



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
**Friday, January 11<sup>th</sup>, 2013**  
**10:00 AM – Noon**



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

- I. Approval of Meeting Minutes from December 6<sup>th</sup>, 2012**
- II. Introduction of RCD Logo– Joan Chismire** - 10 minutes  
*Tagline – “Cultivate Creative Community”*
- III. Update and Discussion on B-Roll – Stephanie Rogers** -10 minutes
- IV. Update and Discussion of Community Outreach Event** - 70 minutes  
*Outreach Efforts, Review Draft Survey, Stakeholders, Date, Poster, Other*
- V. Recommendation to Forward Draft Strategic Plan, Logo and Tagline to Town Council for review**
- VI. Review of Maryo Gard-Ewell email and CCI Update-- see attached** - 20 minutes
  - CCI Update
  - 2013 Creative District Convening’s
  - Webinars
  - Heritage
  - Certification *\*see also “Characteristics of Creative Districts” document attached*
  - Mapping
  - Storytelling
  - Data and PAN
- VII. Discussion of Committee Make-up and Co-Chairpersons** - 5 minutes
- VIII. 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 and Main Street Program – *Jen Coates*
  - d. Other
- IX. Next RCD Meeting Date, Time and Focus**
- X. Adjourn**



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



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

*The meeting was called to order at 3:10 PM.*

**I. Approval of Meeting Minutes from November 15<sup>th</sup>, 2012**

*Redbear made a motion. Jan seconded the motion. All approved.*

**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

*Amy reviewed some opportunities for funding and asked the group to think about what is available and opportunities to raise funds. Amy offered to assist with identifying grants and other types of funding for the District. Amy stressed the importance of bringing others in to create synergy in bringing the Creative District to Ridgway and the importance of partnerships. Visibility and partnerships will be key to the success of the District.*

*The group talked about a cornerstone fundraising event and various opportunities such as a collaborative dinner with the Farmer's Market. Amy suggested providing information to the stakeholders prior to the Sherbino Outreach Event in order to be prepared to gain much needed feedback during the event.*

*Paula James left the meeting at 4:00 PM.*

b. Hwy 62 Bridge Project

*Jen explained the Highway 62 bridge project and the incorporation of local art in coordination with CDOT and PARC as a gateway to the Creative District.*

**III. Review of CCI letters and discussion of 2013 Application for District Certification**

*-- see attached*

*- 20 minutes*

The group agreed that the District is well-positioned to apply for certification in the spring 2013. The numerous efforts including: strategic plan development, logo, tagline, Main Street Assessment, B-roll completion with the students, Highway 62 public art project with CDOT, Imagination Day, The New Sherbino Theater Stakeholder Outreach Event, Bike Racks with the MOSAIC Community Project, Banner Poles, Informational Kiosk, Master Sign Plan, Performing Arts Stage, and more.

It was determined that collaborating with the Business community and local youth and the Ridgway School District as well as joining the Ridgway Area Chamber of Commerce as a

member is important. Jen will follow up with Maryo on the application process and how Ridgway might consider moving forward with the application.

**IV. Introduction of RCD Logo– John Clark and Stephanie Rogers** - 10 minutes  
*Tagline – “ Cultivate Creative Community”*

*Stephanie and John presented the proposed logos to the committee. The committee enjoyed reviewing the logos but was very tied to the idea of morphing the word cloud to the outline of the Cimarron Mountains.*

**V. Update and Discussion on B-Roll – Stephanie Rogers** -10 minutes

Stephanie reported that Dennis is prepared to attend the media student classrooms in January to develop the B-roll with the students from Imagination Day. Dennis is prepared to walk the students through start to finish in creating the B-roll, and Stephanie will request that he report his volunteer hours for tracking as matching in-kind hours with the Boettcher grant.

**VI. Update and Discussion of Community Outreach Event** - 20 minutes  
*Outreach Efforts, Survey, Stakeholders, Date, Poster, Other*

Amy discussed a survey to disseminate to stakeholders prior to the Outreach Event. Amy offered to provide a short list of questions to the group: Organizational operations, Duration of existence, etc. and forward to Jen. Redbear suggested presenting the survey results during the Outreach Event.

Date: 1<sup>st</sup> weekend in March: March 1<sup>st</sup> (John will confirm with the Sherbino)

Amy suggested outreach initiate in January.

Purpose of Event:

- Share information on Creative District (B-roll, strategic plan, logo, tagline)
- Solicit input on needs and wants from stakeholders (showing survey results)
- Ideas from community at large
- Celebrate progress (food, drinks, music)

Attendees:

Stakeholders + Ridgway community

Budget development:

- Rental of theater and bartender
- Nametags - yes
- Food – RCD purchase
- Beverages – open bar
- Music – in-kind

Materials and Supplies:

- Imagination Day Boards
- Strategic Plan
- Logo + Tagline
- Presentation of Survey Results
- B-Roll
- Outside Ice Sculpture
- Music – Douglas and Heather
- Poster – contest of local artists

Structure:

Information sharing:

Funs

**VII. Recommendation to Forward Draft Strategic Plan, Logo and Tagline to Town Council for review**

The committee requested this be deferred to the regular meeting of the Town Council.

**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*  
- *more outreach / November ballot*
- d. Update on Main Street Program – *Jen Coates*
- e. Other

**X. Next RCD Meeting Date, Time and Focus**

*--Jen will send out a Doodle Poll*

**XI. Adjourn**

*Meeting adjourned at 5:00 PM*

Ridgway Creative District  
Survey - **DRAFT**  
12-18-12

Colorado established a program in 2011 that acknowledges the importance of “creative industries” to economic development locally and statewide. Ridgway applied to become a Creative District and was one of only 15 communities chosen. The Town was designated a Prospective Creative District, which included funding for support and leadership in becoming a certified Creative District.

The Creative District Committee was selected by a citizen group and appointed by the Town Council. The Committee has established a Strategic Development Plan identifying some of the activities and resources it believes will allow the arts and other creative activities to grow and thrive locally. Our vision includes acknowledging Ridgway as a place that cultivates creative community, in its many expressions. We look forward to presenting the plan to you at a community event at the Sherbino Theater on       .

In the meantime, we want to know what you think about the opportunities for creative industries, and what would help strengthen those opportunities for you. We appreciate your time and look forward to hearing more.

Thank you,

Ridgway Creative District Committee

Jan Kubek

John Clark

Kathy Wortman

Paula James

Redbear Taylor

Stephanie Rogers

Organization

Name:

Email:

Phone number:

1. What is the purpose/mission statement of your organization?
2. How many years has your organization been in existence?
3. What is your annual budget
4. What are your sources of funding?
5. What do you value most about the opportunities for creativity in Ridgway?
6. What, if anything, are the most significant obstacles to carrying out your mission or programs?
7. What would help you accomplish your goals and programs more effectively? (e.g., space, money, volunteers, access to specific information/expertise, etc.)

8. What would help you grow creatively?

9. If there were no limits, what project would your organization most like to accomplish?

10. Anything else you want us to know about creating opportunities for creative activities in Ridgway?

Individual

Name:

Email:

Phone number:

1. Do you participate in any creative activities? If so, describe.

2. What do you value most about the opportunities for creativity in Ridgway?

3. What, if anything, are the most significant obstacles to creative projects (yours or others)?

4. What would help you accomplish your creative activities more effectively (e.g., gathering space, studio space, money, volunteers, access to specific information/expertise, etc.)?

5. What would help you or others in Ridgway grow creatively?

6. If there were no limits, what would be the one thing you would like to see happen to encourage creativity locally?

7. Estimate how much you spend annually on activities you consider creative (e.g., your own art projects, entertainment, movies, etc.)?

8. Anything else you want us to know about creating opportunities for creative activities in Ridgway?

**To: Creative Districts**  
**FR: Maryo Gard Ewell, Jamie Licko**  
**DATE: December 26, 2012**  
**RE: Updates**

Hello everyone, and we hope that you are having a lovely holiday season.

Here are a few tidbits and updates.

## **CCI**

From the recent CCI board meeting, we learned that a national search is being conducted for Elaine's replacement. There is hope that someone will be in place in March. You should also know that the CCI board is really excited about what you all are doing. We had representatives from Pueblo and Aurora "telling their story" at their most recent meeting. There was such a lot of interest that members of the CCI may be joining you for dinner at the first convening.

### **DATES FOR IN-PERSON CONVENINGS**

Both of our convenings will be in conjunction with other statewide events and we hope you will plan to go to these events.

- The CCI Summit will be in **Pueblo** on April 11-12 and **our session will be April 12-13**. Presumably you have all gotten save-the-date information from CCI. There are three things that will be of interest to you during the Summit:
  - We are designing a "creative districts" track for the summit. This is not targeted at you 15 communities per se, but will include information that may be of interest to you anyway. For example, since the theme is "Mapping Colorado's Creativity" we may provide a session on "Telling Your Story Through Maps."
  - The Pueblo Cultural Corridor folks are organizing a walking tour of their District on the evening of 4/11, so you can take a tour of the District, talk with artists, and garner ideas to take home. There won't be time to browse the Corridor otherwise unless you choose to stay over on Saturday after our time together is over. Sharing ideas is vital and we hope that you make a plan to be "crawling the corridor" on 4/11.
  - The Summit will end about 4:00 on April 12, and we will begin our session immediately.

Our sessions will then be 4/12, 4:00-9:00ish, and 4/13 8:30-3:00ish.

- The fall convening will once again be in conjunction with Downtown Colorado, Inc. and we encourage you to consider attending the whole conference. The DCI conference will be in Grand Junction and will probably be 9/11-13. We anticipate gathering in the **North Fork Creative District** on 9/10 mid-afternoon afternoon. Stay tuned, but please put **9/10-11** on your calendars for now.

## WEBINARS JUST FOR YOU

We have given you tons of information and resources in the past year and we have heard a couple of you saying, “But how do we know if we are doing a good job putting it all together?”

To this end, we are offering a monthly series of short webinars. Jamie has put together a kind of blueprint document that shows how all of the things you need to know and do relate to one another, and how you move logically from one to the next. She is designing the webinar series, each addressing one of these issues. (You’ll get the document soon.)

They will be **Thursdays, noon-1:00**, starting in February and we ask for your attendance. Perhaps your attendees can include at least one currently active person on your committee, plus a new person each time, so that you can start engaging new people. (It’s vital that you start crafting an expansion-succession strategy; “sustainability” isn’t just about finding money for staff and marketing.)

Here are the **dates of these webinars**; please put them onto your calendars. We will get you information to make sure you have the correct software in plenty of time. We are requiring that at least 2 members of your team attend (which of course they can do from their own computers – or, of course, you could brown bag it attend attend as a committee):

### All will be from noon – 1:00

February 14
March 14
Summit (April) - To be held in Pueblo
May 16
June 20
July 18
August 15
DCI Conference (Sept) - To be held at DCI Conf
October 17
November 14
December 12

## HERITAGE

We told you that Ronna Lee Sharpe, our former Heritage specialist, accepted a good full-time job and can no longer participate in our program. We, she, CCI, and two other heritage specialists had a great planning meeting last month. It’s our intent to have 3 specialists available to you – one based in Denver, one on the Western Slope, and one in south-central Colorado. We will provide do-it-yourself tools for inventorying your heritage assets, but we also urge you to have the nearest of these people visit your community. They can facilitate a community storytelling circle that can inform your planning (as Ronna Lee did in Ridgway), or facilitate a meeting between you and your local history/heritage groups (as Longmont had her do), or help you take work you’ve already done along these lines and think about how it will inform your planning and branding.

Everything we read affirms that acknowledging the peoples who have shaped your place and the movements that have shaped your place (whether old mining, or new artist in-migration) are vital. We hadn't heard the term "legacy residents" before a couple of weeks ago when Maryo was on the Arts District certification panel for the state of Kentucky – it refers to the people who were living in a District before the artists and entrepreneurs began moving in – but evidence that "legacy residents" have been and can continue to be involved in District planning will be vital for us to see when we certify new Districts.

We're awaiting confirmation of our three people and should be able to let you know how to access them within the next week or so. These people are being paid separately from your PAN advisors so are provided to you in addition to your 30 hours of PAN specialists.

## **CERTIFICATION**

As Elaine told you in September, it's CCI's intent to certify up to 5 new Districts this spring. It's our intent to take recommendations to the June CCI meeting, meaning, we will probably be asking those among you who want to "go for it" to provide us a portfolio of information in late April or May.

We are in the process of designing what that portfolio will look like and expect to have that in your hands by February. Only the 13 current "prospective" and "emerging" districts will be eligible to apply for certification and we do not expect that all of these 13 will feel that they are "ready." We've all said from the start that everyone moves at their own pace and we don't want anyone to artificially push themselves to appear ready prematurely.

The list of certification criteria will fundamentally be from the guidelines that governed your application to the program, and the CCI board affirmed this two weeks ago. However, as you'll have had 18 months of planning time, information, and technical assistance since then, we'll have more concrete expectations. For example, in the guidelines we said that you had to agree to do certain data-collection; now we'll seek evidence that you have begun to do that. In the guidelines we said that you had to be thinking about heritage and authenticity; now we'll seek evidence that you have been working on that.

Evidence is likely to be things that you have on hand like sign-in lists or minutes of meetings. In addition, we'll review things that we have on hand, like the quarterly reports you have submitted, or the "next steps" that your PAN advisors have recommended. We may even phone some key community stakeholders. We are working this out now. Of course there will be some prose to write on your part, as well, but we will try to keep new "grantwriting" to a minimum.

The Webinar series, by the way, is totally designed around our expectations of what constitutes "certifiable" Districts – another reason that we require your attendance.

## **MAPPING AND STORYTELLING**

We got a huge positive response from you at the convening in Golden about the presentation on storytelling through mapping. We have met with ESRI (the company that Wade, the presenter, represents) and they are working with us so that we can purchase access to the software for all of you at no charge this year. We have submitted the paperwork to ESRI, and intend for you to have your access by early January if possible.

You'll recall that in addition to being able to map data that already exists, you can easily map your own, by creating an excel sheet with addresses and dragging it onto your map; the program will create the visual.

This is an awesome way to present your heritage as well as things that might come to mind first like music venues or public art. Think of it: when a visitor clicks on an address they might see a drop-down menu that lets them hear an oral history or read the story of that space from the perspective of the people who live there now, the people who lived there 50 years ago, or 100 years ago. You could include photos of what that place used to be like or sketches of what you envision. The potential of this is enormous.

It'll also be valuable you as you pursue your data-collection to see what parts of your district may be thriving faster or more slowly than others. So many ways that this can be valuable to you!

And this may be an awesome way to get younger people, your historical society folk, tech people, and not-the-usual-suspects involved in your District and its planning.

**TAKE HEED!!! We are thinking that your "update" in Pueblo might be some storytelling-through-mapping. We even had the idea of holding a "map slam" with fabulous prizes!!**

## DATA

Jamie is working hard to find ways of making your data-collection as easy as possible. You may have already heard from her about where you are at with this.

WESTAF will also be providing you with a second year of the CVI data so you can compare with last year's information, and they will provide direct help in interpreting it. They are also adding some new information this year. Jamie is working with WESTAF so that the CVI data can be integrated into work you are already doing.

If you need to contact Jamie about data collection her e mail is [jamie@becentro.com](mailto:jamie@becentro.com); please cc [maryo@gard-ewell.org](mailto:maryo@gard-ewell.org), as well.

## PAN

You recall that we have an extension on the spending of our first-year PAN money until March. Three of you have already used all of your allocated time/money, and most of you are in progress. (There are three of you we haven't heard from at all.) Allowing for time to process payments, we imagine that all of your **first-year PAN work should be done by March 1**. If you do not plan to participate in the PAN, please let us know at once so that we can re-allocate the money.

Once you have used your first-year PAN (30 hours @ \$60/hour) you may access your next 30 hours.

Remember the process:

- Contact Maryo [maryo@gard-sibley.org](mailto:maryo@gard-sibley.org) informally with an overview of what you want to do and whether you have an advisor in mind. If you want our assistance in identifying an

advisor, or 2-3 advisors that you may wish to interview before you choose, we are happy to help.

- Maryo will let the advisor(s) know to expect a call from you. You will make the contact. You will agree on a scope of work and an estimated number of hours and date(s) to work together.
- Once you have made your selection, you'll complete the application form and return it to Maryo. (I've attached another one here if you have misplaced it.)
- You will tell Maryo the date(s) of the work.
- After that date, Maryo will e mail you an evaluation form to complete, and will request an invoice from the advisor. The advisor will also note the 3 most important things you achieved as well as recommendations for next steps. We pay the advisor directly and cover their mileage.

If the person needs to stay overnight, we ask that you provide a motel and cover their meals.

If you have the need of someone not on the roster, contact Maryo. We are prepared to be flexible.

## SANITY

We urge you to **build into your conversations now some discussions of how things stay lively and fresh**. This second year can be a real challenge – the newness has worn off and things may seem overwhelming.

- You'll want to start involving new people in your core team so that the fate of your District doesn't hinge on your current core group or on a current key person. Getting new people to attend the webinars, and report back to you, could be one way to do this. Getting new people to work on specific tasks like mapping could be another. What happens if your current city council changes – what safeguards have you taken to continue through time?
- You'll want to set up a process with local government, businesses, residents, perhaps every two or three years so that your District doesn't get frozen in 2012. People and issues change; you need to stay current.

## OF POSSIBLE INTEREST

We like to pass on **useful information** to you. Last time we told you about Common Consumption districts and how your colleagues in Greeley are using it in their District development and planning.

We've attached information on a webinar on Wayfinding that looked valuable, as well as an entire series on festival/events management since your work may involve planning big events directly or encouraging events in your District by others (so feel free to pass on the information, attached, to them). (BTW these are not our webinars referenced on p 1 of this letter; they are simply juicy-looking ones that could be a good resource to you.)

## REMINDERS

- Your next quarterly report to CCI (cc'd to us) is due January 15
- For some of your calendars – remember each month CCI's newsletter is featuring a different one of you. We'll remind you about 10 days before your deadline and will remind you of where to send it, but, make sure these are on your calendars. Those communities remaining are:
  - January 7 – Parker
  - February 4 - Durango
  - March 4 - Aurora
  - April 8 - Colorado Springs
  - May 6 - North Fork
  - June 3 - 40West
  - July 1 – Greeley
  - August 1 - RiNo

There are other things we will be working on – like with CDOT on signage, and the Tourism Office on greater visibility for you – but later on that, when we have something concrete to report.

Till next time, be well, get good rest, and may you have a wonderful New Year.

## CHARACTERISTICS OF CERTIFIED CREATIVE DISTRICTS

The following – all taken from the guidelines by which the Art District on Santa Fe and the Salida Arts District were certified – must be present for a District to meet certification standards:

1. **DISTRICT CHARACTERISTICS.** A certified Creative District will demonstrate:
  - Specific, identifiable boundaries
  - Arts and creative industries as a key organizing principal
  - A mix of businesses and venues
  - Regularly scheduled arts and cultural events
  - An identity that has already been branded, *or the process begun*
  - Evidence that the community already considers this a Creative District
  - Articulation/incorporation of cultural heritage
  - Projects and/or built environment that indicate ongoing revitalization and beautification
2. **MANAGEMENT AND PLANNING.** A certified Creative District will have in place:
  - A staff person, paid or unpaid, who coordinates district planning, management, marketing, funding, and evaluation. If unpaid, there will be a plan in place for transitioning to at least a part-time paid position within the year. Preference will be given to those districts with a paid position already in place.
  - A governing body that includes local government, for-profit business, non-profit business, and artists/creative entrepreneurs. If the District is part of local government, then the governing body must be a formally-appointed advisory committee or commission. If the governing body is represented by a partnership, there must be a formally-adopted document that commits the partners to participation. Artists/creative entrepreneurs must be in visible leadership roles.
  - A formally-adopted strategic/ business plan that includes
    - a. Marketing strategies to promote occupancy and visitation
    - b. Funding strategies to support planning and development and sustain the District over time
    - c. A vision that includes measurable expected impact such as attraction and retention of creative businesses and jobs, improved retail sales, and enhanced streetscape
  - Formal commitment by local government, as evidenced by inclusion in economic development plan, community master plan, or neighborhood plan, and/or – ideally - by resolution or ordinance.
  - Methodology for collecting data on jobs, occupancy, and visitors, sales or property tax, and other expected impacts. Preference will be given to those districts who have already begun to collect this data:
    - Number of total jobs in the district
    - Average building occupancy rate within the district
    - One of the following three, depending on local relevance:
      - Sales taxes collected in the district
      - Property values in the district
      - Visitorship in the district
3. **COMMUNITY BUY-IN.** A Certified Creative District will demonstrate:
  - Active involvement and investment by local government
  - Broad participation by people who live and work there
  - Broad support by District businesses both in and not in the Creative Industries sector
  - Programs and venues that attract participation by both local residents and tourists
4. **OTHER FACTORS.** The following are also desirable and will be used if there are tied scores or if more than five applicants successfully meet all of the criteria above:
  - Considerations for youth involvement
  - Existence or development of public gathering spaces
  - Creative re-use of vacant spaces
  - Inclusion of live/work space for artists