



**Ridgway Creative District (RCD) Meeting Agenda**  
**Ridgway Town Hall: 201 North Railroad Street**  
*May 30<sup>th</sup>, 2013*  
**10:00 am - 12:00 pm**



**1) Call to Order**

**2) Approval of Meeting Minutes from May 9<sup>th</sup>, 2013 and May 23<sup>rd</sup>, 2013**

**3) Continue Discussion of Moonwalk Events**

*-110 minutes*

a) *Response to Press Release and assignment of locations and artists to Studio Tours*

b) *Discussion of previous meeting dates, locations and assignments:*

*June 23 – Studio Tour: River Park Industrial \* (possibly change to June 22)  
Captains: Jan Kubek, Kathy Wortman*

*July 22 – Studio Tour: HB District/General Commercial Core  
Captains: Jen Coates and John Clark*

*August 21 – Studio Tour (Bike Tour: Town down CR 23)  
Captains: Stephanie Rogers and Paula James  
Studios: Community Garden on Laura, Shining Mountain, Dahlstein, Shining  
Mountain Herbs, Antonio Marra and Denise Gendreau, Hackett*

*Sept 19 – Studio Tour (east of Highway 550 and Vista Terrace)  
Captains: Joan Chismire and Ann Cheeks*

***Oct 19 – Starry Night and Lantern Parade***  
*Captains: Entire Committee, Ashley King and Ann Cheeks*

*Nov 17 – Studio Tour (Alley Art, Alley Poems and PARC with home base at Re-Source)  
Captains: Kathy Wortman and Diedra Silbert*

*Dec 17 – Studio Tour (Culinary Delights: Restaurant Tour)  
Captains: Jan Kubek and Kathy Wortman*

*Jan 16 – Studio Tour (Historic Residential District south, including Cottonwood Subdiv)  
Captains: John Clark and Jen Coates*

*Feb 15 – Studio Tour (link to OCAA Indoor Art Market: Historic Residential District (north)  
Captains: Ashley King and Rick Bickhart*

***Mar 16 – Themed Community Open Art Exhibit (Sherbino/Indep)***  
*Captains: Entire Committee, Diedra Silbert and Ann Cheeks*

*April 15 – Studio Tour (River Park: residential)  
Captains: Stephanie Rogers and Kellie Day*

*May 14 – Studio Tour (Solar Ranches and Le Ranch)  
Captains: Paula James and Joan Chismire*

c) *Identify Project Tasks and assignments for follow up, including tasks for all events as well as individual events*

- i. *Update on June Event*
  - i. *Final Date*
  - ii. *# of Participants*
  - iii. *Tasks needed*
- ii. *Donation Box*
- iii. *Map and Guide*
- iv. *Posters, Flyers and Banner*
- v. *Other Advertising and Promotions Efforts*
- vi. *Percentage of Sales Donation to RCD*
- vii. *"Studio Tour Guidelines"/ Info sheet for artists to distribute prior to each event*
- viii. *Volunteers and Assignments*
- ix. *Outreach by Captains to other Creatives for Participation (Captains will contact creative industries in their section of Town identified above to initiate assigned events)*
- x. *Other...*

**4) Old/ New Business**

*-10 minutes*

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

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

**6) Adjourn**



**Ridgway Creative District (RCD) Meeting Minutes**  
**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**

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

**2) Approval of Meeting Minutes from May 2<sup>nd</sup>, 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 24<sup>th</sup>**

- a) *Review District Certification Application*

*Jen reported that CCI is coming to Ridgway on Wednesday, May 16<sup>th</sup> 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 16<sup>th</sup> – the committee is invited to meet Maryo and Margaret at 9:00 am.*  
*May 23<sup>rd</sup> – 10:00 a.m. – noon; Focus: Moonwalk series, Annual Fundraiser, District Certification process, budget*

**9) Adjourn**

*The meeting adjourned at 12:05 p.m.*



**Ridgway Creative District (RCD) Meeting Minutes**  
**Ridgway Town Hall: 201 North Railroad Street**  
**May 23<sup>rd</sup>, 2013**  
**10:00 am – 12:00 pm**



**Committee Members Present:** John Clark, Kathy Wortman, Joan Chismire

**Committee Members Absent:** Jan Kubek, Paula James, Stephanie Rogers, Ashley King

**Public Present:** Rick Bickhart and Ann Cheeks

**Town Staff Present:** Diedra Silbert and Jen Coates

**1) Call to Order**

*The meeting was called to order at 10:05. All present introduced themselves.*

**2) Approval of Meeting Minutes from May 9<sup>th</sup>, 2013**

*The approval of the meeting minutes was deferred to the next meeting due to lack of quorum of those present at the May 9<sup>th</sup> meeting.*

**3) Sidewalk Chalk Event**

*The committee discussed a winner for the chalk event and voted on the best artwork. It was agreed that #13 and #19 tied and both would be awarded a \$20 itunes gift card.*

**4) Continue Discussion of Moonwalk Events**

*-60 minutes*

*The committee reviewed the press release from Jen. Jen will send an email to Kathy and Jan with email contact information to reach out to the creative industries in the industrial park for the June Moon Walk Event. Jen will follow up with Ashley on poster and banner for June event and more.*

*The committee discussed outreach efforts and on proposal was to purchase balloons with the RCD logo and a helium tank for advertising events. The group was reminded that Weehawken has a helium tank they could rent. Kathy will explore pricing and get a cost to Jen.*

*Joan requested the September event for plein air artists in Vista Terrace. Kathy shared that PARC is planning an annual event for plein air in the Dennis Weaver Memorial Park this year and will bring more detail to the committee later.*

**a) Response to Press Release and assignment of locations and artists to Studio Tours**

*There has not been enough time to have a response to the press release issued this week. The committee made the following decisions with regard to event locations, dates and Captains for each event:*

*June 23 – Studio Tour: River Park Industrial  
Captains: Jan Kubek, Kathy Wortman*

*July 22 – Studio Tour: HB District/General Commercial Core  
Captains: Jen Coates and John Clark*

*August 21 – Studio Tour (Bike Tour: Town down CR 23)  
Captains: Stephanie Rogers and Paula James  
Studios: Community Garden on Laura, Shining Mountain, Dahlstein, Shining Mountain Herbs, Antonio Marra and Denise Gendreau, Hackett*

*Sept 19 – Studio Tour (east of Highway 550 and Vista Terrace)*

*Captains: Joan Chismire and Ann Cheeks*

**Oct 19 – Starry Night and Lantern Parade**

*Captains: Entire Committee, Ashley King and Ann Cheeks*

*Nov 17 – Studio Tour (Alley Art, Alley Poems and PARC with home base at Re-Source)*

*Captains: Kathy Wortman and Diedra Silbert*

*Dec 17 – Studio Tour (Culinary Delights: Restaurant Tour)*

*Captains: Jan Kubek and Kathy Wortman*

*Jan 16 – Studio Tour (Historic Residential District south, including Cottonwood Subdiv)*

*Captains: John Clark and Jen Coates*

*Feb 15 – Studio Tour (link to OCAA Indoor Art Market: Historic Residential District (north))*

*Captains: Ashley King and Rick Bickhart*

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

*Captains: Entire Committee, Diedra Silbert and Ann Cheeks*

*April 15 – Studio Tour (River Park: residential)*

*Captains: Stephanie Rogers and Kellie Day*

*May 14 – Studio Tour (Solar Ranches and Le Ranch)*

*Captains: Paula James and Joan Chismire*

b) *Identify Project Captains and Role of CD/ED coordinator and task assignments for follow up*

*Captains are identified above. Kathy will follow up with the creation of a donation box for the District. Ann mentioned having artists provide a percentage of sales to the District to help encourage sales and create an offset to the District for the event cost. The Committee discussed determining this on a case by case basis. Rick and Ann will explore this as an option and bring some thoughts and ideas back to the committee.*

*The Committee identified the following needs and task assignments:*

*Map and guide for each tour – Jen and Ashley and/or Rick; The committee leads will provide Jen with a list of participants*

*“Studio Tour Guidelines”/ Info sheet for artists to distribute prior to each event – Jan and Kathy will do the initial pass*

*Poster / Flyers – Rick and/or Ashley*

*Volunteer needs – hanging posters/flyers; larger events; balloons, clean up; sign in / greeter;*

*Outreach – committee members reach out to all artists and agree on dates assigned and report back to the committee next week.*

c) *Volunteer Recruiting*

*The committee discussed the volunteer needs for the Moon Walk events, with the greatest need being volunteers for the larger events (starry night parade and themed exhibit). Other needs are identified above.*

- d) *Draft budget (estimated revenues and expenditures)*  
*The committee reviewed and agreed upon the draft budget with some minor amendments.*
- e) *Other...*

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

*The group briefly discussed the annual fundraising event, which was agreed upon to be discussed in detail at a later meeting once the Moonwalk Series is more developed. There was also discussion of a ski chair fundraising event and purchasing ski chairs from Recla Metals. The group agreed to have the discussion of a ski chair fundraising event at the next meeting. Joan expressed an urgency to purchase the chairs now at an agreed upon discounted rate from Recla.*

**6) 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*

*The committee agreed upon the draft budget presented with some minor amendments. Jen reported that administrative staff time will be added to the budget.*

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

- a) *Review District Certification Application*  
*This agenda item was not discussed. Jen reported the application is largely completed and the committee's prior recommendations included in the application. It will be submitted to CCI on Friday.*

**8) Old/ New Business** -5 minutes

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

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

*The committee set the next meeting date for next Thursday, May 30<sup>th</sup> at 10 a.m. – noon.*

**10)Adjourn**

*The meeting adjourned at 12:05 p.m.*