



Ridgway Creative District (RCD) Meeting Agenda
Ridgway Town Hall: 201 North Railroad Street
May 23rd, 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 9th, 2013

3) Continue Discussion of Moonwalk Events *-60 minutes*

- a) *Response to Press Release and assignment of locations and artists to Studio Tours*
- b) *Identify Project Captains and Role of CD/ED coordinator and task assignments for follow up*
- c) *Volunteer Recruiting*
- d) *Draft budget (estimated revenues and expenditures)*
- e) *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 24th *-10 minutes*

- a) *Review District Certification Application*

7) Old/ New Business *-5 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) *Update on Webinar – May 16th at noon: Creating a Roadmap – Strategies for success*

8) Next RCD Meeting Date, Time and Focus

9) Adjourn



Ridgway Creative District (RCD) Meeting Minutes
Ridgway Town Hall: 201 North Railroad Street
May 9th, 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

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

2) Approval of Meeting Minutes from May 2nd, 2013

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

3) Continue Discussion of Moonwalk Events

a) *Identify Scope: Studio Tours and Special Events (monthly, quarterly, combo, etc.)*

The committee agreed on the following Moonwalk plan for 2013-2014:

Time:

Winter Months (Oct-Mar)– 5:00 – 7:00 p.m.

Summer Months (Apr – Sept) – 6:00 – 8:00 p.m.

June 23 – Studio Tour: River Park Industrial

Captains: Jan Kubek, Kathy Wortman, MSCD Coordinator

Studios: Coffee, Landscape, DCI, WCA

July 22 – Studio Tour: HB District/GC Core

August 21 – Studio Tour (Alley Art) Jan will follow up with Michael and Lucy

Sept 19 – Studio Tour (Bike Tour)

Oct 19 – Starry Night and Lantern Parade

Captains: Entire Committee

Nov 17 – Studio Tour (Best Kept Secrets)

Dec 17 – Studio Tour

Jan 16 – Studio Tour (Best Kept Secrets)

Feb 15 – Studio Tour (link to OCAA Indoor Art Market at the Sherbino)

Mar 16 –Themed Community Open Art Exhibit (Sherbino/Indep)

Captains: Entire Committee

April 15 – Studio Tour

May 14 –Studio Tour

General Ideas discussed:

Unique event each month

Press release on these events – call for hosts or participants – contact list; Jen and Ashley will do press release for Moonwalk Event participation

-contact Ashley 970.708.3855

Poster on the Town website

Ideas for Studio Tours:

1. Alley Art
2. River Park (residential)
3. River Park (industrial)
4. East of Hwy 550/ Vista Terrace
5. Farm pod (CR 23)
6. Historic Business District/ General Commercial core
7. Historic Residential District (south)
8. Historic Residential District (north)
9. Solar Ranches
10. Restaurant Tour

Overall budget for monthly events:

Ashley shared that Weehawken spends about \$100 per studio event.

Expenditures:

Ideas for promoting the event - Posters/fliers, advertising (buy series of ads), food/snacks, website, CCI and MS portals (free), banner advertising, farmer's market, "moonwalk tonight" on Town Hall/Comm Center sign in Hartwell Park, radio advertising and online calendars (PSA) etc. The committee will brainstorm and finalize additional ideas.

\$250 per studio event x 10 = \$2,500

\$1,000 per special event x 2 = \$1,000

\$500 promotional item for 2013 events = \$500

Total Budgeted Expenditures: \$4,000

Revenues:

*Ideas for promoting the event - locally crafted donation box
Estimated at \$50 per event for a total of \$600*

Poster advertising:

Ashley's will work with Bryce Chismire's graphics and the draft Moonwalk poster will be used for announcing the overall Moonwalk Program and events.

4) Update on Fundraising Event for District – Ashley King and Stephanie Rogers

Ashley asked about connections from the committee on a photographer for the event. The group discussed options for the photos including some stylization of photos for comedy and appeal.

The committee decided to discuss this event in detail at the next meeting.

5) Review Budget for 2013 and 2014

- 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 24th

- a) *Review District Certification Application*

Jen reported that CCI is coming to Ridgway on Wednesday, May 16th for a district tour and interviews. The group agreed to have a sidewalk chalking event in Town Park from Town Hall to the Post Office and offer a \$25 gift card.

7) Old/ New Business

- a) *Update on brochure and ESRI online story mapping*
- b) *Committee Membership*
The group discussed key stakeholders as additional members on the committee, such as District Creative businesses, website management, marketing, etc.
- c) *North Fork Valley Convening and DCI Conference – Sept 10-11*
Jen shared that the committee may want to think about attending this event in the fall.

8) Next RCD Meeting Date, Time and Focus

May 16th – the committee is invited to meet Maryo and Margaret at 9:00 am.
May 23rd – 10:00 a.m. – noon; Focus: Moonwalk series, Annual Fundraiser, District Certification process, budget

9) Adjourn

The meeting adjourned at 12:05 p.m.