



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
**Friday, January 24<sup>th</sup>, 2013**  
**12:30 - 2:30 PM**



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

- I. Approval of Meeting Minutes from January 11<sup>th</sup>, 2013**
  
- II. Update and Discussion of Community Outreach Event** - 45 minutes
  - B-Roll – John Clark*
  - Survey– Jen Coates*
  - Food, Decorations – Jan Kubek, Kathy Wortman, Redbear Taylor*
  - Music – John Clark*
  - Poster – John Clark and Bryce Chismire*
  - Community Presentation – John Clark*
  - Outreach and Advertising Efforts*
  - Other*
  
- III. Creative District Certification Application Requirements and Next Steps** - 45 minutes
  
- IV. Committee Member and Stakeholder Discussion and Recommendations** - 15 minutes
  
- V. Fall Event and Coordination with PARC** - 10 minutes
  
- VI. District Happenings/ New Business** - 5 minutes
  - a. Updates from CCI – *Jen Coates*
  - b. Update on Streetscape Plan and Main Street Program – *Jen Coates*
  - c. Other
  
- VII. Next RCD Meeting Date, Time and Focus**
  
- VIII. Adjourn**



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



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

**Not Present:** Stephanie Rogers

*The meeting convened at 10:10AM.*

**I. Approval of Meeting Minutes from December 6<sup>th</sup>, 2012**

*Redbear made a motion to approve the minutes. Jan seconded the motion. All present approved the minutes.*

**II. Introduction of RCD Logo– Joan Chismire**

*Joan shared that Bryce Chismire and John Clark have been working on the word cloud logo and Joan distributed samples for the group to view. The committee discussed the options and all agreed the logo on the top left of the page with the white mountainscape is the preferred alternative with the tagline wrapped around the rope on the lower right of the logo. Joan will ask Bryce to finalize the logo and send to Town Hall. The group agreed that the rope and the words “Ridgway Creative District” be raised and tactile.*

*The group discussed using one of the aspen tree options and agreed that the lighter version on the bottom with a thinner tree and remove all the words except “Ridgway Creative District” and keep the same font as the logo. This could be used for the poster for the outreach event at The New Sherbino Theater.*

**III. Update and Discussion on B-Roll – Stephanie Rogers**

*Jen read Stephanie’s email regarding the timing of the b-roll and Dennis’ assistance with the project. The outreach event is set for March 1<sup>st</sup> so the committee determined that the B-roll needs to be completed by February 15<sup>th</sup>. John Clark will follow up with Dennis and Stephanie to get the B-roll completed by February 15<sup>th</sup>.*

**IV. Update and Discussion of Community Outreach Event**

*Outreach Efforts, Review Draft Survey, Stakeholders, Date, Poster, Other*

*Paula joined the committee at 10:35 AM.*

*Date – Friday, March 1<sup>st</sup> 6:00 – 9:00 PM*

*Location – The New Sherbino Theater*

*Budget – Venue – \$150 (John Clark)*

*Tables from Church of San Juans or Town Hall for food*

*Set up room – chairs, tables, music*

*Survey – \$25 (Survey Monkey)*

*Music – Heather and Douglas (John Clark) - \$300*

*Food – (Kathy Wortman) – something creative/napkin food (est. \$10-12/pp) \$1500*

*Beverages – Open Bar (no budget for RCD)*

*Person Count – estimated at 150 people*

*Decorations – table cloths, centerpieces, candles,*

*Materials –*

*B-Roll – (John Clark and Stephanie Rogers)  
Survey Results – (Jen Coates)  
Blank Surveys – (Jen Coates)  
Sign in Table – (Kathy Wortman)  
Poster – (John Clark and Bryce Chismire) – print at high school  
Butcher Paper – for tables and writing materials (Redbear, Jan, Kathy)  
Project B-roll, plan, logo, tagline, survey results (John Clark)*

*Subcommittee – food, decorating, materials – (Kathy, Jan, Redbear)*

*Promotions and Stakeholder Outreach – Reach out to each of the stakeholder groups and also local newspapers, to be discussed in more detail at next meeting*

*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/ Redbear  
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/ Redbear  
Ridgway Area Chamber of Commerce – Paula James  
City of Ouray – Stephanie Rogers/ Jen Coates  
CCI – Jen Coates, Pam Kraft  
WESTAF – Jen Coates, Pam Kraft  
Ouray County Arts Association (Deeann McDaniel) – Jan Kubek  
Ouray County Fairgrounds – Joan Chismire  
Plaindealer and Watch Newspapers – Redbear  
Ouray County Historical Society (Railroad, Mining) – Joan Chismire  
Ute Indian Tribe – Joan Chismire  
Main Street Committee – Paula James  
Streetscape Committee – Paula James  
Individual Artists and other Creative Industries – ???  
G3 Committee –Jan Kubek  
Volunteer list – Kathy Wortman  
Ridgway Library – Joan Chismire*

*Advertising, Article, and Targeted outreach – to all creatives and interested parties, not just “artists”.*

*Timeline – Jen and Amy will draft this for the group*

*Budget Total – estimated at \$2500*

*Amy gave an overview of the survey and purpose to collect targeted information to inform the committee.*

*Organization Section, update the following question:*

*#5- What opportunities does Ridgway offer you for creativity?*

*Individual Section, update the following question:*

*#2- What opportunities does Ridgway offer you for creativity?*

*The group discussed the introductory paragraph to the survey as a newspaper article and instruction on how to complete the survey and details on attending the event.*

*Update the last paragraph to read 'creative endeavors' instead of 'creative industries'. Jen also will add a link to survey, event date, sponsorship, etc. to this paragraph*

**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**

*The committee discussed Maryo's email from 12/26/2012*

- CCI Update*
- 2013 Creative District Convening's*
  - Redbear would like to go to Pueblo*
  - Possibly John Clark or Kathy Wortman*
- Webinars*
- Heritage*
- Certification \*see also "Characteristics of Creative Districts" document attached*
  - Joan reported that RACC is looking to do a cowboy rodeo event June 15-16 in Ridgway. Amy asked the group to look at the certification summary and the group will talk about tackling the application and certification process.*
- Mapping/ Storytelling*
  - The group talked about the need for a mapping/ GIS professional to assist with mapping of the Creative District; Amy mentioned a possible historic walking tour and reaching out to the Telluride Museum for a cell phone application; Joan showed a map and brochure to the group from Los Alamos; Joan mentioned Kevin Rogers; The committee has a great base map and need someone with the skills*
- Data and PAN*

*The group also discussed Maryo's other email from Thursday 1/10, requesting a response by 1/16*

*The group discussed the FAM Tour email from Maryo and the Committee is enthusiastically agreed that we are interested in this effort in Ridgway sometime late summer or early fall.*

*Redbear proposed a "Heritage Storytelling Day" in the fall as a Creative District Event and potluck event. Kathy mentioned a partnership with PARC and the Creative District for an event in the fall that will be proposed to the Creative District Committee soon. Joan suggested piggy-backing with Mt. Sneffels Marathon and the Weehawken Arts Festival on a late summer event in August to bring cultural, artistic, physical/outdoor recreation components together. It was agreed that this would be discussed at a later meeting.*

**VII. Discussion of Committee Make-up and Co-Chairpersons**

*The committee discussed adding new committee members who are willing and able to work and maybe lead other subcommittees – technical skill set may be desirable. Amy suggested looking at the Strategic Plan and identifying key stakeholders to recommend for committee participation to fill specific needs. The group will review the plan and prepare for this discussion at the next meeting.*

**VIII. District Happenings/ New Business**

- a. Update on Streetscape Plan and Main Street Program – *Jen Coates*  
Jen gave a quick update on the Main Street Program kickoff meeting on Tuesday night, January 8<sup>th</sup>.

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

-- *Need to spend time on certification and wrapping up and framing application (characteristics of creative districts and Maryo's email on moving forward)*

--*update on Sherbino outreach event; targeted promotions and outreach*

-- *10 minutes for Fall Event Conversation*

-- *Committee makeup and stakeholders needed for District efforts*

**X. Adjourn**

*The meeting adjourned at 12:35 PM.*

## 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