



Ridgway Creative District Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
Thursday, October 25th, 2012
10 AM - Noon



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

Purpose of Meeting: Review Draft Strategic Plan and Develop District Marketing Strategies

I. Approval of Meeting Minutes from October 12th, 2012

II. Strategic Plan Development – Amy Levek

- a. Review Draft Strategic Plan (15 min.)
Is the format acceptable and usable?
Dates for completion
Responsibility
Topics addressed
- b. Review/update items from last meeting (10 min.)
- c. Develop Marketing Strategies
marketing = the process of communicating the value of a product or service to customers
 - ❖ *Are there ways to get the identity into non-traditional documents, articles, other places so that it is something people think about when they hear the word/name Ridgway? (10 min)*
 - ❖ *What will get the biggest bang for the buck? (10 min)*
 - ❖ *What is the most creative way of getting the identity out there? (10 min)*
 - ❖ *Is there an opportunity to piggyback and/or attract attention through actions (rather than advertising)? (15 min)*
 - ❖ *Who will implement them? (15 min)*
 - ❖ *What will they cost?- from least to most expensive (10 min)*

III. District Happenings/ New Business

- a. Update on B-Roll – Stephanie Rogers, John Clark

IV. Next RCD Meeting – Thursday, November 8th: 10 AM – noon in Town Hall

Agenda Focus: Funding

- ❖ *What is funding needed for?*
- ❖ *What is the match (i.e., sweat equity, volunteerism...) that can be used to attract additional funding?*
- ❖ *Is there a product that can be created/sold that will establish the identity and raise money? Be creative!*
- ❖ *When is funding needed?*
- ❖ *Are there non-traditional sources of funding?4*

V. Adjourn

Attachments: October 12th, 2012 meeting minutes and Draft Strategic Plan (2012.10.23)



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



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

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

The meeting convened at 10:05 AM

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

Danelle moved to approve the minutes. Redbear seconded. All approved.

II. Strategic Plan Development – Amy Levek

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

1. Create tag line for creative district

The Committee Members Shared the Following Ideas for a Tagline:

<i>West at its Natural Best</i>	<i>(1 vote)</i>
<i>Ridgway, Naturally</i>	<i>(2)</i>
<i>Ridgway Inspired Naturally</i>	<i>(2)</i>
<i>Western Cool</i>	<i>(1)</i>
<i>Ridgway: Majesty Meets Imagination</i>	<i>(5)</i>
<i>Ridgway San Juan Art Hub</i>	<i>(2)</i>
<i>Ridgway Elevates the Arts</i>	
<i>Ridgway Create It Here</i>	
<i>Freaky, Artsy, Creative West</i>	
<i>Brave New West</i>	<i>(2)</i>
<i>Where Imaginations Soar</i>	<i>(1)</i>
<i>Ridgway Imagine the Possibilities</i>	
<i>Ridgway, The Path Less Traveled</i>	
<i>Ridgway, Gateway to the Arts</i>	
<i>You Have Arrived</i>	
<i>Soar with the Arts</i>	<i>(1)</i>
<i>Bridging the Past with the Future</i>	
<i>Detour Into the Creative Spirit</i>	
<i>Ideas Happen</i>	
<i>Ridgway, the New Old West: Pathway to Creative Future</i>	
<i>Home of the Creative Spirit</i>	<i>(3)</i>
<i>The Untold Story</i>	
<i>Home of the New West</i>	<i>(3)</i>
<i>Views with Creative Ideas</i>	

The tagline ideas receiving the most votes were:

<i>Ridgway, Naturally</i>	<i>(2)</i>
<i>Ridgway Inspired Naturally</i>	<i>(2)</i>
<i>Ridgway: Majesty Meets Imagination</i>	<i>(5)</i>
<i>Ridgway San Juan Art Hub</i>	<i>(2)</i>
<i>Brave New West</i>	<i>(2)</i>
<i>Home of the Creative Spirit</i>	<i>(3)</i>
<i>Home of the New West</i>	<i>(3)</i>

Amy shared thoughts on Ridgway's diversity and the inclusion of that diversity within the district may be something to consider. She suggested providing the tagline and logo to the community and various groups for input. The group discussed the difficulty in being totally inclusive in a few words and a focus on the word 'west' as a potential for that inclusiveness.

The group discussed how to get feedback from the community. Amy proposed sharing the logo and tagline with the Town Council. John Clark will post the tagline idea on www.RidgwayCreativeDistrict.org and the Creative District Facebook page. It was proposed that the Creative District join the Chamber of Commerce, and this will be discussed during budgeting discussions.

2. Identify where tagline used

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.

It was suggested that a social event be organized to bring all the partner organizations together at a special event. This would invite people in to weigh in on the identity of the Creative District, including the tagline and logo for the District and how these organizations work together. It was suggested that the Sherbino Theater be the venue for the event with music, food, speakers, etc. as a fun, social event with a focus.

The idea behind the event is to provide information to the community on the proposed strategy for the Creative District. Invite stakeholders and provide information to them to give feedback to the Creative District.

This event could be a Creative District award celebration for the various working groups throughout the community.

4. Identify other activities, events, strategies that would complement or establish Ridgway as a Creative District that aren't happening now.

- *Celebratory Event and Strategic Plan Presentation with community partners (see above for Sherbino Theater Event)*
- *Work with Ridgway School District*
- *Create a formal panel between all groups (chamber, Creative District, Main Street, etc.)*
- *Establish networking organization for local artists and creatives*
- *Annual event (eg: Show and Tell)/ Similar to an arts festival for networking*
- *Alley Art and Alley Poems Program with an annual celebration/ Art Migration*
- *Biking/cycling community – Build your own art bike*
- *Incorporate monthly art shows at the library*
- *Western Days/ Heritage Event with cultural history integrated (Native American, Ranching Railroad) as a reinvention of the Old West incorporating education and the Ridgway Schools and local / regional museums*
- *Annual contest with a purse to bring in creative persons across the state and nation*
- *Winter Event in collaboration with Ice Festival*
- *Burning of the Gripes/ Zozobra event (Crested Butte and Santa Fe) – possibly in combination with ice sculpture event – “Fire and Ice”*
- *Celebrating of broadband*
- *Promotion and integration of Weehawken Winter Events (gingerbread house, The Grinch, etc.)*

- *Trifold listing of events*
- *Event around holiday illumination of Town Park*
- *Art Auction/ Community supported arts co-op*

5. Identify partnerships with other organizations that would strengthen the identity

- *The New Sherbino Theater*
- *Weehawken Creative Arts*
- *Ouray County Performing Arts Guild*
- *Transition OurWay*
- *Public Art in Ridgway Colorado*
- *Town Hall Monthly Updates and Park Events*
- *Wright Opera House*
- *Ridgway Schools*
- *City of Ouray*

6. Determine public input/outreach

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)*

Amy and Jen will work together to organize and structure the inputs to date in developing a strategy for the district to focus efforts and move forward.

The group discussed having the Strategic Plan outreach event in late 2012 or early 2013.

III. District Happenings/ New Business

Stephanie reported on conversation with Richard Tavener on the B-roll from Imagination Day. Richard indicated he is willing to continue to assist with District efforts. \$400 spent was for B-roll film with Dennis Lankes of Abrams Marketing. The group expressed that they felt they would get an edited product for sharing. Stephanie reported that Richard indicated we may need to contribute another \$200 to edit and finish the film, and additional funds are needed to do individual interviews with Committee Members to be incorporated into the existing B-Roll. John will follow up with Dennis at Abrams and report back to the group.

John distributed a first draft of the Creative District Word Cloud logo. The group liked the drop shadow on the 'Ridgway Creative District' and recommended the shape of the cloud be a silhouette of the Cimarron Mountains.

IV. Next RCD Meeting

October 25th:10AM – Noon in Ridgway Town Hall

V. Adjourn

The meeting adjourned at 12:06 PM.

1. Communicate and collaborate with Creative Industry organizations in the region to understand the needs of the organizations within and surrounding the Creative District.
2. Participate in quarterly and annual events with CCI and other appropriate Arts Organizations statewide.
 - *Celebratory Event and Strategic Plan Presentation with community partners (see above for Sherbino Theater Event)*
 - *Work with Ridgway School District*
 - *Create a formal panel between all groups (chamber, Creative District, Main Street, etc.)*
 - *Establish networking organization for local artists and creatives*
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 - *Trifold listing of events*
 - *Event around holiday illumination of Town Park*
 - *Art Auction/ Community supported arts co-op*
3. Coordinate with Town Government elected officials and staff on short-term projects such as “creative” banner poles and informational kiosk in Town Park as well as possible longer term policy initiatives to incorporate arts and creativity into public works projects and other infrastructure investments.

Goal III: Create Marketing Strategies

Objectives/ Action Items:

1. Strengthen the Ridgway’s identity as a place that values and supports creativity by further developing and publishing the Creative District Map, including innovative ways for distribution and outreach such as electronic media (website, QR code, etc.) to reach diverse audiences in a cost-effective manner.
2. Coordinate with Colorado Creative Industries (CCI) and the Ridgway Main Street Program to tap into statewide marketing portals to advance District knowledge throughout Colorado.

3. Consider use of PAN hours with CCI to develop a marketing strategy for the District.
4. Develop other outreach materials (brochures, website, facebook, etc.) and determine who will update these and how frequently....
5. Encourage participation and attract new participants to the District through ...
6. ...

Goal IV: Establish a system to track and analyze economic activity

Objectives/ Action Items:

1. Insure accountability of funds by developing and proposing an annual budget of revenues and expenditures for the Creative District, which will be presented to the Town Council by September of each year for consideration and adoption during the budget process.
2. Insure accountability by designating a Treasurer for the District who will coordinate with the Town Clerk on the receipt and expenditure of funds.
3. Coordinate with Town Clerk on coding of sales tax revenues for the Creative Industries using commonly accepted coding (WESTAF or other), establishing a baseline understanding of Creative District revenues in 2012 and 2013, and request annual summaries from the Town Clerk to track the impact of the Creative District efforts on town-wide revenues. Town-wide revenues both within and without of the District shall be track to understand any trends on the District's efforts on economic impact.
4. Utilize WESTAF CVI database through collaborative partnership with Colorado Creative Industries to better understand creative industries within Ouray County.
5. Develop a District survey to understand other baseline data and annual fluctuations for the District such as the number of employees, number of District visitors, types of visitors, etc. (*maybe other required data here*)
6. Submit requisite quarterly and annual reports to CCI as part of the Creative District grant and economic development program, and provide reports to Town Clerk for public functional filing system and grant reporting ...
7. ...

Goal V: Establish funding and resources to support RCD and its programs.

Objectives/ Action Items:

1. Establish at least one revenue generating event, program or fundraising opportunity to generate matching funds for the Boettcher grant award in 2013 and 2014, and build on this opportunity to secure matching grant funds into the future.

2. Identify sources of funding and prioritize acquisition of those funds based on District needs. *This will need to be done in collaboration with the Town Clerk as financial agent for the District.*
3. Determine opportunities for collaboration – services, events, etc.
4. Maintain volunteer database established from the initial “G3” outreach event after the CCI grant award and the Imagination Day Event and identify opportunities to include volunteer efforts within the District.
5. ...

Goal VI: Create synergy by collaborating with other activities or organizations. Establish relationships and/or coordination on specific activities to strengthen the creative process and identity of Ridgway and the region.

Objectives/ Action Items:

1. Main Street Downtown Assessment
 - a. Participate on Main Street Board and Main Street initiatives for Ridgway
2. Historic Business Streetscape Plan
 - a. Participate on Streetscape Outreach Initiatives in 2012 and 2013
 - b. Insure Creative District values and projects are incorporated into the Downtown Streetscape construction, including a potential for financial partnerships to realize local art and creative industries are represented in the improvements
3. Other Partners...
 - CDOT Planning, including 2040 Plan*
 - Cultural Heritage*
 - The New Sherbino Theater*
 - Weehawken Creative Arts*
 - Ouray County Performing Arts Guild*
 - Transition OurWay*
 - Public Art in Ridgway Colorado*
 - Town Hall Monthly Updates and Park Events*
 - Wright Opera House*
 - Ridgway Schools*
 - Ridgway Area Chamber of Commerce*
 - City of Ouray*
 - CCI*
 - WESTAF*

This activity is supported by funding from the Colorado Creative Industries Division, a State Agency, and the National Endowment for the Arts, a Federal Agency.

