



Ridgway Creative District (RCD) Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
February 21st, 2013
10:00 – Noon



Committee Members: John Clark, Jan Kubek, Paula James, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Joan Chismire and Ashley King

I. Approval of Meeting Minutes from February 12th, 2013

II. Update and Final Details for “Coming Out” Event

- 1 hour

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)

Reach out to Stakeholders and others (Jen email from 2/14)

Schedule of Events

Presentation

Activities and Feedback

Theater Layout

Review of Draft Strategic Plan and Fundraising /Event opportunities

Other...

III. District Happenings/ New Business

- 20 minutes

a. Updates from CCI – Jen Coates

- Ski Chair Art Event – Joan Chismire

2/14 Webinar: Positioning + Niche – “Who are we and what makes us different?”

- Next Webinar: Establishing Cultural Brand on 3/14

- CCI Summit in Pueblo + Creative District Meeting 4/11 – 4/12

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 12th, 2013
10:00 – Noon



Committee Members Present: John Clark, Paula James

Nominated Committee Members: Joan Chismire

Committee Members Absent: Jan Kubek, Stephanie Rogers, Redbear Taylor, Kathy Wortman

Attendees: Jen Coates, Ann Cheeks, Rick Bickhart

The meeting convened at 10:12 AM.

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

Review of the minutes was deferred to the next meeting for lack of quorum.

II. Update and Discussion of Community Outreach Event

- 110 minutes

Advertising and Outreach

Jan is meeting with Mary Pat at the Plaindealer today to do a feature article on the March 1st event. Jan is also planning to meet with Peter Shelton of the Watch Newspaper next week. Pricing for ¼ page display ads, with discounts:

*Plaindealer - \$141.20 b/w and \$199.20 color (\$8.30 col in)
Watch - \$156.00 b/w and \$256.00 color*

*The group agreed on 1/8 page advertising for 2 week runs in both papers (2/21 and 2/28). John will forward the ad to the group and Jan will take the ad to the Plaindealer and the Watch to inquire on cost. **Estimated at \$350.***

*Paula shared there are 14 posting places around town. The group agreed to print 25 posters to publish around Town and targeted creative businesses in Ouray. **Estimated at \$50.***

*Joan will explore costs for buttons for the event – **Estimated \$150.***

“What Makes You Creative?” is the focus question of the event.

Food and Drink

*Jan reported that 520 Burgers, Cimarron and Thai Paradise have committed to participating in the event, with partial donations of food. The restaurants have requested a 2 week lead time. Joan will follow up with Flour Power on cake for 75 people and Jan will follow up with Torbin on brownies for 40. Sherbino will have an open bar. Current we are planning on 150 people in attendance. **Estimated at \$1200.***

Rick will follow up with the Food Bank on donation of leftovers after the event.

Theater Details

- *The New Sherbino Theater rental – **Estimated at \$150.***
- *Tables and chairs – borrow from Town Hall 3 tables (no chairs needed).*
- *2 Imagination Day Boards outside of the theater on easels – Joan will follow up with Redbear on assembly*
- *Jen has butcher paper and Joan brought crayons*
- *Joan will bring hooks for 3-4 imagination day boards to hang on the walls*
- *Rick and Ann offered to assist with setup during the day on March 1st*

- *John will follow up with students on filming the event and speaking at the event about the film – for finishing the B-Roll project at end of March; Joan will follow up with Ryan Wilson on assisting with the student/Creative District film project*
- *Ann offered follow up with the photography club at the Ridgway Schools*
- *Music – John has confirmed with Heather and Douglas that they will perform at the event.*
- *Paper surveys and email sign up*

Survey

The group reviewed the survey in detail and made final edits. Jen will update and distribute and publish the link.

*Music – **Estimated at \$300** John confirmed that Douglas and Heather will play at the event and will follow up to confirm cost.*

III. District Happenings/ New Business

- 10 minutes

- Updates from CCI – Jen Coates*
- Update on Streetscape Plan and Main Street Program – Jen Coates*
- Other*

The committee briefly discussed the use of PAN hours and Amy's participation with the committee moving forward. Jen reported that Amy could focus on funding opportunities and strategies and also collaboration with other organization; however her current 30 PAN hours are now used and the committee will need to focus on the next 30 PAN hours.

TC Meeting - presentation

IV. Next RCD Meeting Date, Time and Focus

Thursday 10-noon on 2/21

V. Adjourn

The meeting adjourned at 12:05 PM.