



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

## **Meeting Notes**



*Ridgway Town Hall: 201 North Railroad Street*

**May 21, 2019**

3:00 – 5:00 p.m.

**C.A.T. Members in attendance:** *Joan Chismire, Brenda Ratcliff, Ninah Hunter, Paula Marlatt, Sue Lake, Amanda Gabrielson, Diane Thompson; Staff: Diedra Silbert, Karen Christian (minutes)*

- 1) Call to Order** - Betsy called the meeting to order at 3:15 p.m.
- 2) Agenda Review** (additions or deletions) – Jen Randolph, fellow Ridgway Creative and community member joined the meeting to contemplate joining the group. The Creative Districts Convening and Colorado Creative Industries (CCI) Summit in Salida, that 7 people just returned from, will be reviewed at a special Treehouse meeting in June, date TBD.
- 3) C.A.T. Prowl Review** (events attended) – Brenda tallied 31 local events, including 8 members who were actively involved in some of the events, 50 occurrences of attendance, and 2 members volunteering.
- 4) Approval of 3/19 and 4/16 Minutes** – 3/19 minutes were approved via consensus. The minutes from 4/16 were not ready for review by the time of the meeting.
- 5) Old Business**
  - a) Name Tags and Business Cards – Brenda noted there is no room on the new business cards for name and phone number. She presented a rendition of basic business cards with half the information of the newly printed cards; leaving room to manually write down the CAT members' contact information when involved in the liaison role. Brenda suggested using an Avery label template to create a contact information card. The cards would be printed in small batches as needed by members. There was discussion of costs which were minimal and the CATs approved the additional cards via consensus.
  - b) First Fridays Subcommittee Update - The First Friday events are planned for June 7, July 5, August 2, and September 6. The Plaindealer advertisements will be published on June 6, sometime in July and near the end of August with a cost of \$84 per ad. The Watch advertisements will be published on June 27 and near the end of July with a cost of \$260 per ad. The First Friday generic banner (no dates) is estimated to cost \$100. Diedra reviewed the budget, and a discussion about informing the businesses regarding what RCD is spending on promotions ensued. This will be reviewed again when the 2020 budget is prepared, and there may be a decision for the businesses to assist in First Friday promotion costs. The CATs approved up to \$1,000 in funds to be used toward all 4 First Friday events via consensus.

Brenda noted that businesses will be asked to use some kind of red marker other than the red balloons (though the balloons will not be prohibited) to show their participation on event days. She also noted a Call has been published for the Treehouse (which includes Face Book) and said there is room for one more artist and one more musician in June. Brenda commented that artists, musicians and performers are still needed to activate the core of town. Betsy reminded everyone that the Call deadline for the July, August, and September Treehouse events is June 14.

Betsy passed out a signup sheet listing local poster locations for the CATs to indicate where they will post First Friday flyers. Members were asked to choose 5-6 locations to post.
  - c) Film Festival Subcommittee Update – Amanda and Joan reported a banner (no dates) will be purchased, and \$300 was previously allocated for awards. Diedra noted the Call has been published and distributed. Film entries must be submitted by September 20, and cannot be longer than 20 minutes in length. Discussions have also started with regards to encouraging filmmakers to stay in town during the 2020 event by providing a brunch and networking

opportunities before returning home. Entries will be reviewed earlier than in the past in order to include film information in marketing of the event. An introductory film class for students is still being discussed by the subcommittee to encourage involvement of all ages in the event.

- d) Ridgway Old West Fest Subcommittee Update - Paula said Eve Becker-Doyle has been in contact with the Colorado Film Office people. She had asked about getting a filmmaker to video-record the event, and Brenda suggested using Paul Legrand. Paula and Diedra will work together regarding the Call to Artists for the exhibit. Ninah reported on national and local celebrities that will be part of a panel. One celebrity will provide a concert and the panel will speak of their roles in the filming of the movie *True Grit*, as well as their involvement in the film industry. Ninah also reported that the event has a Face Book page and website listing the events. She explained the Railroad Museum will sponsor "A Gathering of the Geese" which will be a display of 6 original *Gallopig Goose* railroad cars. Rides will be provided and a steam engine may also be on display. Joan reported that Eve is working on a wristband package for consumer convenience at the ticketed events.
- e) CCI Grant Call to Artists/Selection Process - A small group of submittals were received for the Space to Create Artwork Call. Diedra reported that she is unsure how much CCI distributed the Call to Artists statewide. The group hopes this Call can be extended to receive more submittals. Joan commented that the website [americansforthearts.org](http://americansforthearts.org) may be useful to publish a Call to Artists, and Amanda suggested using the *Montrose Daily Press*. Diedra will work with Jen and Pam on next steps for this Request for Proposal - Call to Artists process.
- f) Reusable Bag Design Update - Betsy reported that the public event held to provide information about the plastic bag ordinance was not well attended. Therefore, no new interest in a reusable bag design from businesses or organizations was gathered, though discussion did take place. Diedra reported that the bag design project is tabled temporarily because the CAT schedule is quite full right now. It could be reconsidered later in the year, if a need exists.
- g) Liaisons to Community - Sue, Betsy and Brenda utilized the script for CAT liaisons to organizations and individuals with the Library staff. Betsy explained the script to the Team. Tips were provided to the Team such as: know who the contact person is at the business, always schedule the visits, be educated about the business through discussions with the contact person, encourage the businesses to support each other and routinely check in with the businesses to build a relationship. The Team reviewed the Partners and Friends List to clarify the CAT liaison assignments. CATs should let Diedra know when they want to be added to the agenda to report on their liaison activities. Paula suggested asking the businesses if they would like to display art or need performers at their site as a way to build the connection to RCD. Betsy reminded everyone that Facebook is a good way to advocate for businesses.
- h) Alpenglow Insert Article - Sue reported the insert will be published on May 23 and noted the information in the ad could be helpful in the liaison role. Sue commented that a new creative publication in circulation, the *Silver Stage*, published an article written by Ninah about Ridgway and the RCD.

**6) New Business** - none

**7) Next RCD C.A.T. Meeting** - Tuesday, June 18<sup>th</sup>, 3:00 pm. - 5:00pm (**rescheduled to Tuesday, June 25<sup>th</sup>, 3-5p**)

**8) Announcements** - The CATs received "honorable mention" for costume attire at the Rally in the Alley Event, thanks mostly to Amanda's creative work on CAT hats. The Ranch History Museum has new displays and a gift shop! The new hours of operation are Monday, Wednesday,

Friday, and Saturday (10 am- 4 pm) and Sunday (11am-4pm). The museum will have an open house for Memorial Day weekend.

**9) Reflection on Meeting, Tasks, and Next Agenda** – REFLECTIONS: Amanda said she enjoyed the walk around town. Sue thinks the group has grown to be cohesive!

**10) Announcements** - The June meeting will be condensed in order to participate in a tour at the Ranch History Museum. There may a tour at Billings Artwork in combination with the Treehouse meeting about the Summit. Paula informed everyone that *360 Arts for a Living* assists artists in receiving reimbursements for their art in order to make a living wage. Ninah announced she is working for a local real estate company again!

**11) Adjourn @ 5pm.**

Respectfully Submitted,

Karen Christian

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