meeting adjourned at 12:06 PM

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.