



Ridgway Creative District (RCD) Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
Thursday, November 7th, 2012
3:00 – 5:00 PM



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

Purpose of Meeting: Review Draft Strategic Plan, Finalize Tagline and Logo, Determine date for Strategic Plan Outreach Event

- I. Approval of Meeting Minutes from October 25th, 2012**
- II. Approval of Meeting Minutes from November 7th, 2012**
- III. Review 3rd Draft of the Strategic Plan – Amy Levek** *-20 minutes*
- IV. Finalize tagline and logo for the District** *-45 minutes*
- V. Funding** *-30 minutes*
 - a. What is funding needed for?
 - b. What is the match that will attract additional funding? E.g., sweat equity, volunteerism, etc.
 - c. Is there a product that can be created/sold that will both establish identity and raise money?
 - d. When is funding needed?
 - e. Potential sources of funding (*town, grants, donations, product, collaborative funding*)
- VI. Finalize date and time for Strategic Plan Outreach Event (mid-Jan to mid-Feb)**
-15 minutes
- VII. District Happenings/ New Business**
 - a. Events/Happenings Listing – *Danelle Norman*
 - b. Ouray County Calendar – *Stephanie Rogers*
 - c. Update on B-Roll – *Stephanie Rogers, Danelle Norman*
 - d. Other
- VIII. Next RCD Meeting and Focus**
- IX. Adjourn**



Ridgway Creative District Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
Thursday, October 25th, 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, Pam Kraft

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

The meeting convened at 10:10 AM.

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

John moved to approve the minutes. Jan seconded. All approved.

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*

Amy addressed the group with sharing information on the draft strategic plan and the importance of assigning a time frame for the priority tasks to insure a reasonable workload is undertaken in the first year.

Jan expressed support for clarity in the plan with defined timeframes and who will be doing it. Tier 1 may be District efforts and Tier 2 may be outside partners.

Amy shared that other organizations may be assigned a task.

Redbear asked about a listing of events and happenings for the District. The group agreed to divide efforts to bring together a listing of annual events county-wide and then develop a calendar of those events for coordination and organization. Amy recommended the group have a dialogue with other organizations about collaborative interests. John Clark shared some history with the original “Goal 3” group and the determination of the group to focus on Ridgway after much dialogue. It was generally agreed that including events and happenings county-wide is a good idea but the focus will remain on Ridgway. Amy suggested a more formal method of communication may be needed between jurisdictions. It was suggested that a committee member have a conversation with Lynn Padgett regarding the Ouray County event calendar to understand how the process is working and how it might grow.

Jan mentioned the Ouray County Arts Association upcoming event.

Danelle offered to pull together a listing of county-wide events and asked that all committee members submit information to her to organize.

www.ouraycountycolorado.org is the link to the community calendar.

Stephanie will meet with Lynn Padgett to discuss the online county calendar and explore opportunities for the Creative District to support and/or augment these efforts.

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

Amy asked the group – how do you get information out about who the Creative District is...

❖ *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)*

Internal and external; local, regional and statewide

- *Message boards (town park, mountain market, post office, schools, banks, True Grit, etc.)*
- *Banners in the park*
- *Radio Outlets - KVNF, KURA, KCFR, Colorado Matters Programming and news shows*
- *State of Colorado - CCI and DoLA portals and outlets*
- *Update and convert RCD map to a handout and a mobile application and interactive web functions*
- *Social Media: Facebook, Websites, Email blasts (RACC, Town)*
- *Convert the RCD Map into placemats to have around town in local restaurants, exploring partnerships*
- *Magazines focused on specialty interests (Arts, Native American, Outfitters, Travel, Adventures, etc.) – include items of interest and things to do (partner with Chamber of Commerce)*
- *Tour lines for destination travelers to visit*

The group discussed the value in Ridgway, just get here and see what you can do for little to no cash.

Amy suggested the group explore partnerships for marketing opportunities. Danelle suggested communications with RACC and the group discussed having various groups report back to the RCD committee on local happenings, marketing strategies, etc. or having a dedicated person from the RCD take this on whether volunteer or part-time.

Amy summarized that the group would like to create an environment where things can happen and how do we pull things together to do that. Fostering the creative industries in Ridgway may be a focus.

Redbear suggested the tagline be focused on the Town's Creative District and narrow the focus of the committee's effort.

Amy reminded the group about a focus on learning and bringing people to Ridgway.

Danelle shared with the group that economic cultivation and growing lifestyle to bring people in to create an economically viable area – nurturing the creative class, referencing Richard Florida's the Rise of the Creative Class.. The group discussed traditional arts and 21st century creative industries.

Amy asked the group "what is the message you want to get out"?

The group brainstormed community values and the vision and mission of the District and the need to focus the efforts of the Committee.

Homework for the group is to fill in the blanks in the Strategic Plan to review at the next meeting.

National and statewide marketing was discussed and how the District might pursue this.. Identifying creative ways to do this to offset the total cost will be important.

- ❖ *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
Stephanie spoke with Dennis Latkes who indicated the B-roll will be provided without edits or a final product. Stephanie contacted the Ridgway School District for assistance in finalizing the film. Dennis offered to coach kids for free with this effort.

Amy suggested Ellen Shelton is also a resource for filming.

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

Agenda Focus: Strategic Plan Review and Update from Previous Meeting

The committee will begin to compile events, happenings, etc. for Ridgway and the region and forward information to Danelle before the next meeting.

In follow up to discussion of needing and wanting an organized and comprehensive listing of events and happenings for the Creative District and Ouray County, Stephanie will contact Lynn Padgett to discuss the Ouray Community Calendar successes and challenges and report back to the group at the next meeting on the discussion to ascertain what a good approach might be for the Committee in trying to organize these things locally.

The Committee will consider the inputs from today and to date and fill in the gaps in the Strategic Plan for discussion at the next meeting.

Jen and Amy will incorporate additional inputs and edits into the next draft of the plan.

V. Adjourn

The meeting adjourned at 12:10 PM.



Ridgway Creative District Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
Thursday, November 7th, 2012
10 AM - Noon



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

Absent: Kathy Wortman

Purpose of Meeting: Review Draft Strategic Plan

The meeting convened at 10:10 AM.

I. Approval of Meeting Minutes from October 25th, 2012

II. Review 2nd Draft of the Strategic Plan – Amy Levek

a. Review Draft Strategic Plan

The group discussed the priorities in the plan and identified the certification of the District by the State is the primary goal. The timing of the certification was discussed.

It was proposed that one goal be to offer incentives and opportunities for creative industries to locate within the district.

The group prioritized the action items in the strategic plan.

Amy suggested a survey for the stakeholders at the Jan/Feb outreach meeting.

Amy shared that the Town of Telluride has data on the impact of the arts on the economy and the community.

Amy asked the group if there were any additional goals for the Strategic Plan. All agreed it appeared complete at this time. The group discussed the importance of getting people to stop and pull off the highway.

III. District Happenings/ New Business

- a. Events/Happenings Listing – Danelle Norman
- b. Ouray County Calendar – Stephanie Rogers
- c. Update on B-Roll – Stephanie Rogers, John Clark

IV. Next RCD Meeting –

Thursday 11/15 from 3-5 PM in Town Hall

Finalize tagline and logo for the District

Review Draft Plan

Finalize Funding discussion

Finalize date and time for Strategic Plan Outreach event

V. Adjourn

The meeting adjourned at 12:05 PM.