



Ridgway Creative District Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
Friday, October 12th, 2012
10 AM - Noon



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

Purpose of Meeting: 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

I. Approval of Meeting Minutes from September 28th, 2012

II. Strategic Plan Development – Amy Levek

Create vision for creative district (with measureable outcomes, if possible)

1. Create tag line for creative district (30 min.)
Review top five choices of committee members
Choose one that best represents
2. Identify where tagline used (15 min.)
Could it be used in variety of area organization's documents that aren't considered traditional marketing?
3. Determine if there are other events, activities that will celebrate the identity and achieve community buy-in (15 min.)
4. Identify other activities, events, strategies that would complement or establish Ridgway as a Creative District that aren't happening now (15 min.)
5. Identify partnerships with other organizations that would strengthen the identity (15 min.)
6. Determine public input/outreach (30 min.)
 - a. *Review identity with public, other organizations*
Attend other groups' meetings?
Public meeting?
Other?
 - 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*)

III. District Happenings/ New Business

IV. Next RCD Meeting

V. Adjourn

Attachments:

September 28th, 2012 meeting minutes



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



Attendees: John Clark, Jan Kubek, Danelle Norman, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Paula James, Amy Levek, Jen Coates

The meeting convened at 10:15 AM.

Paula requested to share with the group that she is attending meetings as a liaison to the streetscape and OurWay groups. John moved to add Paula James as the newest member of the committee, and the committee agreed with the recommendation. John requested that Jen follow up with Susan Long on her participation with the committee.

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

Stephanie requested a change to the minutes to reflect her family is from Colorado, not Kansas. John motioned to approve – Kathy seconded. All approved the meeting minutes of 8/31/2012.

Stephanie agreed to contact the Imagination Day videographer to acquire the video with edits. The committee discussed the agreement with the video and that it is to be somewhat complete with edits and also there was discussion of interviewing the committee members in a separate setting. Jen will provide Stephanie with the contact information.

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

Amy reviewed her draft outline dated September 14, 2012 for today's meeting and future meetings to develop a strategy. Amy stressed the importance of partnerships for the District.

The group briefly discussed the Main Street Assessment and some of the preliminary recommendations and findings, and also the Boettcher funding award.

It was recommended that #4 on the roadmap “other activities” including understanding potential partnerships and exploring what other committees are doing and what overlap exists with the Creative District efforts.

The group considered establishing an identity/branding that let's world know Ridgway is a place that supports creativity and draws people to it because of its creative spirit – starting with the cloud to create vision for creative district with measurable outcomes and create statements that incorporate cloud results and condensing into a paragraph.

Amy asked about further definition of the Word Cloud to facilitate creating the vision:

The group discussed how to use the word cloud and it was suggested the word cloud be used as a logo for the Creative District

Amy suggested a tagline “what is your idea?” for the word cloud as a logo.

Amy asked for a succinct statement describing the Ridgway Creative District. The group responded with the following ideas:

- *Small town, big ideas*

- *Incorporate something visual about ranching, creativity and sustainability*
- *Wild, green west*
- *Funky west*
- *Re-imagine the west*
- *A tradition of innovation*
- *Gateway to the creative west*
- *Pioneer spirit and forging the western movement*
- *Make something out of nothing*
- *Transition from Utes to mining to ranchers to...*
- *Organic eating, sustainability, work with what we have*
- *Cutting edge of new age hippie*
- *Keep it clean for 7 generations*
- *How do we create now something that will last into the future*
- *Open minded vs resistance to change*
- *Survival*
- *New old west*
- *Look where we are: open spaces, physical attributes of area*
- *Development of open spaces surrounding the town*
- *Place and location for 'True Grit' as movie vs. culture and draw*
- *Authenticity and truth for the area*
- *Bridging the past to the future*
- *Attracting entrepreneurs and innovators*
- *Refocus on creativity*
- *Image of a cauldron – ideas going in and something coming out*
- *Ridgway: The Creative Cauldron*
- *Healing arts population*
- *Wonderspace – destination for the future*
- *Think Tank*
- *Create a center – place to go with multi-purpose*
- *Integration of broadband*
- *Center for the creative west*
- *Alternative terminology for sustainable – resilient*
- *Sustainable, creative, west*
- *A creative west town with big ideas*
- *The new old west*
- *Solar Power*
- *Keep people here to stay and make a living*
- *Draw companies in to Ridgway*
- *Creative Center*
- *New ideas that won't get squelched*
- *What is creativity*
- *If you come, whatever your idea is – you can grow it here*
- *Ridgway – the new old west, pathway to the future*
- *Inspire*
- *Being on the "edge"*
- *Funky*
- *Brave*
- *Pathway*
- *Journey*
- *Circle*
- *Cauldron*

- *Incubator of new ideas*
- *Ridgway as education center from Main Street*
- *Pot that stirs new ideas*
- *We are completely different – of western heritage*
- *Resource*
- *Destination*
- *Hot springs – spring – watering hole*
- *Eternal spring of new ideas*
- *Inventive*
- *Keep it short*
- *Pull off highway into downtown hub*
- *Nucleus*
- *Treasure hunt*
- *Rivers, eddys*
- *Unexpected, unforgettable*
- *View inventiveness*
- *Inspirational view*
- *Creative lookout – creative outlook*
- *2 words + Ridgway Creative District*
- *Stop for the view – stay for the insight*
- *What makes our ideas as big as the mountains around us*
- *Detour into the creative spirit*
- *Get people to stop here – not a gateway*
- *Path of the creative spirit/ Place of the creative spirit*
- *What brings you here – beauty*
- *What's here – creative, out of the box, free*
- *Develop something that says "its here"*
- *Energetic part of being here*
- *Connect*
- *I love the mountains – I love the energy of the mountains*
- *Charging and recharging*
- *Re-charge your spirit, recharge the west*
- *Flame*
- *Alternate word for cauldron*
- *Manifest Density*
- *Power*
- *Blaze of the new west*
- *Ignite*
- *Spark*
- *Fire*
- *Pioneer*
- *Cauldron, Amalgamation, Stewpot, Melting pot*
- *Come for the view, stay for the ideas*
- *Ideas happen*
- *Create much*
- *Innovate or die*
- *Where ideas take root*

Amy and Jen will compile a list and follow up with the group to consider at the next visit.

Amy will combine some of today's agenda items with the #4 item from the roadmap and focus on these topics for the next meeting:

- everyone agreed to bring no more than 5 ideas to next meeting for tagline and then will consider and determine at the next meeting.

The group discussed the draft agenda for the next meeting on October 12th to be as follows:

-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

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?

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

Danelle shared that no grant application is due this year, but the district could appeal in April to be a certified district, if ready.

Joan Chismire arrived and joined the meeting at noon.

Stephanie expressed a desire to have something on paper to distribute sooner than later.

- b. Main Street Assessment – 9/24-25

Jen gave a brief update on the Main Street Assessment and will distribute the presentation.

IV. New Business

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

Jen will do a doodle poll to set the meeting after 10/12.

VI. Adjourn