



Ridgway Creative District (RCD) Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
February 7th, 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 January 1st and January 11th, 2013**
- II. Creative District Certification Application Requirements and Next Steps**
- III. Next RCD Meeting Date, Time and Focus**
- IV. Adjourn**



Ridgway Creative District (RCD) Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
Friday, January 11th, 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 6th, 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 1st so the committee determined that the B-roll needs to be completed by February 15th. John Clark will follow up with Dennis and Stephanie to get the B-roll completed by February 15th.

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 1st 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 8th.

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.



Ridgway Creative District (RCD) Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
Friday, January 24th, 2013
12:30 – 2:30 PM



Present: John Clark, Jan Kubek , Kathy Wortman, Joan Chismire, Amy Levek, Pam Kraft, Jen Coates

Not Present: Paula James, Stephanie Rogers, Redbear Taylor

The meeting convened at 12:35 PM.

I. Approval of Meeting Minutes from January 11th, 2013

--Without a quorum for this meeting, the group deferred consideration of the minutes.

II. Update and Discussion of Community Outreach Event

- 45 minutes

B-Roll – John Clark

John reported this is a work in progress. Stephanie and John have been coordinating with the graphic design teacher and Dennis. The plan is to start editing next week. John mentioned supplying students and Dennis with other photos and materials to supplement the B-Roll. The group discussed what to incorporate into the B-roll including area performances and efforts. Joan mentioned Mt. Sneffels performances at the school (Zikar) and incorporating that into the B-Roll with the students filming the event. Deadline for the B-Roll completion is February 15th.

Survey– Jen Coates

Jen reported the survey is in progress. The group determined the survey should be published by February 8th.

Food, Decorations – Jan Kubek, Kathy Wortman, Redbear Taylor

Jan reported that they have contacted the majority of restaurants to participate in the event and asked if they would contribute a plate of appetizers and the RCD would purchase a plate of appetizers. This is an opportunity for the restaurants to get creative with the food. 4 restaurants have agreed to participate and two restaurants have been contacted and will be contacted again.

Music – John Clark

John reported this is a work in progress

Poster – John Clark and Bryce Chismire

John reported this is a work in progress. The deadline for poster finalization is February 8th.

Community Presentation – John Clark

John reported this is a work in progress

The group discussed incorporating a local poet into the event – Joan will reach out to Kirsten Bridger to present a poem.

The group also discussed having Amy Levek do a presentation and overview of the Creative Industries and Creative District in progress with Mayor Clark. John and Amy will work together on this.

Outreach and Advertising Efforts

Amy mentioned involving the schools more in the outreach process, generating youth participation and excitement for parents and families. The group discussed having local youth participate in the outreach efforts for the event.

Amy mentioned shrinking the poster down into buttons and distributing prior to the event. Joan mentioned working with Jennifer Jossi at the Ridgway Schools to have the students create the buttons. Kathy will check on pricing and Joan will follow up with Jennifer on feasibility.

Advertising on the 21st and 28th in the Watch and the Plaindealer.

Other

Amy mentioned asking one intriguing question the night of the event.

The group discussed the question: "What makes you creative?" – and incorporating this into the event, advertising, etc. and to have the question on butcher paper on the tables and on the walls with writing utensils. Kathy and Jan will follow up with Redbear to acquire paper and Joan will provide crayons.

Jan suggested incorporating the Creative District panels from Imagination Day around the Sherbino Theater and in front of the theater the day/night of the event.

John presented the logo to the group. Everyone loved and approved it. John will email a .pdf and .jpeg to the group.

Joan mentioned have business cards made for the Creative District Committee with the logo on it. Pam mentioned lapel pins. Kathy will investigate the cost of the pins.

Joan suggested a personal invitation to the community participation volunteers from the initial Creative District Meeting and Imagination Day to the March 1st event.

III. Creative District Certification Application Requirements and Next Steps

- 45 minutes

Amy presented a summary of district characteristics to the group and reviewed some of the shortcomings with the summary characteristics of the Ridgway District.

Amy discussed the importance of identity and creating an awareness fro the District.

Amy asked the group who is interested in identifying fundraising strategies. Jan suggested reaching out to other community volunteers interested in the Creative District formation.

The group discussed reaching out now to volunteers to assist with fundraising efforts.

Jen mentioned working with CDOT on improved highway signage for the Town, and the group was supportive of getting this to happen.

IV. Committee Member and Stakeholder Discussion and Recommendations

- 15 minutes

Jen and Amy will review Strategic Plan and identify areas needed for assistance.

V. Fall Event and Coordination with PARC

- 10 minutes

Pam presented an event in conjunction with the Weehawken Fiber Fest (Fiber Fest is planned for 9/13 and 9/14 at the 4H Events Center) on Saturday, 9/14 in Hartwell Park inviting all the creatives in Ouray County to promote creative people in a demonstrative and creative way with

the public. The event would include all arts to be present and promote creativity and diversity to exchange with the public, not a focus on selling items specifically. PARC would like this to be an annual event along with Fiber Fest, and grow over time. This is planned to be a fundraiser for Public Art in Ridgway Colorado (PARC). There is no plan to charge to participate in the event.

The group decided to consider this request and get the inputs desired over the coming weeks in the formation of the Creative District and role(s) within the community and then revisit the PARC request to see how it does or does not fit with the desired direction of the Creative District.

Pam Kraft left the meeting at 12:10 PM.

VI. District Happenings/ New Business

- 5 minutes

- a. Updates from CCI – *Jen Coates*

Jen reported the CCI FAM event is moving forward and planned for 9/13-9/20.

- b. Update on Streetscape Plan and Main Street Program – *Jen Coates*

This discussion was deferred to the next meeting

- c. Other

VII. Next RCD Meeting Date, Time and Focus

Thursday, February 7th from 10AM – Noon.

VIII. Adjourn

The meeting adjourned at 2:50 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
 - Creative District Map
- Arts and creative industries as a key organizing principal
 - March 1 Community and Stakeholder Outreach Event in developing the Strategic Plan for the Creative District.
 - 10% sales tax revenues from Creative Industries in 2011
 - Incorporation of Ridgway School District
- A mix of businesses and venues
 - Culinary
 - Theater
 - Sculpture
 - Art + Function
 - Literary
 - Clay
 - Forge
 - Architecture and Design
 - Graphic Design
 -
- Regularly scheduled arts and cultural events –
 - Main Street Calendar
- An identity that has already been branded, *or the process begun*
 - Imagination Day
 - Logo and Tagline
 - Strategic Plan and finalization of annual signature event
 - Ridgway Coming Out Party
 - Creative District Map
 - Non-traditional and creative Highway Signage
- Evidence that the community already considers this a Creative District –
 - Imagination Day, Participants in existing activities, Main Street Assessment
- Articulation/incorporation of cultural heritage
 - In strategic plan – Ranch History, RR Museums;
 - Add meeting with Ronna Lee Sharp – put into background
 - Joan and Redbear – work on this
 - Logo – environment + rope + cultivating
- Projects and/or built environment that indicate ongoing revitalization and beautification
 - Highway 62 bridge
 - Streetscape Project
 - Main Street Program Participation
 -

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.
 - Intern + Town Manager + Town Clerk
 - Intern develop job description over 2 years and then transition to PT or FT position within or without town

- 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.
 - Local Government is governing body
 -
- A formally-adopted strategic/ business plan that includes
 - a. Marketing strategies to promote occupancy and visitation
 - Strategic Plan - BRoll
 - b. Funding strategies to support planning and development and sustain the District over time
 - Strategic Plan – needs further definition after March 1
 - c. A vision that includes measurable expected impact such as attraction and retention of creative businesses and jobs, improved retail sales, and enhanced streetscape
 - Strategic Plan
 - Data collections methods: Sales tax,
 - Question for Maryo – Qualitative and Quantitative
- 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.
 - Master Plan, Strategic Plan, Mayor Letter, 2013 Budget, 2013 Strategic Plan, 2012 Main Street Assessment
- 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

Survey, WESTAF / CVI, Sales Tax, Intern & MS Committee Outreach

3. **COMMUNITY BUY-IN.** A Certified Creative District will demonstrate:

- Active involvement and investment by local government
 - Land Use Plan, Strategic Plan, Bottom Up Plan, Resolutions, Budget
- Broad participation by people who live and work there
 - May 2012 meeting with 60 people
 - Imagination Day Event
 - Coming Out Party
- Broad support by District businesses both in and not in the Creative Industries sector
 - Firehouse Sculpture – Michael McCullough and Lucy Boody
 - Coming Out Party
 - Culinary portion of coming out – any in-kind assist or govt rate
 - Survey response
 - PARC
 - RACC
 - Ridgway Schools
 - Cimarron Book kids art show
 - Ridgway Library
 -
- Programs and venues that attract participation by both local residents and tourists
 - The New Sherbino Theater
 - Cimarron Book kids art show
 - Ridgway Library

- Weehawken Clay Studio
- Weehawken Ridgway Rendezvous Arts and Craft Festival
- Ridgway Concert Series
- Farmer's Market
- Performing Arts Guild
- Partner with CU-Denver Architecture and Design School design and construct a performing arts stage in Hartwell Park
- True Grit Café
-

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
 - B-Roll – need to integrate still photos etc.
 - CU-Denver Architecture & Design
 - Intern Coordinator through university of Colorado
 - Bryce Chismire – Santa Fe Art & Design
 -
- Existence or development of public gathering spaces
 - Hartwell Park and Stage
 - The New Sherbino Theater – really document this effort... fundraising and community effort
 - Cimarron Café –
 - Library
 - Town Hall Community Center
 - 4H Events Center
 - Railroad Museum and Visitor's Center – town contribution of funds
 -
- Creative re-use of vacant spaces
 - Relocation of Antique/ Book Store
 - Performing Arts Stage
 - Incentives in Land Use Plan
 - ReSource Artist Coop
 - Firehouse Studios & garden
 - Expansion of interior design studio
 - Alleys/sidewall/garden
 - ... walk around town
- Inclusion of live/work space for artists
 - Accessory dwelling units
 - Live work code provisions
 - Munro's Art Glass
 - Firehouse Studios
 -

Awareness, Enthusiasm and Visibility:

- 1 – of efforts – what is committee about and what are they doing
- 2 – visibility of arts and creativity
 - colorado.com
 - community calendar
 - Main Street Program – 2013 calendar
 - Watch Newspaper: Stephanie Rogers or Jan Kubek – enthusiasm and creativity – email – Amy coach them about kinds of things important to get out
- 3 – separate survey for baseline data – walk around town and get information
 - good outreach
- 4 – “Coming Out” Event - promotions:
 - Talk to individual artists
 - Enthusiasm – not a check off event – opportunity to be involved
 - Flyers and posters
 - Ad + newspaper article

Everyone tackle different parts of the plan, and report back to the committee:
Marketing, Funding, etc.