



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
*May 9<sup>th</sup>, 2013*  
**10:00 am - 12:00 pm**



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

**1) Call to Order**

**2) Approval of Meeting Minutes from May 2<sup>nd</sup>, 2013**

**3) Continue Discussion of Moonwalk Events** *-55 minutes*

- a) *Identify Scope: Studio Tours and Special Events (monthly, quarterly, combo, etc.)*
- b) *Identify Project Captains and Role of CD/ED coordinator and task assignments for follow up*
- c) *Volunteer Recruiting*
- d) *Proposed budget (estimated revenues and expenditures)*
- e) *Target Event Start (month: July or August)*
- f) *Other...*

**4) Update on Fundraising Event for District – Ashley King and Stephanie Rogers** *-30 minutes*

**5) Review Budget for 2013 and 2014** *- 15 minutes*

- a) *Matching funds/hours for Boettcher Grant*
- b) *Revenues and Expenditures Budget for 2013*
- c) *Draft 2014 budget and Use of Professional Advisory Network – 30 Hours*

**6) Review CCI District Certification Application – May 24<sup>th</sup>** *-10 minutes*

- a) *Review District Certification Application*

**7) Old/ New Business** *-10 minutes*

- a) *Update on brochure and ESRI online story mapping*
- b) *Committee Membership – identify additional members?*
- c) *North Fork Valley Convening and DCI Conference – Sept 10-11*
- d) *Webinar – May 16<sup>th</sup> at noon: Creating a Roadmap – Strategies for success*

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

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

**9) Adjourn**



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



**Committee Members Present:** Jan Kubek, Stephanie Rogers, Redbear Taylor, Kathy Wortman, Joan Chismire, Ashley King

**Committee Members Absent:** John Clark, Paula James

**Town Staff Present:** Jen Coates

**1) Call to Order**

*The meeting was called to order at 10:05 a.m.*

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

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

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

- a) *Update on District Monthly Full Moon Celebration – Ashley King and Stephanie Rogers*
- *Ashley and Stephanie presented their ideas on the full moon events*
  - *Consistency is the full moon – not dates for the monthly events*
  - *Comprehensive document needed for events (local artist guide)*
  - *Proposed launch in June or July, start small and then grow over time*
  - *Ashley passed around examples of promotional materials for the events, including various maps, wayfinding, photos, calendar (focused on monthly events), etc. and incorporating advertising into the promotional materials*
  - *incorporating restaurants into the events was discussed*
  - *The committee agreed on the title “Moonwalk”*
  - *Focusing one event on local students and children was discussed, in addition to already incorporating youth into each event; incorporating youth dance from “Thriller” into the October event was discussed*
  - *In order to advance the program, the committee discussed Event Captains from the committee to be identified in addition, each committee will solicit 2 volunteers to assist with the events and a general call for volunteers; the possibility of having some overlapping efforts such as one poster designer, a single contact for restaurants, etc. was discussed*
  - *The group discussed scaling back the event schedule for the first year to establish the program and agreed that a quarterly program and/or interspersed with simple studio tours*
  - *Ashley pointed out 7 studio tours in the proposal now and the committee could change Feb 15<sup>th</sup> to simple studio tour, and make the August 21<sup>st</sup> event a studio tour and alley art tour.*
  - *The committee decided to review the Moonwalk Studio Tour Plan and proposal and discuss further at the next meeting.*
- b) *Update on Fundraising Event for District – Ashley King and Stephanie Rogers*  
*This discussion was postponed to May 9<sup>th</sup> from 10:00 a.m*
- c) *Update on brochure – Jen Coates*  
*Jen reported the brochure is planned to be completed in the next couple of weeks.*

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

- a) *Review District Certification Application*

*Jen provided the committee with a draft of the CCI certification application documents and the committee discussed edits. The following documents were reviewed: Guidelines, Final Report Form, 400 work summary (Jen will ask Paula if she is interested in writing), the Strategic Plan, Certification Checklist, Budget (Jen will draft for review), governance list and visual support.*

*Stephanie will solicit in-kind hours from Dennis Lankes. Jan will solicit in-kind donations from Café a la Mode. Jen will update final submission for distribution.*

**5) District Happenings/ New Business**

- a) Updates from CCI – Jen Coates

*This agenda item was deferred.*

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

*The committee agreed to meet on May 9<sup>th</sup> – 10:00 a.m. – noon in Town Hall.*

- 1) *Continue Discussion of Moonwalk Events*
- 2) *Annual Fundraising Event*
- 3) *Work on proposed 2013 and 2014 budgets*
  - 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*
- 4) *District Certification Application Review*

**7) Adjourn**

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



**RIDGWAY**

**MOON WALK**

**MONTHLY ART OUTINGS AT THE FULL MOON**

**SUNDAY, JUNE 23**

Open Artist Studio Tour

**MONDAY, JULY 22**

Open Artist Studio Tour

**WEDNESDAY, AUGUST 21**

Alley Art Tour & Poetry in the Park

**Thursday, September 19**

Farm Bike Tour (or car)

**Saturday, October 19**

Starry Night & Lantern Parade

**Sunday, November 17**

Ridgway's Best Kept Secrets Downtown

**Tuesday, December 17**

Open Artist Studio Tour

**Thursday, January 16**

Ridgway's Best Kept Secrets: Riverpark

**Saturday, February 15**

OCAA Indoor Art Market at the Sherb

**Sunday, March 16**

Themed Community Open Art Exhibit

**Tuesday, April 15**

Open Art Retailers Tour

**Wednesday, May 14**

Open Artist Studio Tour



## Jennifer Coates

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**From:** Ashley King <ashley@weehawkenarts.org>  
**Sent:** Tuesday, April 30, 2013 7:52 AM  
**To:** Jennifer Coates; Stephanie Rogers  
**Subject:** Fundraising Campaign Notes

### RCD \$10,000 Fundraising Campaign

Goal on Total Revenue: \$11,500 (maybe get a small grant to help with marketing? Or, just have the actual goal of 155 people at \$100)

Expenses: \$1,500 on marketing/advertising this campaign (posters, ads, postcards, invites to ball)

= \$10,000 profit

**Immediate Need:** Cultivate marketing partners for the campaign (Plaindealer, Watch, KVNF, Red Mtn Radio, KURA, KOTO) and make sure we can get a special rate for this project.

**Immediate Need:** Develop PR/Marketing Campaign with End Date. Get a few clever people to help on this meeting such as Scranton, Samantha Wright, etc in order to really identify points of the campaign (ex: press releases, poster and postcard launches, news ad launches, invite launch)

Use Boettcher Funds as “matching” incentive

**Immediate Need:** Get great photographer to help with catchy “ads” featuring locals

Ashley can design postcards and ads if needed

#### Possible Elements of the Campaign:

Not at all Ball Event as Culminating Event (mail campaign)

Prior to “event”, market: 100 people at \$100

Or, 100 x 100 = \$20,000 (matching grant tie-in)

Prior to the Mailing for “event”, Series of catchy ads, guerilla postcards and posters that feature “famous” locals doing nothing

- John Clark in a foamy bubble bath “I’m Currently Supporting the RCD”
- Someone (or a couple) dressed in sweats, lounging on a couch with snacks and popcorn: “We’re helping the RCD by staying home”
- Someone on a mountain top (clearly not at a fundraiser) saying, “I’m helping the RCD”
- Bob and Donna Greene in a gown and tux walking Mokie on a trail somewhere (clearly not at a ball)
- Lupita and a bunch of ladies playing poker around a kitchen table, laughing “We’re enjoying the Ball”

***At this point in time, we suggest nothing elaborate as far as an event is concerned since we are already committing ourselves to 12 events. Essentially, we are suggesting a simple marketing campaign with an “end of campaign ask” (not at all ball).***

