



Ridgway Creative District (RCD) Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
February 12th, 2013
10:00 – Noon



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

Nominated Committee Members: Joan Chismire and Ashley King

I. Approval of Meeting Minutes from February 7th, 2013

II. Update and Discussion of Community Outreach Event

- 110 minutes

Entertainment and Decor

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

Music – John Clark

Imagination Day Panels – Redbear

Community Presentation and Format – John Clark, Joan Chismire

Kirsten Bridger

Amy Levek and John Clark on CCI and Creative District

B-Roll – John Clark

Survey– Jen Coates

Feedback Mechanisms

Butcher Paper for Tables – Jen Coates

Paper Surveys – Jen Coates

Outreach and Advertising Efforts – Jan Kubek, Amy Levek

“What makes you Creative?” – theme question and buttons

Articles in Newspaper: Watch and Plaindealer

Advertising: Watch and Plaindealer

Poster printing and distribution

Amy’s Ideas List (see attached)

Other...

III. District Happenings/ New Business

- 10 minutes

a. Updates from CCI – Jen Coates

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

c. Other

IV. Next RCD Meeting Date, Time and Focus

V. Adjourn



Ridgway Creative District (RCD) Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
February 7th, 2013
10:00 AM - Noon



Attendees: John Clark, Jan Kubek, Paula James, Redbear Taylor, Amy Levek, Jen Coates, Ann Cheeks, Rick Bickhart

Absent: Stephanie Rogers, Kathy Wortman

The meeting convened at 10:08 AM.

Ann introduced herself as a painter and Rick as a graphic designer interested in the Creative District.

I. Approval of Meeting Minutes from January 1st and January 11th, 2013

John motioned to approve the minutes. Jan seconded the motion. All present approved both minutes.

II. Creative District Certification Application Requirements and Next Steps

Amy explained the purpose of the meeting today is focusing on the certification process with the State. The committee reviewed the "characteristics of a certified district" document and defined focus areas for the coming weeks.

Cornerstone / signature event for the Creative District and fundraising strategies were discussed at length. Some ideas discussed were: monthly moon cycle event, gallery tours, annual open studio event, art auction, Farmer's Market meal event, etc.

Ann mentioned looking at Virginia Center for the Creative Arts for auction fundraising effort and also artist retreat ideas.

John reported that the b-roll will be in draft form for the March 1st event with target completion of the film for the April application.

III. Next RCD Meeting Date, Time and Focus

Tuesday, February 12th from 10-noon

IV. Adjourn

The meeting adjourned at 12:00.

Ridgway Creative District
Ideas to Create Enthusiasm about Coming Out Event
1-21-13

Do something with the schools

- show the video so kids will be talking about it
- encourage the brainstorm what it is to be creative, what they find creative about living there
- show them the word cloud and/or have them make one of their own

Use posters to inform about the Creative District

- rather than just dropping them off with a business, try to engage the businesses a little – do they know what the CD is? What do they value about Ridgway? How could they/others support growing creativity? Etc., etc. Basically, the survey questions and other info.

Create something in a public place to market it

- snow sculptures with signs
- banner
- simple public art that will
- treasure hunt with info revealed
- something mysterious that will get people talking, asking questions

Enlist other groups to help publicize

- create an email, poem, something written, poster as email that can go viral (something creative, catchy or intriguing)
- have groups “endorse” the CD after survey is completed, if appropriate
- use some of survey results (quotes) in advance, if appropriate

Ask a question (in newspapers, around town on posters, etc.) that gets answered at the event

- something that will encourage people to attend to find out

Create something (simple) to wear, like the poster printed small and mounted on a pin

- like a campaign button