



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
**Thursday, December 6<sup>th</sup>, 2012**  
**3:00 – 5:00 PM**



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

- I. Approval of Meeting Minutes from November 15<sup>th</sup>, 2012**
- II. Review 4<sup>th</sup> Draft of the Strategic Plan – Amy Levek** -50 minutes
  - a. *Funding*
    - i. *Review types of funding – grants, town budget, product sales, fees for service, membership fees, individual donations*
    - ii. *Strength/Weakness of each type of funding, what they typically support*
    - iii. *Potential fit of funding type with RCD Strategic Plan goals and objectives*
  - b. *Hwy 62 Bridge Project*
- III. Review of CCI letters and discussion of 2013 Application for District Certification** - 20 minutes  
*-- see attached*
- IV. Introduction of RCD Logo– John Clark and Stephanie Rogers** - 10 minutes  
*Tagline –“ Cultivate Creative Community”*
- V. Update and Discussion on B-Roll – Stephanie Rogers** -10 minutes
- VI. Update and Discussion of Community Outreach Event** - 20 minutes  
*Outreach Efforts, Survey, Stakeholders, Date, Poster, Other*
- VII. Recommendation to Forward Draft Strategic Plan, Logo and Tagline to Town Council for review**
- VIII. Discussion of Committee Make-up and Co-Chairpersons** - 5 minutes
- IX. District Happenings/ New Business** - 5 minutes
  - a. *Events/Happenings Listing – Danelle Norman (has this been re-assigned?)*
  - b. *Ouray County Calendar – Stephanie Rogers*
  - c. *Update on Streetscape Plan – Jen Coates*
  - d. *Update on Main Street Program – Jen Coates*
  - e. *Other*
- X. Next RCD Meeting Date, Time and Focus**
- XI. Adjourn**

## RIDGWAY CREATIVE DISTRICT

### MINUTES OF MEETING

NOVEMBER 15, 2012

The Committee met at 3:00 p.m. in the meeting room at Ridgway Town Hall, 201 N. Railroad Street, Ridgway, Colorado. Persons in attendance: Joan Chismire, John Clark, Jan Kubek, Amy Levek, Pam Kraft, Danelle Norman, Stephanie Rogers and Bedbear Taylor.

#### Approval of Meeting Minutes from October 25, 2012 and November 7, 2012

Redbear moved to approve the minutes of the October 25<sup>th</sup> and November 7<sup>th</sup> meetings, Stephanie seconded and the motion carried.

#### Updates & Misc. Reports

Stephanie reported she contacted Dennis regarding creating a film to show at the outreach event. She left a message and asked him if it could be completed by mid January or February. The teacher and students of the graphic arts class at the high school are excited to work on the project, she reported.

She has spoken to Tracey regarding turning the word cloud into “something more graphic” for use as a logo. Tracey asked for a deadline, and the committee agreed to set the date of December 30<sup>th</sup>.

Stephanie met with two representatives from the Ouray Chamber Resort Association and they said they are “happy to help in anyway they can” and offered the committee to “run ideas by them and they will give feedback”. They also offered to attend a meeting and have a discussion with the full committee.

The Ouray Calendar is functioning and anyone can post local events on it. Stephanie said she feels “a big part of our effort” should be encouraging other organizations to use the calendar.

Pam spoke regarding the vision of the Public Arts Ridgway Colorado (PARC) Board of Directors regarding the placement of public art in Town rights-of-ways. This included the desire to take over the alley art project, which would be pursued as ‘rogue art’; artists demonstrations; creating art projects for local artists; installation pieces; painting trash cans for public parks; assisting the Town with art on the highway bridge; in addition to the current placement of sculptures in public places.

Danelle explained she is stepping down from the RCD committee, noting she feels she will serve the organization best by her continued service on the Weehawken Arts Board of Directors. She assured the group that she will continue to be the liaison between the two organizations.

### Review of Strategic Plan

Amy Levek reviewed the third draft of the Strategic Plan. A grammar correction was made on the Vision Statement and items were added to the Values: education, inspiration and economic sustainability.

### Review of tagline and logo

Amy discussed the tagline and logo with the committee. She also reviewed the role of the RCD – to offer a framework in which events can take place, including creating a stronger environment to assist those events in happening; bringing together other groups so they are aware of what each other is doing; create events in which other groups can step forward to participate. She stated “you’re the resource group to help others find what is needed to make things happen”.

### Funding Ideas

Amy presented a chart with the goals from the strategic plan and types of typical funding which may be available to assist in implementing the items. The group reviewed the document and discussed the different types of funding and also in-kind donations of goods and services, and collaboration with other groups.

### Strategic Plan Outreach Event

It was agreed to target the first weekend in March for the Strategic Plan Outreach Event, (also known as the Ridgway Creative District “coming out party”). Pam suggested PARC could participate by presenting public art at the event, such as an outdoor installation, and said PARC would like to invite people to “step outside the box, and feel free to express, and share, their creativity”.

Fundraising ideas for the event were discussed and included placing the tag line and word cloud on canvas bags, and also asking a local artist to prepare a poster, which could be sold.

Joan suggested an event for a weekend in the summer, at which local organizations could place a brightly colored banner in the park which describes what they do/or offer.

The next meeting was set for December 6<sup>th</sup> from 10:00 am to noon. The agenda will include discussion of the tag line; introduction of the logo; outreach to other organizations and firming up the date of the outreach party, and preparing a survey for the event.

Submitted by:

Pam Kraft

# Memorandum

Date: October 31, 2012  
To: Emerging, Prospective and Certified Creative Districts  
From: Elaine Mariner  
Re: Process to apply for 2013 Creative District designation



As promised, below is an outline of the proposed process to apply for 2013 and 2014 Creative District designation. More details will be determined in the next few months, but this should help for general planning purposes.

In May 2013, the two current Certified Districts will be eligible to receive a second \$10,000 grant, based on staff acceptance of their final report due April 30, 2013 and Council approval of their award.

Also in May 2013, current Prospective and Emerging Districts are eligible to apply to become Certified and receive a \$15,000 grant. We will certify a maximum of 5 districts and it will be a competitive process, following the rigorous standards for Creative District Certification that were applied in the first round. We haven't finalized the formal application process, but it won't be a full narrative application and support materials as before. The primary vehicles we will use are your quarterly progress reports and your final report, which is due April 30. We will likely also use independent assessments from your PAN advisors, and perhaps reach out to stakeholders in your district. The full Council will approve a review process and a scoring rubric at their December meeting and all current Districts will be immediately notified. Please know that current Prospective and Emerging Districts that do not receive Certified status in May will remain important members of our Creative District network, however, and will be eligible to receive 30 additional hours of technical assistance and to attend two more convenings next year.

The deadline for the next open Call for Applications for Creative District designation will be January 2014, with awards announced in March 2014. We envision a full application process, with narrative and support materials requirements and a peer panel review. Prospective and Emerging Districts that are not certified in May 2013 will have the opportunity to apply again in January 2014, when we expect to certify five more creative districts.

1625 Broadway  
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coloradocreativeindustries.org

November 1, 2012

Jen Coates  
Town of Ridgway  
PO Box 10  
Ridgway, CO 81432-0010



Dear Jen,

The enclosed Purchase Order, with attached signed Letter of Agreement, documents the Boettcher Creative District grant commitment, which will be administered by our office. As you know, the purpose of Boettcher's funding will be to support your District in creating sustainable operations and successful ongoing programs. As indicated in the Letter of Agreement, funding must be used to support operational and funding success in the areas of:

- Administration and operational structure
- Fundraising and developing on-going funding stream
- Strategic planning

Our office will disburse Boettcher funds to the District according to the schedule in the Letter of Agreement and upon receipt of proof of matching funds. To request funds, please submit the enclosed form with relevant supporting documents verifying that matching funds have already been received. Types of acceptable supporting documents include grant award letters, copies of donation checks received, excerpts from job descriptions verifying that a specific percentage of an employee's time is dedicated to district management, or donor letters specifying the value of pro-bono professional goods or services provided. An electronic version of this payment request form will also be available on the website at [www.coloradocreativeindustries.org](http://www.coloradocreativeindustries.org). Note that grants received from Colorado Creative Industries do not qualify as an eligible match.

The Letter of Agreement specifies the reporting requirements. We will provide you with an electronic report form in the next few months, but you should be compiling this information in anticipation of submission of the report by June 30, 2013. We recognize that most of the Boettcher reporting requirements echo the April 30, 2013 final report requirements for the 2012 Colorado Creative Industries Creative District grant. Rest assured that our goal is to eliminate duplication between the two reports and make administration of the two grants as easy as possible for you.

Also included in this mailing is a reiteration of the process for receiving 2013 Creative Districts funding from Colorado Creative Industries, which we expect to disburse in May/June 2013. As you know, my last day with Creative Industries is November 1, so if you have any questions regarding the Boettcher disbursement process or next year's Creative Industries grants, please contact Maryo Ewell at [maryo@gard-sibley.org](mailto:maryo@gard-sibley.org).

Good luck and see you at the next Creative Districts convening!

A handwritten signature in cursive script that reads "Elaine".

Elaine Mariner, Director

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**Vision:**

*Ridgway is a place that cultivates creative community*

**Mission:**

*The Ridgway Creative District celebrates our diverse culture and history through nurturing an environment where creativity can flourish. In bringing organizations and individuals together, the District cultivates and supports the advancement of creative industries in Ridgway to insure sustained, appropriate and imaginative economic development. The District supports creativity and art in all aspects of community life and for its citizens*

**Values:**

Imagination  
Innovation  
Cultural History  
Healthy Environment  
Progress  
Respect and Honor for Diversity  
Collaboration and Cooperation  
Symbiotic relationships  
Education  
Inspiration  
Economic Sustainability  
All things LOCAL

## INTRODUCTION

In 2011, in collaboration with Ouray County and the City of Ouray through numerous public meetings and pursuant to a request from the State of Colorado for a “Bottom Up” Economic Development Plan, a county-wide economic development plan was created. Goal 3 of this plan called for participation in statewide efforts to grow and nurture creative industries as an economic development driver for the State. The Ridgway Creative District was organized in 2012 under the State of Colorado legislation, House Bill 11-1031, which was signed into law by Governor Hickenlooper in 2011. The Goal 3 (“G3”) committee was formed of volunteers from Ouray County, Ouray and Ridgway, and this committee tracked the implementation of this legislation through the Office of Economic Development and International Trade/ Colorado Creative Industries (CCI) Division, and approached the Ridgway Town Council for support and leadership in submitting an application to become a certified Creative District with the State. The City of Ouray, Ouray County and Town of Ridgway volunteers all agreed that the Town of Ridgway would be the applicant for District certification in 2012.

15 awards were issued through CCI, and Ridgway was one of 5 districts awarded Prospective District status. This status provided the Town with financial and technical resources, which are expended in-part in developing this strategic plan.

On May 2<sup>nd</sup>, 2012 the County-wide G3 Committee held a public outreach event with nearly 60 citizens in attendance to hear about the formation of the Ridgway Creative District. Nearly all attendees signed up to volunteer and assist with the development of the district, including many applications to participate on the committee. The G3 Committee selected 9 candidates to participate on the Ridgway Creative District Committee, and on May 17<sup>th</sup>, the Ridgway Committee convened for the first time.



## CREDITS

Many thanks go to the following in development of the Creative District and this Strategic Plan:

### The Original “G3” Committee initiating the District Development and District Application:

Michael McCullough  
Lynn Padgett  
Jen Coates  
Rick Weaver

Lucy Boody  
Beecher Threatt  
Caroline Lescroart

John Clark  
Susie Opdahl  
Dee Williams

### Ridgway Creative District Committee and Strategic Plan Development:

Jan Kubek  
John Clark  
Stephanie Rogers

Kathy Wortman  
Paula James  
Jen Coates

Redbear Taylor  
Danelle Hughes Norman  
Amy Levek

### Professional Advisory Network:

Amy Levek

### Citizen Volunteers informing the committee:

Joan Chismire  
Mike Potter

Roland McCook  
Don Paulson

### Colorado Creative Industries:

Maryo Gard Ewell  
Elaine Mariner

Ginger Brunetti White

Ronna Lee Sharpe

## SHORT AND LONG TERM GOALS

### Goal I: Establish an Identity for Creative District

#### Objectives/ Action Items:

1. Create District Tag Line.

Priority: High  
Completed by: November 15, 2012; *To Town Council on 12/12/2012*  
Responsibility: Creative District Committee  
Funding: none; RCD effort

2. Create a logo/ brand for the Ridgway Creative District.

Priority: High  
Completed by: November 15, 2012; *To Town Council on 12/12/2012*  
Responsibility: Stephanie Rogers  
Funding: none; RCD effort plus in-kind donation

3. Hold event to introduce the Creative District and the strategic plan to public - Community "show and tell" Event at The New Sherbino Theater.

Priority: High  
Completed by: Mid-January to mid-February  
Responsibility: John Clark, Jan Kubek, Stephanie Rogers  
Funding:

4. Complete B-Roll Film with possible involvement by local school students.

Priority: High  
Completed by: Mid-January to mid-February  
Responsibility: Danelle Norman, Stephanie Rogers, John Clark (?)  
Funding: none; in-kind student/teacher effort

### Goal II: Establish and Encourage Events/Activities/Strategies to strengthen Ridgway Creative District

#### Objectives/ Action Items:

1. Communicate and collaborate with Creative Industry organizations in the region to understand the needs of the organizations within and surrounding the Creative District.

(Introduce at Community Event at The New Sherbino Theater)

1. *Celebratory Event and Strategic Plan Outreach and Presentation with community partners (see above for Sherbino Theater Event and Goal 6, #3)*
2. *Work with Ridgway School District*
3. *Create a formal panel between all groups (chamber, Creative District, Main Street, etc.)*

4. *Establish networking organization for local artists and creatives*
5. *Annual event (eg: Show and Tell)/ Similar to an arts festival for networking*
6. *Alley Art and Alley Poems Program with an annual celebration/ Art Migration*
7. *Biking/cycling community – Build your own art bike*
8. *Incorporate monthly art shows at the library*
9. *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*
10. *Annual contest with a purse to bring in creative persons across the state and nation*
11. *Winter Event in collaboration with Ice Festival*
12. *Burning of the Gripes/ Zozobra event (Crested Butte and Santa Fe) – possibly in combination with ice sculpture event – “Fire and Ice”*
13. *Celebrating of broadband*
14. *Promotion and integration of Weehawken Winter Events (gingerbread house, The Grinch, etc.)*
15. *Trifold listing of events*
16. *Event around holiday illumination of Town Park*
17. *Art Auction/ Community supported arts co-op*

Priority: High  
 Completed by: Ongoing  
 Responsibility:  
 Funding:

2. Participate in quarterly and annual events with CCI and other appropriate Arts Organizations statewide.

Priority: High  
 Completed by: Ongoing  
 Responsibility: Jen Coates  
 Funding:

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.

Priority: Moderate  
 Completed by: December 2013  
 Responsibility: Jen Coates  
 Funding: Town Capital Improvements Fund

4. Develop and provide incentives and opportunities for creative industries to live and sell within the Creative District
  - a. Small Business Development Center
  - b. OEDIT/ CCI

Priority: Moderate

Completed by: 2015  
Responsibility: Stephanie Rogers, Danelle Norman with Main Street Board  
Funding:

5. Encourage and support implementation, financing and construction of the Downtown Streetscape Plan.

Priority: High  
Completed by: 2012 - 2015  
Responsibility: Paula James  
Funding:

6. Coordinate with Town Staff and CDOT to incorporate artistic design elements into the Highway 62 bridge replacement project.

Priority: High  
Completed by: Summer 2013  
Responsibility: Stephanie Rogers, Jen Coates  
Funding:

7. Participate in conversations with CDOT to coordinate and incorporate arts and creative industry in the design and construction of the Highway 62 improvements in 2016

Priority: High  
Completed by: 2013 – 2016 (design + construction)  
Responsibility: Paula James, Jen Coates  
Funding:

### 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 and encourage travelers to pull off the highway into Downtown.

Priority: Moderate  
Completed by: December 2013  
Responsibility: John Clark  
Funding:

2. Develop other outreach materials (brochures, website, Facebook, etc.) and determine who will update these and how frequently.

Priority: Low

Completed by: December 2014  
Responsibility:  
Funding:

3. Coordinate with Colorado Creative Industries (CCI) and the Ridgway Main Street Program to tap into statewide marketing portals to advance District knowledge throughout Colorado, including incorporation of partner organization events within the District.

Priority: High  
Completed by: Ongoing; Implementation is immediate  
Responsibility: Pam Kraft, Danelle Norman  
Funding:

4. Consider use of PAN hours with CCI to develop a marketing strategy for the District.

Priority: Moderate  
Completed by: March 31, 2013  
Responsibility: RCD Committee  
Funding: none- free technical assistance from CCI

5. Establish collaborative marketing efforts with partner organizations within the district.

Priority: Low  
Completed by:  
Responsibility:  
Funding:

#### 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.

Priority: High /Moderate  
Completed by:  
Responsibility: Pam Kraft, Town Hall Administrative Intern  
Funding:

2. Insure accountability by designating a Treasurer for the District who will coordinate with the Town Clerk on the receipt and expenditure of funds.

Priority: High /Moderate  
Completed by:  
Responsibility: Pam Kraft, Town Hall Administrative Intern  
Funding:

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.

Priority: High /Moderate  
Completed by:  
Responsibility: Jen Coates, Pam Kraft, Town Hall Administrative Intern  
**Funding:**

4. Utilize WESTAF CVI database through collaborative partnership with Colorado Creative Industries to better understand creative industries within Ouray County.

Priority: High /Moderate  
Completed by:  
Responsibility: Jen Coates, Pam Kraft, Town Hall Administrative Intern  
**Funding:**

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*)

Priority: High /Moderate  
Completed by:  
Responsibility: Jen Coates, Pam Kraft, Town Hall Administrative Intern  
**Funding:**

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 ...

Priority: High /Moderate  
Completed by:  
Responsibility: Jen Coates, Pam Kraft, Town Hall Administrative Intern  
**Funding:**

7. Develop information that shows the economic impact of the arts and creative activities locally.

Priority: Moderate  
Completed by:  
Responsibility:  
**Funding:**

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

Objectives/ Action Items:

1. Apply and achieve certification of the District with Colorado Creative Industries.

Priority: High Priority  
Completed by: April 2013  
Responsibility: Ridgway Creative District Committee  
Funding:

2. 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.

Priority: Moderate  
Completed by:  
Responsibility: Ridgway Creative District Committee  
Funding:

3. Identify sources of funding and prioritize acquisition of those funds based on District needs (eg: CSA for artists to raise funds). *This will need to be done in collaboration with the Town Clerk as financial agent for the District.*

Priority:  
Completed by:  
Responsibility:  
Funding:

4. Determine opportunities for collaboration – services, events, etc.

Priority:  
Completed by:  
Responsibility:  
Funding:

5. 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.

Priority:  
Completed by:  
Responsibility:  
Funding:

**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 – work toward filling vacant spaces/buildings and beautification of downtown.

Priority: Moderate  
Completed by: 2013 - ongoing  
Responsibility: Kathy Wortman  
**Funding:**

2. Historic Business Streetscape Plan
  - a. Participate on Streetscape Outreach Initiatives in 2012 and 2013

Priority: High  
Completed by: 2012 - 2015  
Responsibility: Paula James  
**Funding:**

- 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

Priority: High  
Completed by: 2012 - 2015  
Responsibility: Paula James  
**Funding:**

3. Confirm District Partnerships and solicit input on the strategic plan and the partnership roles with the following organizations: *(this list may expand or contract after the Strategic Plan outreach event in January/February 2013 and beyond)*

*CDOT Planning, including 2040 Plan –Jen Coates*  
*Cultural Heritage (Ranch History, Mining Museum, Railroad Museum) – Joan Chismire*  
*The New Sherbino Theater – John Clark*  
*Weehawken Creative Arts – Danelle Hughes Norman*  
*Ouray County Performing Arts Guild – Jan Kubek*  
*Ouray County Chorus – Alice Billings*  
*Transition OurWay – Paula James*  
*Public Art in Ridgway Colorado – Jan Kubek, Kathy Wortman*  
*Town Hall Monthly Updates and Park Events – John Clark*  
*Wright Opera House – Jan Kubek*  
*Ridgway Schools – Danelle Hughes Norman*  
*Ridgway Area Chamber of Commerce – Paula James*  
*City of Ouray – Stephanie Rogers*  
*CCI – Jen Coates, Pam Kraft*  
*WESTAF – Jen Coates, Pam Kraft*



## APPENDICES

- 1- Ouray County 2011 Bottom Up Economic Development Plan – Goal 3
- 2- State of Colorado House Bill 11-1031
- 3- Creative District Map
- 4- District Budget

*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.*

