



# Ridgway Creative District Creative Advocacy Team • (RCD CAT)

## Meeting Notes



Ridgway Town Hall: 201 North Railroad Street  
February 19, 2019

**C.A.T. Members in attendance:** Betsy Baier, Joan Chismire, Brenda Ratcliff, Ninah Hunter, Amanda Gabrielson (via teleconference); Staff: Diedra Silbert, Karen Christian (notes)

- 1) **Call to Order** - @ 12:09 p.m. by Brenda, who chaired the meeting for Betsy.
- 2) **Agenda Review** (additions or deletions) – Discussion regarding a proposal from Voyager is added to item 6.
- 3) **For the Good of the Group** – Diedra and Betsy shared some information received at Christi Strickland’s recent workshop entitled *The Magic of Groups*. Christi noted the following tips to inspire groups and the individuals in them: a.) Support the setting to create a synergy (i.e. setting out flowers, lighting a candle, etc.), b.) Shift your own being/take care of your own wellness before entering the setting, c.) Ask yourself “I wonder what would be possible if the difficulties were shifted into new ideas and better ways of working together.” (Honor the challenge and accept it with curiosity).  
Diedra also read a poem entitled *Beginners* that Christi shared and commented that Christi will distribute a monthly newsletter. Betsy or Diedra will forward Christi’s email tips to the Team.
- 4) **Membership**  
Diedra asked if anyone had contacted possible graphic designers to sit on the C.A.T. The CATs agreed that a graphic designer sitting on the C.A.T. is desired over outsourcing projects to a local company. Be on the lookout for someone.

Amanda was about to have more than three meeting absences, and the rules for membership were addressed. Amanda explained she is out of town longer than anticipated due to job requirements and noted her desire to continue with the C.A.T. She and Diedra had discussed attending the meetings via teleconference when out of town and posed this resolution to the Team. The Team agreed they appreciate Amanda’s input and background and that her attendance via teleconference will be acceptable.

Diedra reminded the Group that the C.A.T. should have eleven members, and currently there are only nine. She asked everyone to be mindful of promoting CAT and to seek out additional members.

### 5) Old Business

- a) Approval of 1/22 Meeting Minutes\* - approved via consensus
- b) Film Festival Structure\* - Jim Courson, RCD Film Fest subgroup leader, attended the meeting to maintain an open dialogue between CAT and the Film Fest volunteer subgroup. The Team agreed on the following points:
  - A CAT subgroup for Film Fest is needed (and has done the work to put on the Fest for several years)
  - Film Fest should focus on local and regional filmmakers, with a few international filmmakers
  - Joan and Amanda will be CAT’s co-liaisons for the Film Fest subgroup
  - An event agreement must be drafted with the Sherbino, including some type of Sherbino cost reimbursement
  - The co-liaisons will keep the Team apprised of Film Fest progress

- Try to incorporate area schools' student participation (*CMU-Grand Junction had been previously involved*)
  - Keep the momentum going for two film fest nights
- c) Organizational Participation on C.A.T.\* - The discussion centered on how other organizations participate with CAT, how CAT wants to be linked to those organizations, and what the role of the group's representative might be (voting member or meeting visitor). Organizations need to know and understand what CAT offers, and this needs to be clearly defined and communicated. The Team noted that CAT collaborates with other organizations in the community to educate, promote and network events, provides a link to the State, and assists in keeping Ridgway creative. There was discussion as to whether liaisons from specific organizations should be invited monthly, quarterly, or annually to provide updates about what they are doing; or if they should regularly attend CAT meetings. The Team agreed that there will be different ways to interact with each organization and an open dialogue with specific organizations will reveal what is needed. One option would be to assign CAT liaisons to specific groups and have that person reach out to the organization about what CAT has to offer. The organization's requests or concerns would also flow through the liaison. Another option is to cultivate the existing dialogue with organizations that have a core relationship with CAT such as Weehawken, Sherbino, Ridgway Library, Ouray County Arts Association, Ranch History Museum, Railroad Museum and the Wright Opera House before focusing on others. Betsy will organize a list of the local organizations, categorizing them by levels of participation, "awareness" or relationship to CAT. Sue and Diedra are drafting a document that explains what CAT can offer to collaborators of the RCD.
- d) Old West Fest "Art Exhibit" Update - Brenda updated the CATs on the art exhibit plans at the Treehouse. Amulet Arts may be open to an exhibit as well. Paula may update the Team about the exhibit details at the next meeting. Brenda proposed 12:00pm-5:00pm for the Treehouse, instead of all day, because the exhibiting artists will need to manage it while the display is open. A call to artists is scheduled to occur in March and needs to be developed. Paula might also provide an update about wandering musicians, and a call to musicians will need to be coordinated as well. (*These calls to Creatives might be coordinated with the call for First Friday Creatives also.*)
- e) C.A.T. Procedures and Guidelines - tabled to next meeting
- f) Salida Convening and Summit Attendees - (Event Date is May 15-17) Approved by consensus: \$1,000 in the RCD budget for Workshops will be used to send Ninah, Betsy, Diedra, John Clark, and Julia to the convening. Ninah, John Clark, Julia, Diedra, Diane and Paula will attend the CCI Summit. Funds not expended for the National Main Street Conference, attended by Diedra and Ninah, through the Colorado Main Street Scholarship could be utilized to cover additional costs for the Summit.
- Joan inquired about setting up a table at the event to promote the Creative District and the town, utilizing the new local brochure. There were mixed opinions about if providing the information at the convening or summit is pertinent.
- g) C.A.T.s and Upcoming Community Events\* - The Team agreed that the events section on page 2 of the agenda can be omitted. The time required to put the events section together outweighs the value of the information for CATs, and it is not being used as originally intended. Members are encouraged to use the Alpenglow website as a central location to view local events.

Brenda and Betsy are working on a professional name tag and design for the CATs to don at local events.

h) Parking Lot Process\* - Karen initiated the parking lot because she hears many good ideas at the meetings that fall through the cracks due to time, funds, etc. The initial intent was for it to be a treasure chest of ideas to draw from when the timing is right. However, the parking lot has morphed into a way to follow up on unfinished agenda items as well. As such the group agreed to review the Parking Lot quarterly to update it and ensure that everyone is in agreement about its content.

## 6) New Business

Alpenglow Insert and Representative - The Alpenglow Arts Alliance consists of representatives from its member organizations. They discuss collaborative event promotions and explain what is happening within their specific organizations. Recent meeting discussions have focused on the Ouray County *Plaindealer* newspaper insert scheduled to be published on May 23. The insert will be 4 or more pages highlighting the Alpenglow Alliance and its members. Organizations affiliated with Alpenglow can promote themselves in the insert for a fee. Diedra asked the Group if they would like to have RCD featured in the insert as a way to educate people about what RCD/CAT does and provides. Alpenglow will receive additional inserts that will be shared amongst Alpenglow members for use beyond the May issue. Tentatively the four page insert will cost \$475. The cost will be shared by participating organizations. (There may be as many as 8 organizations participating.) Commitments (space and payment) must be made by April 1, content by mid-April and the content must be finalized by May 15. The Team wanted to know what the final costs would be before determining participation, but there was definite interest.

Diedra asked if anyone in the group is interested in acting as the CAT liaison to Alpenglow. Brenda said she might fill this role if needed, and Sue may also be interested.

Proposal from Voyager - Diedra reported that the Voyager Youth Program is interested in their kids creating an outdoor mural in association with an artist affiliated with an organization linked to Voyager called the Rise Above Campaign. The Campaign is about engaging kids in positive activities. [Diedra suggested Voyager and Rise Above respond to the Space to Create mural call for artists, when it's published, but that didn't work for them.] She advised Voyager that RCD may be interested in partnering with them on a mural in future years, and Voyager will follow through with this concept.

7) **Next RCD C.A.T. Meeting** - Tuesday, March 19<sup>th</sup>, 3:00pm - 5:00pm

8) **Announcements** - There were none

## 9) Reflection on Meeting, Tasks, and Next Agenda

- CAT Procedures and Guidelines
- Organizational Collaboration Structure
- CCI Grant - Brenda reported the grant is being written. The grant budget will utilize the full \$20,000 for just the artwork and the event costs, without the other ideas discussed by the CAT. If a mural proposal is selected, the money will likely only cover the first floor of the mural this year. The second and third floors of that mural could potentially be added in future years. The artist mailboxes project could possibly be integrated into the Ridgway Chamber's gateway planning project. There will be a call to artists this spring and the event and unveiling in August for the outdoor artwork. Joan recommended using CAFÉ for the call to artists. Diedra noted there are costs involved with that.

## **11) Adjourn - @2p.m.**

Respectfully submitted,

Karen Christian  
Deputy Clerk

### PARKING LOT

1. Activating Spaces in the Community (outside eyes tour")
2. Adding existing public art placements into the local Creative Corridor brochure/map
3. Bear paw representation to honor native heritage
4. Healing Arts MoonWalk
5. Outdoor murals
6. Story Plaques