



Ridgway Creative District Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
Friday, September 28th, 2012
10 AM - Noon



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

- I. Approval of Meeting Minutes from August 31st, 2012**

- II. Strategic Plan Development – Amy Levek (*see attached outline*)**

- III. Update on District Happenings:**
 - a. Update on CCI Meeting on Sept 10-11
 - i. Update from participants
 - ii. Boettcher Foundation Grant and CCI
 - iii. District Certification Timeline – Revised
 - b. Main Street Assessment – 9/24-25

- IV. New Business**

- V. Next RCD Meeting – Friday, October 12th – 10AM – noon in Ridgway Town Hall**

- VI. Adjourn**

Attachments:

August 31st, 2012 meeting minutes
Draft outline for Strategic Plan development



Ridgway Creative District Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
Monday, August 31st, 2012
10 AM - Noon



Attendees: John Clark, Jan Kubek, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Ronna Lee Sharpe, Jen Coates, Roland McCook (representing the Ute Indian Tribe), Michael Potter (representing local agriculture and ranching), Don Paulson (Curator of Ouray Museum, Board Member Ridgway Railroad), Paula James, Jessi Marlatt (Ouray Plaindealer) and by phone Joan Chismire (Ouray County Ranch History Museum).

The meeting was called to order at 10:05 AM

I. Cultural Heritage Assessment and Ronna Lee Sharpe

Jen provided an introduction and history of the Creative District formation and recent events.

Ronna summarized her role stating she works to assist communities in celebrating their cultural history, and the Creative District program looks to tap into cultural history as a unique identifier for the Districts statewide.

The focus of today is to achieve knowledge and expertise of the participants in the room. How might the cultural heritage reflect the CD and how can we help it grow? Ronna Lee shared that we are seeking guidance on Ridgway's cultural heritage. Ronna Lee asked the group to answer:

- 1. Who are you?*
- 2. Why are you here?*
- 3. What area of cultural heritage is of interest to you?*
- 4. How do we move forward with this in the Creative District?*

Redbear asked why limitations were put on who/what is incorporated into the creative district, expressing concern about limitations making the districts similar and not unique? Ronna Lee indicated that this is where some of the cultural heritage can incorporate some of these activities or behaviors that might be left out of the "creative" designation, and this is the heart of why incorporating cultural heritage into the district is important.

Redbear shared his history as a cowboy and transition into therapy and healing for the community.

Ronna Lee shared thoughts on what is creative.

Don Paulson has been working with the Ouray Museum for 15 years. He retired in 2006 and is the Curator for the museum. Railroad and mining history are Don's passion. There is expertise in restoration of railroad equipment in the Ridgway Railroad Museum. Teaching and researching the history of railroad and mining in Ouray County is Don's history.

Ronna Lee shared that one of her goals is to develop interactive activities workbook for children. Don mentioned the "I spy" book in the Ouray History Museum.

Michael Potter of Potter Ranch indicated that his grandfather started the Citizen's State Bank in Ouray and he has a long family history ranching. Michael's mother helped start the Ridgway library as she was very interested in preservation of history and also a close friend of Marie Scott.

Michael indicated that ranching is leaving quickly so the family has put property into a conservation easement so it won't be subdivided in the future. It is almost impossible to get into agriculture due to the cost of land – that is why conservation easements are important to keep land intact so it doesn't have to be sold. Jenny Harrington and Joan Chismire worked on Ranching History book Volume 2 addressing agriculture in Ouray County, interviewing Michael's mother. Michael indicated the cost of land is enticing to not continue with agriculture.

Roland addressed the conservation easement idea for ranches stating that a property owner up by Owl Creek asked Roland to work on a conservation on his land to put a camp for Native American youth to revisit their culture in land they lived in before; however the easement didn't materialize. Roland asked Mr. Potter about his goals with the conservation easement. Michael indicated his goal is to keep the property as working agriculture, stating the water is precious, and keep the water intact.

Ronna Lee asked about the percentage of agricultural land in Ouray County.

Mayor Clark indicated much of the land in Ouray County is public and we could find the data on the ranch and agricultural acreage. The Mayor suggested thinking creatively about the agriculture and old way of life and exploring various types of agriculture such as sunflowers and amaranth for biodiesel that may have a bigger market today, and expressed we may need to explore alternative types of agriculture to insure it evolves and thrives.

Stephanie suggested using the ranch and agricultural lands as a way to celebrate Native American Ute history while continuing to utilize the land for agriculture. Stephanie suggested working together with historical use and persons to facilitate preservation of history and nurture it into the future.

Don mentioned working with the owner of the Wiesbaden to employ a conservation easement to preserve the Wiesbaden into the future.

Roland asked about other Creative Districts in the area. Ronna Lee indicated that the North Fork Valley, Telluride and Durango are nearby awardees for the Creative District designation.

Roland shared prospective cultural values – how does valley want to represent itself to those here and those who come through here? Roland also shared his efforts with the Northern Ute Tribe in Utah, and that he is a retired federal employee, elected as political leader for the tribe and as chairman for 3200 person N. Ute Tribe, and he is retired from Smithsonian as well. Roland has been living in Montrose for 5 years and working on doing creative initiatives with the Ute Tribe including work as a consultant and president of Ute Museum in Montrose for many years. His goal is to bring Utes back to the area, and has put together the Native American Pow Wow representing and celebrating the Indian Nations, including participation of 26 tribes for 3 days and 8 drum groups for this Montrose Pow Wow. Roland asked the group about the value system of what the community wants to represent. Roland's first memory of Ridgway is the True Grit and John Wayne. Cultural groups will move through and they will like Ridgway or they won't. Roland expressed that Native Americans will generally shy away from these areas. He shared that his Great Grandfather is Chief Ouray and Great Grandmother Chipeta. Roland asked the group – how far back do you want to go with your cultural history. Roland shared history of the area including Dallas and 4-Mile Square (Orvis Hot Springs). In 1881 the Calvary moved in and swept the valley. Ranching started immediately after 1881 in the area. The Utes don't hold a grudge but sharing the history is valuable. Roland employed the group that to be successful and recognized as a place to represent history, the Ute history is integral. There are various dancers across the state that could be represented here. Roland shared that the Ute history is not well represented in Ouray County.

Joan Chismire shared that she grew up in Denver and has a Bachelor in Fine Arts and background in occupational therapy, and has been coming to Ridgway since 1998. Farming and living off the land are important aspects of the area for Joan. She inquired with the Ute Museum about incorporating the Native American tribes represented within the district, integrating the bear claw into the district. Joan expressed the desire to preserve the time and toil put into the county historically, stating we couldn't have gotten to where we are today without the history of the past.

Ronna Lee shared that the Creative District is a place to bring these things together.

Danelle Hughes Norman introduced herself as having a BFA and embracing creative problem solving and critical thinking through art. Danelle shared that celebrating the rich heritage of the area will be successful with creative thinking and creative skills.

Don shared that Ridgway was named after the engineer for the Northern Branch of the Rio Grande Southern Railroad.

Roland asked if anyone knew why the road from Ouray to Red Mountain pass is called "The Million Dollar Highway".

Don responded that in 1924 the highway from Durango to Ouray, in particular the section from Ouray to Red Mountain pass was 3 contracts. The review committee determined that if they added up the 3 contracts they come up to almost exactly \$1M highway and one of them said something like "so I guess we have ourselves a Million Dollar Highway".

Roland shared the enunciation and meaning of the word "Uncompahgre" - Unc - 'red' Pah - 'water' Gre - 'eddy/lake/slow moving water' - means "red water running".

Roland shared a book entitled "Did you know" that he put together for his wife integrating cultural history sharing history with words such as "Pa co chu puk", which means 'water buffalo' and other Ute translations for educating youth on local history.

Paula James expressed interest in local family history, growing up in a small town in Texas. She retired to Ridgway because of the beauty and desire to live in a small town. Ridgway is alive and intelligent. Paula shared her Transition OurWay experiences and finding ways to move into the future that keeps the heritage and history alive but move into a new form where we can sustain ourselves. Sustainability, resiliency, localize the economy to move into the future while respecting the history and culture of the area. Keep local and use the heritage we have. Paula shared the ideas as having "one foot in what we have and one stepping into the future". Enrich the history we have but working it into the future. Paula shared that the name "OurWay" is a combination of "Ouray" and "Ridgway".

Joan shared that Mike's mom Wilma shared with her a story on corn harvesting and her memory of her mother putting a sheet out to dry corn so it could be reconstituted with water in the future when the corn wasn't there and now we've become reliant on commercial enterprises bringing food in the area using gas and outside transport. Joan expressed the importance of remembering how things used to be done. "What makes sense here at this place at this time?"

Kathy Wortman shared that she was raised in ranching and cattle business and as years progressed she transitioned into medical industry and various other endeavors from there, keeping with her a sentiment and desire for ranching and agriculture.

Stephanie Rogers shared that she has been in Ridgway for 17 years, born and raised in Seattle with great grandparents as ranchers in Kansas. Stephanie fell in love with old school Colorado

lifestyle and now lives in the Uncompahgre Valley and participating in local heritage events, next door to the Potter family. She is an artist and illustrator, big thinker and big creator. Stephanie has ideas on coordinating various aspects into the Creative District. Stephanie started the Color Crew in the elementary school to enliven and create the school entitled "The Valley We Live In" which is reflected in the walls of the school. In the southwest corridor there is a Native American History areas where students display the artwork nestled in the environment reflected on the walls of the school. Stephanie shared the various school projects that she has participated in, many reflecting the heritage of the area, with the goal of letting the children appreciate the area in which they live through art and creativity. Stephanie expressed that you have to be creative to survive here and the importance of focusing on using art to tell the history and story of the area through art and creativity. Stephanie does the History Tour using ghosts as a captivating feature to share the history of the area.

Roland shared the meaning of "Manitou" and the story of naming Manitou Springs. The Ute meaning for Manitou is "go back". In history the Utes and whites collided in the area of Manitou Springs, where the white men asked the Utes where they were and the Utes told them to 'go back', informing the white men who called the area Manitou Springs.

The group discussed how to move the cultural history into the Creative District. It was suggested that the meeting information from today will be shared with Amy Levek and work with Amy on how to integrate the cultural heritage into the Creative District.

Jan Kubek shared that she is from Detroit spending much of her childhood in Detroit with a family history in the auto industry. Jan spent 30 years in Denver delighting in various cultural events, eventually falling in love with Southwest Colorado and moving to the Ridgway area. The cultural heritage, creative minds, and individuals living in Ridgway keep Jan here. The Creative District is working to put this synergy together and get people working together to develop a space for people to stop and visit Ridgway.

Roland shared Cody Wyoming as celebrating the Native American heritage and ranching history, and the Ridgway community could do the same, celebrating ranch history and Native American history together taking the natural path to Railroad history and celebrating all of history.

Mike Potter shared that on his mother's side his great grandfather was killed in Creede and 1892. Creede was a mining town exploring silver with the largest underground mining museum. If group keeps going - (Camp Bird Mine and Hope Diamond) it will be important to represent the mining history. Mike recommended having a mining person with the Creative District. Ken Orvis was recommended to provide mining history to the group and Don suggested contacting Jack Clark or Bud Zannett as well.

John Clark shared that he has been in Ridgway for 30 years with his sister-in-law Liza Ferguson already living here who started a native plant nursery with her husband, Bill. John then entered the stained glass industry for 20 years and now has evolved into Macintosh computer consulting and local politics beginning with the Planning Commission, then Town Council and today as Mayor. History, beauty and community are appreciated by John, with the town going through social evolution based on creative arts and creative thinking.

Ronna Lee shared a reinforcement of integrating cultural history with other artistic endeavors.

Jessi Marlatt expressed gratitude for keeping Ridgway's identity and creating a community.

Redbear suggested looking at creating cultural space to celebrate the Native American heritage and educational environment with local lands.

Roland shared the goal of making a tipi village inviting youth (Rocky Mountain Youth Corps in Steamboat) where Native American children stay for the summer and experience historical and cultural education within a community oriented summer program as temporary employees with the Forest Service. Also a cultural center with ranching and Native American history in one place is another exciting idea.

There are 3 websites in Ouray County for the 3 museums:

Ouray – ouraycountyhistoricalsociety.org

Ridgwayrailroadmuseum.org

Ouray county ranch history museum - Ocrhm.org

Joan suggested connecting these museums and will connect with Roland McCook.

Ronna Lee will take notes to the rest of the Creative District staff. She reported the 1st contract year of the Creative District program is ending so CCI is working on next year's program and the cultural heritage work will move forward with the Creative District Activities. Ronna Lee will also be exploring funding resources to support cultural heritage activities in the Creative District.

II. Update on District Happenings:

- a. *Follow up to 8/13/2012 meeting with Amy Levek regarding Strategy Development, Use of Professional Advisory Network Resource, and Next Steps for the District*
- b. *Boettcher Foundation Grant and CCI – Jen announced a grant award and details of the Boettcher Grant and that the agreement will be presented to the Town Council at the regular September meeting.*
- c. *Update on CCI Meeting on Sept 10-11 and Ridgway participation (agenda, travel, lodging, meals, registration, etc.)
Jen updated the group on the DCI conference and CCI meeting in Golden and Santa Fe District.*

III. New Business

Jen reported on the Main Street Downtown Assessment – 10-11AM 9/24 (Mon) & 3-5PM 9/25 (Tues)

IV. Approval of Meeting Minutes from August 13th, 2012

The meeting minutes were approved unanimously.

V. Next RCD Meeting (location, focus TBD)

The group agreed that meeting on Fridays from 10-12 are a good meeting day and time

VI. Adjourn

The group adjourned at 12:30 PM

Draft Outline for Developing Strategic Plan

September 14, 2012

September (1 mtg.)

1. Establish Identity/Branding that let's world know Ridgway is a place that supports creativity and draws people to it because of its creative spirit

-create vision for creative district with measurable outcomes

a. start with cloud

b. create statements that incorporate cloud results

c. condense into paragraph

-public input

a. review identity with public, other organizations

b. find ways to entice people who might not otherwise be involved because it's just so much fun or to not be involved would feel like a missed opportunity (for community, for celebration, for the future of the community)

-identify where used

a. could it be used in variety of area organization's documents that aren't considered traditional marketing?

-determine if there are other events, activities that will celebrate the identity and achieve community buy-in

October (1 mtg.)

2. Marketing Strategies

- ❖ Are there ways to get the identity into non-traditional documents, articles, other vehicles so that it is something people think about when they hear the word/name Ridgway?
- ❖ What will get the biggest bang for the buck?
- ❖ What is the most creative way of getting the identity out there?
- ❖ Is there an opportunity to piggyback and/or attract attention through actions (rather than advertising)?
- ❖ Who will implement them?
- ❖ What will they cost?

October (2nd mtg.)

3. Funding

- ❖ What is funding needed for?
- ❖ What is the match – i.e., sweat equity, volunteerism, other – that can be used to attract additional funding?
- ❖ Is there a product that can be created/sold that will both establish the identity and raise money? Be creative!
- ❖ When is funding needed?
- ❖ Are there non-traditional sources of funding?

November (1 mtg.)

4. Other activities

- ❖ -Are there other things that would complement or establish Ridgway as a Creative District that aren't happening now?
- ❖ -Are the partnerships with other organizations that would strengthen the identity?