



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
*May 2<sup>nd</sup>, 2013*  
**10:00 am - 12:00 pm**



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

**1) Call to Order**

**2) Approval of Meeting Minutes from April 18<sup>th</sup>, 2013**

**3) Finalize 2013 Action Plan and Budget**

- a) *Update on District Monthly Full Moon Celebration – Ashley King and Stephanie Rogers*
- b) *Update on Fundraising Event for District – Ashley King and Stephanie Rogers*
- c) *Update on brochure – Jen Coates*

**4) Review CCI District Certification Application – May 24<sup>th</sup>**

- a) *Review District Certification Application*

**5) District Happenings/ New Business**

- a) *Updates from CCI – Jen Coates*
- b) *Other*

**6) Next RCD Meeting Date, Time and Focus**

*May 16<sup>th</sup> – 10:00 a.m. – noon (Jen and John absent)*

- 1) *Work on proposed budget*
  - a) *Matching funds/hours for Boettcher Grant*
  - b) *Revenues and Expenditures Budget for 2013*
    - i) *Review “Coming Out” Event expenditures and in-kind*
    - ii) *2013 revenues and draft expenditures*
  - c) *Use of Professional Advisory Network – 30 Hours*
- 2) *District Certification Application Review*

**7) Adjourn**



**Ridgway Creative District (RCD) Meeting Minutes**  
**Ridgway Town Hall: 201 North Railroad Street**  
*April 18<sup>th</sup>, 2013*  
**10:00 am – 12:00 pm**



**Committee Members Present:** John Clark, Paula James, Redbear Taylor, Joan Chismire, Ashley King, Stephanie Rogers

**Committee Members Absent:** Kathy Wortman, Jan Kubek

**Staff Present:** Jen Coates

*The meeting was called to order at 10:01 a.m.*

**I. District Happenings/ New Business**

a. Updates from CCI – *Jen Coates*

*Jen, John and Redbear presented information and powerpoint presentations from the CCI Summit and the Creative District meeting in Pueblo on 4/11 – 4/12.*

**II. Approval of Meeting Minutes from April 4<sup>th</sup>, 2013**

*John Clark motioned to approve the minutes. Joan seconded the motion. All present approved.*

**III. Finalize 2013 Action Plan and Budget**

a. *Priorities*

i. *District Monthly Events*

*The committee agreed that a monthly studio-tour type event in partnership with Weehawken for promoting artists and creative industry would be the focus of advancing the District. They discussed a lunar-based monthly event in lieu of a “First Friday” type event. Ashley suggested some regional efforts for holidays as well. Additional ideas included: Pop-up studios, Use of restaurants and other spaces (Sherbino, Independence, etc.). The committee agreed that Ashley and Stephanie would further develop the monthly Studio Tour event program.*

ii. *Fundraising Event for District*

*Ashley shared with the group that \$10k is \$100 x 100 people – would it be possible to solicit donations from 100 people. Ideas:*

*A night to forget – An Adult Prom*

*Hold-up Event – “give me your money”*

*Non-event, Event*

- *Be candid that a significant portion of price of admission is a tax-deductible donation to the Creative District*
- *One benefit of this approach is that it does not compete with other organizations and fundraisers*
- *10 committee members reach out to 10 people*
- *Humorous element*

*Stephanie and Ashley agreed to brainstorm this idea and report back to the group – an annual funding campaign to alleviate the pressure of an event, and then independent*

*of fundraising also develop a promotional annual event. Ashley proposed that a primary underwriter could be an option for the annual event.*

iii. *Promotions: Map and website – brochure*

*The committee reviewed the draft brochure from Kellie with the following input:*

*Weehawken Ridgway at 630 N. Cora Street*

*Update event calendar*

*Upgrade to legal size – 4 fold – and expand map to 4H Center, Industrial Park, Athletic Park, etc.*

*Print on sturdy paper*

*Add all parks (rollans, cottonwood, athletic field, river trail, etc.)*

*Different symbol for public art/ PARC sculptures*

*Map key -*

*Identify Historic Downtown District*

*Events to add or update:*

*Weehawker Souper Bowl – Jan 31*

*Transition Ouray Way Green Energy Symp at 4 H center – June 1st*

*Heritage Ranch Rodeo (update*

*Weehawken Performing Arts - Peter Pan May 10-11*

*Weehawken Performing Arts - Beatles Show - May 17 – 18*

*ROCC Parking Lot Sale – May 18?*

*Weehawken Cook Book Kick-off - June*

*Mudfest – April 26, 27, 28*

*Weehawken Street Dance – Aug 10*

*Sneffels Marathon –Aug 10*

*Art Partners Bike Race – Aug 10*

*Ouray County Rodeo – add to August (*

*Loghill Lungbuster Challenge – Sept 15*

*Ouray County Railroad Days – Sept. 19-22*

*Mt. Sneffels Live and Silent Auction – Sept. 28*

*Weehawken Mini-Nutcracker - Nov. 9-10*

*Weehawken Speakeasy Fundraiser – Nov. 15*

*December – Separate the Weehawken Polar Express from Christmas in the Park*

*Also add: Creative District Full Moon Celebration –6/23, 7/22, 8/22, 9/19, 10/19, 11/17, 12/17*

*The committee discussed developing a phone application and incorporating a QR code in the future.*

iv. *District Certification Application*

*Jen will work on an outline for the Certified District application and submit to the committee for review.*

b. *Budget*

i. *Matching funds/hours for Boettcher Grant*

ii. *Revenues and Expenditures Budget for 2013*

1. *Review “Coming Out” Event expenditures and in-kind*

2. *2013 revenues and draft expenditures*

iii. *Use of Professional Advisory Network – 30 Hours*

**IV. Plan for CCI District Certification Application – May 24<sup>th</sup>**

a. *B Roll Update*

*John will dropbox the video and the committee will provide feedback directly to John.*

b. *Review documents from Maryo for certification*

*Jen reported that Margaret Hunt and Maryo Ewell visit in mid-May*

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

*May 2<sup>nd</sup> – 10:00 a.m. – noon*

*May 16<sup>th</sup> – 10:00 a.m. - noon*

*Monthly moon event, annual fundraising, district certification*

**VI. Adjourn**

*The meeting adjourned at 12:03 p.m.*