



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



## **Meeting Minutes**

Ridgway Town Hall: 201 North Railroad Street

**March 19<sup>th</sup>, 2019**

3:00 – 5:00 pm

**C.A.T. Members:** Betsy Baier, Joan Chismire, Brenda Ratcliff, Julia Reid, Ninah Hunter, Paula Marlatt, Sue Lake, Amanda Gabrielson, Diane Thompson; **Staff:** Diedra Silbert, Karen Christian (notes)

1) **Call to Order** - @3:08 p.m.

2) **Agenda Review** (additions or deletions) – Creative Corridor Local Brochure discussion was added to agenda item 4 (a), and “Calls “ was added to 4(c)

3) **Old Business**

a) Approval of 2/19 Meeting Minutes\* - Brenda updated the C.A.T.s on the time for the Old West Fest Art Exhibit, to be from 11:00 am - 4:00 pm at the Tree House because it changed from what was proposed at the February meeting. The minutes were approved via consensus.

b) Film Festival Questions (budget request, theme)\* - Diedra sent an email to the C.A.T.s dated March 15 outlining the Film Fest sub-committee’s budget request. The request included \$100 for social media ad boosting, \$300 for awards, \$400 for graphic design services, plus a possible networking event and outsourced printing (printing that cannot be done on the Town Hall copier). Diedra reminded everyone the total RCD budget is \$2,000 for all events. The group discussed ideas for what might be needed for First Friday events and the October exhibit. They approved via consensus \$600 for Film Fest costs, not to be used toward graphic design.

Diedra said the sub-committee would like a “logo design.” Joan explained the committee discussed modifying Rick’s flyer design from last year or outsourcing it to someone else. The Team agreed the event branding should stay consistent each year so that the public can easily identify it, and the design Rick did should be used to minimize graphic design costs.

Joan and Diedra reported the sub-committee doesn’t want a specific theme for Film Fest this year. There will be youth, professional, and adult categories requiring short films of 20 minutes or less, judged on subject matter and creativity. Films will be accepted from Colorado artists and some international artists. The C.A.T. supported this.

c) Alpenglow Insert (size, budget)\* - Sue reported the purpose of the May 23<sup>rd</sup> ad in the *Plaindealer* is to educate the public about Alpenglow and what its member organizations are doing. The cost to run a ¼ page ad (500 words) is \$63, a ½ page ad (1000 words) is \$93. Participation in the joint ad with the Alpenglow Art Alliance is \$30. The cost to run the ¼ and ½ pages ad are inclusive of the cost to also run a joint ad, and the cost does not additional logos or images beyond that space. The Team agreed to run a 1/2 page ad.

d) Organizational Collaboration and Participation on C.A.T.\* - Diedra and Sue developed the RCD Relationships document and emailed it to the C.A.T.s prior to the meeting. They explained the practical use of the document. Charging membership fees was discussed, but the group decided it was not in the best interest of C.A.T. at this time. Sue and Diedra will research fees charged by Creative Districts that are not nonprofit and report back to the group in a later meeting.

e) Ridgway Old West Fest Update – Paula reported the festival will be over two days and that the RCD will do a local call to artists for western art and a call for wandering musicians. She proposed a \$25 entry fee for artists to enter two art pieces. She also proposed that the \$500 budgeted for the event include an artists’ choice award and a people’s choice award; each receiving \$150. In addition to the cash prizes, the displayed art will be for sale at the Tree

House. After discussion it was agreed the artists should be responsible for monitoring their pieces at the Tree House while on display from 11:00am-4:00pm. Paula suggested that the entry fee money could be used to pay the wandering musicians, or pay them a \$25-\$50 stipend from the \$500 budget. (The concept for wandering musicians is still open for discussion.) There was discussion about a Native American speaker to accompany the flute circle, and the Team agreed to advocate for the speaker in some fashion thru the Old West Fest Committee via \$150 donation toward the speaker or by some other way to advocate that piece. Paula will work with Diedra to develop an itemized list for the \$500 budget.

**f) C.A.T. Procedures and Guidelines** – Diedra emailed the RCD C.A.T. Guidelines Draft to the group prior to the meeting. The draft outlined guidelines for project planning, Tree House Studio use, meeting attendance, expending RCD funds, and promotional materials. Brenda reviewed the document with the group and said she, Betsy, and Diedra make an effort to send out documents with the agenda to be reviewed prior to the meeting in order to condense discussion for better time management in the meetings. Brenda encouraged everyone to submit their comments for changes in writing to make it easier to edit the document. She presented a commemorative book containing information about artists' showings at the Tree House Studio and discussed the Treehouse Studio protocol. Brenda noted a tax form (1099) and liability waiver form will be inserted into item 3 of the Tree House Studio Use section. An updated document will be sent out prior to the next meeting with recommended changes for review. The proposed draft as discussed was adopted via consensus.

**g) CCI Grant Application and Next Steps** – Diedra announced the grant was awarded, and the art unveiling for the \$20k project is tentatively set for August 25 which will include a community pot luck and Meet and Greet.

**h) Name Tag Design** – Brenda presented a couple of renditions for the name tags, using first names only, and a business card design on the back. The C.A.T.s made their selections on the proof sheet and returned it to Brenda to coordinate for the order.

**i) Treehouse Studio Plan** – Brenda explained Betsy, Julia, Diedra and herself met with the studio owner, Sue Gustafson to discuss logistics, and the pros and cons of past events. Sue was pleased with last year's outcome and agreed with the events scheduled for this year.

#### **4) New Business**

**a) Creative Corridor Local Brochure** – Brenda presented the 2019 "Creativity and Entrepreneurship in Ridgway" brochure and said only corrections and deletions can be added at this point in the production. The brochure contains information about people/businesses that responded to the request for their info. She encouraged the team to share the brochure with their contacts but not to make any promises about additions to it. Anyone who missed the opportunity to be included should be referred to her or Diedra for a future revision.

**b) Meeting Suggestions from Brenda** – Brenda wants to encourage more interaction with all C.A.T.s in the meetings. She suggested collecting information about C.A.T.'s volunteer activities or attendance at community events as a way to enliven discussion, encourage C.A.T. community involvement, and bring awareness about how C.A.T.s are interacting with the community. Brenda took a tally for the past month and will continue to tally the events attended at each meeting, reporting the data to C.A.T. the following month. She noted sub-committee reporting also encourages more discussion from all members. Brenda reminded everyone of the C.A.T.'s purposes ("who we are"): 1.collaborates with organizations in the community, 2.Educates the community, 3. Promotes and networks events, 4. Provides a link to the State, 5. Assists in keeping Ridgway creative. Brenda has worked on language to explain the RCD purpose, to be printed on the back of C.A.T. business cards. She reminded the Team that being seen in the community at events and making yourself known at the event brings awareness about RCD and the C.A.T. Brenda encouraged everyone to be aware of new Creatives in town and invite them to events, get to know them or invite them to a C.A.T.



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meeting. There was discussion of having C.A.T. members take on a liaison role with other organizations or individuals. A practice session is planned via a field trip to the Ouray County Ranch History Museum. Joan will assume the role of Partner so that the group can practice being in the liaison role. Betsy suggested each C.A.T. pick a liaison group/person by the next meeting.

**c) Calls to Artists** – Diedra explained that when a call goes out the details must be clear, there must be plan of where to promote it, what type of media will be used to promote the call, and who the target audience is. All calls must be coordinated through Diedra. Diedra has a basic list of where calls are promoted, but it depends on what the call is for. Calls help the RCD make the process transparent and fair, as well as getting the word out about opportunities.

**5) Next RCD C.A.T. Meeting** – *Tuesday, April 16<sup>th</sup>, 3:00 – 5:00p*

**6) Announcements** - Paula said an art show opening is scheduled in Glenwood Springs on May 17 including a few Ridgway artists selected for the show (which Carbondale Creative District organized and we publicized). Julia said a call for Artists is out for the 610 Gallery's open show from April 14-May 29.

**7) Reflection on Meeting, Tasks, and Next Agenda** – not discussed

**10) Adjourn** - @ 5:10 p.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 Moon Walk
5. Outdoor Murals
6. Story Plaques
7. C.A.T. Schwag

**An \* after an item denotes that a decision was anticipated.**