



Ridgway Creative District Creative Advocacy Team • (RCD CAT)

Meeting Notes



Ridgway Town Hall: 201 North Railroad Street
July 16, 2019

C.A.T. Members in attendance: Betsy Baier, Joan Chismire, Brenda Ratcliff, Julia Reid, Ninah Hunter, Paula Marlatt, Sue Lake, Diane Thompson, Jen Randolph; Staff: Diedra Silbert, Karen Christian (minutes)

- 1) **C.A.T. Tour of Billings Artworks** - The C.A.T.s congregated at Billings Artworks, 609 Clinton Street, for a tour of the facility, presented by John Billings. The group requested that a thank you note be sent to John.
- 2) **Call to Order** - The CATs re-convened to the Town Hall Community Center to discuss the agenda. The meeting was called to order at 3:54 pm.
- 3) **Agenda Review** (additions or deletions) - none
- 4) **C.A.T. Prowl Review** (events attended) – Brenda reviewed 13 local events. The results of advocacy were: 3 participating, 2 volunteering and 43 attending.
- 5) **Approval of 6/25 Minutes*** - approved via consensus
- 6) **Old Business**
 - a) CCI Grant Opening of Proposals (4:00pm) – The public proposal opening began at 4:02 pm. Diedra explained the formal procedure for Requests for Proposals. Artist Susan Maybach attended. Diedra opened the sealed proposals and announced the proposal, artist, and proposed amount. Jen Randolph recorded the proposals received for the opening.
 - b) First Fridays Review and Update – Betsy felt that attendance was up from the last First Friday event. Sue reported that Ridgway Sports felt the crowd was small, but they still want to support the event. Diedra said the live music and performers add to the ambiance and help to draw passers-by into the event. Diane said there should be some way to draw families, or children in particular, to attend the event. Brenda mentioned that CATs need to be aware that some merchants have paid to have live music at their buildings, and the group discussed issues that have been raised because of this. Betsy asked for new on-duty crews for the August and September First Friday events; Sue, Jen and Paula volunteered for Aug., and Julia can help in Sept. (other members TBD). They will receive an orientation on their responsibilities from Brenda.
 - c) Film Festival Subcommittee Update – Joan reported the subcommittee is considering printing small cards and/or a simplified poster to circulate in the school and elsewhere to advertise the Intro to Film Making class (through Weehawken) and the continuing Call to Filmmakers. Diedra reminded that additional cards/flyers were not a previously budgeted cost, and the committee should review how the budget will cover for these. Brenda will help with the design of the materials.
 - d) Ridgway Old West Fest Subcommittee Update – Brenda said the RCD Call to Artists for the Western Art Show at the Tree House during Old West Fest will go out on July 17. She circulated a list of businesses where flyers can be posted for CATs to claim. Flyers will be placed in the Town Hall Clerk's office so CATs can grab what is needed to post at their convenience. Diedra commented that CATs should also think of businesses or persons not on the circulation list to broaden the reach for the Call to Artist. Paula reported she is still working on getting a Ute speaker for the event. Diedra offered to get Paula Regina Lopez Whiteskunk's contact information as a possible speaker. Joan said the books made for the 50th anniversary of True Grit will arrive on the 18th and will be available at the Ranch History Museum for \$20.
 - e) Liaisons to Community - Betsy thanked Joan for coordinating the Billings Artworks tour and reminded the Team that the advocacy role builds relationships with the partners and

informs partners that they can come to CAT, or CAT will come to them. Betsy asked if members needed assistance with their advocacy roles. Sue commented that Jennifer from Amulet Arts (one of her advocacy partners) has a marketing background and may share her thoughts about how to market CAT/RCD. Brenda reminded everyone that another aspect of the advocacy role is to inform CAT about the partner by having them attend a meeting or learning about the partner by visiting and then sharing with the Team. Sue said she would send the *RCD Relationships* document to the CATs to remind them about what had been agreed to about the advocacy role.

f) *Creative Corridor Planning and Updated Brochure* - Diedra reported that the 2020 Colorado Tourism Office application for a third year of the Colorado Creative Corridor is due by August 16. She said it has not been determined how to measure the impact of the marketing effort locally, though all marketing efforts are tracked for the Corridor. The current updated brochure contains a different group of businesses from each town from the first brochure. Diedra commented that she would welcome any ideas from the CATs about how to measure the success of Corridor efforts locally. She stated that currently the best way to determine the brochure impact is by inventory control (number of brochures distributed in each location vs. number of brochures remaining). She explained that the local funding match for the Corridor last year was shared between the Chamber and Town. Diedra hopes to receive an annual report from the Colorado Creative Corridor people soon. She also asked about the need to reorder the *Creativity and Entrepreneurship in Ridgway, Colorado* brochure.

7) *CCI Summit Report Gathering Date* - Diedra asked everyone to complete the Doodle Poll, so she can schedule a workshop date to report on the Summit.

8) **New Business** - none

9) **Next RCD C.A.T. Meeting** - Tuesday, Aug. 20th, 3:00 - 5:00p

10) **Announcements** -Joan announced that the Ouray County Ranch History Museum will offer a tour of the Uncompahgre River Valley on July 20 from 2-3 pm. Julia said Art Speak is on July 20th at the Library from 2-3pm. Julia also said Flute Circle is July 21 at the Treehouse Studio, from 4-6pm, to include a special flute-playing visitor. Brenda said Sherbino Night Live (SNL) is July 22-24.

11) **Reflection on Meeting, Tasks, and Next Agenda** - Diedra asked the team to reflect on the meeting using one word, and the words were: gratitude, joyful, helper, teamwork, team, creativity, positive, friends, informative, inspiring, and compadres. Betsy said she is pleased with the positive development of the CAT Team; being involved, helping, etc.

12) **Adjourn** - @5:05 pm.

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