



Ridgway Creative District Creative Advocacy Team (RCD C.A.T.) Special 2020 Work Planning Meeting Minutes



Ridgway Town Hall: 201 North Railroad Street

January 7th, 2019

3:00 – 5:00 pm

C.A.T. Members in Attendance: *Betsy Baier, Joan Chismire, Brenda Ratcliff, Ninah Hunter, Sue Lake, Amanda Gabrielson, Diane Thompson; Staff: Diedra Silbert (minutes), Preston Neill*

- 1) **Call to Order** – at 3:05p
- 2) **2020 Budget** – Diedra reviewed the approved RCD budget of \$15,500. The C.A.T. had requested \$15,150 in the fall of 2019. In addition, Diedra noted that \$20,000 for the CCI Project and Technical Assistance grant was budgeted as well, to hopefully be utilized for Heritage Park improvements, and \$5,000 was donated by Tim Schultz to sustain the energy toward Space to Create but included in a different budget line item. The budget, as itemized in the original request, was listed on the 2020 Work Plan working document.
- 3) **2020 Work Planning Topics*** – The group reviewed the working document, which listed Creative Main Street/RCD priorities per the Town’s Master Plan, 2020 Strategic Plan, and C.A.T. items from the Nov. retreat, the parking lot, and the 2019 RCD Work Plan, as they discussed these priority items:
 - a) **Creative Corridor Projects - Brenda, Joan, Amanda, and Ninah** volunteered to work on these projects. **Diedra** will also be involved.
 - i) **Highlighting Creatives on Facebook** – Diedra and Brenda explained that all Corridor towns are putting together photos and blurbs for social media, highlighting their Creative individuals and businesses. The C.A.T. has wanted to do this for a long time, and now the project is upon us. Needed ASAP.
 - ii) **Corridor Video** – Zach Wolfson will be visiting Corridor towns and putting together a video featuring what each creative district hopes to promote. Need to determine our priority messages for this video and potentially have those who want to be featured in it apply for that opportunity.
 - iii) **Brochure Reprint, adding Public Art Locations** – Will be needed later in the year. We currently have box of Corridor brochures (which include Adobe Inn, now closed) and Ridgway Creativity and Entrepreneurship brochures to continue to distribute.
 - b) **RCD Website and Creatives Directory Improvements** – **Brenda, Ninah, and Diedra** will continue to work on this.
 - c) **Events**
 - i) **First Fridays and Businesses** – **Brenda, Betsy, and Sue** will work on First Fridays, and in particular work toward involving businesses and organizations that participated in the past in giving input and taking on some responsibilities for continuing First Fridays. Agreed to separate First Fridays work from whatever may happen with the Treehouse Studio on First Fridays. C.A.T.s want to continue with First Fridays for the third year to see if it really takes off and what level of commitment exists from businesses.
 - ii) **Film Festival** – **Amanda and Joan** plan to continue with this subcommittee. It is unclear at this time which volunteers will be involved and who will lead the subcommittee, but all want to continue with this successful event.
 - iii) **Space to Create Event?** – Diedra explained that this is where the \$5,000 donation applies; hopefully, it will be used for a groundbreaking event in 2020, but the timing is unclear on that. Possibly a different event pre-groundbreaking to sustain the energy. (Amanda Brenda)
 - iv) Added **Ridgway Old West Fest (ROWF)** to the discussion: **Amanda, Ninah, and Joan** plan to be involved with ROWF (though Ninah won’t be able to attend the event). The group was

not so interested in holding another art show during ROWF because of the amount of work required. With three or four C.A.T.s involved, that's a significant time contribution already. Could possibly contribute from RCD budget. Managing an information booth during ROWF was mentioned. Need someone to act as official liaison between C.A.T. and ROWF (has been requested by ROWF already).

- d) **Treehouse Studio** – Evaluation and Planning: Discussion focused on the challenges and amount of time involved to program the Treehouse Studio. Brenda said she wants to work on First Friday coordination but definitely not on Treehouse Studio programming this year. **Diane** volunteered to work on Treehouse Studio programming, but no one else joined her. It was clear that there was less energy for activating the Treehouse Studio this year, so its RCD-related future is uncertain. An idea arose about offering a week-at-a-time exhibit space to Creatives, but this would require coordination for sure. Will need to be discussed with Sue Gustafson, owner. It's also unclear with Julia having moved to Montrose what will happen with the Flute Circle that met at the Treehouse during summer months.
 - e) **Liaisons to Creatives** – Evaluation and Planning: **Sue** will take the lead on this with **Diedra**, but **all** will continue to be involved as liaisons. The group wants more clarification of their continuing roles as liaisons, what to follow through on, what to discuss with their Creatives/businesses/organizations. Need to bring the list of who volunteered to be liaisons with which Creatives for 1/21 meeting.
 - f) **C.A.T. Membership** – **All** are involved in this topic and the group wanted these items to be discussed further at the Feb. meeting. Some of this was discussed at the Nov. retreat but needs additional discussion to cover how the C.A.T. represents the community, the qualities desired for new members, and the “kittens” concept (volunteers who are not C.A.T.s). **Ninah** indicated she would not be running for Town Council in April and plans to travel quite a bit.
 - g) **Workshops for Creatives** – **Betsy and Amanda** volunteered to work on this topic. **Joan** noted that there is more than one organization in our community that might want to benefit from RCD budget support to provide educational workshops for Creatives. Some sort of application process might be a good approach to hear proposals for workshops. **Diedra** reminded the group that providing scholarships to individuals would be less preferred by the Town than supporting the costs of providing a workshop to the community in general since more people would receive benefit from that.
 - h) **Heritage Park** and CCI Grant Application – **Joan and Ninah** will work with **Diedra** on this topic. **Diedra** will send the Town website link for the existing Heritage Park plan to the group which was created with public input last year. In order to receive funding from the CCI Project and Technical Assistance grant, the proposed project, in this case landscaping and irrigation (Phases 1 and 2) for Heritage Park, would need to be a priority on the RCD Work Plan for 2020. The group agreed that having the entrance to our town and creative district (Heritage Park) look better than it does was a high priority, as well as welcoming visitors to Ridgway with information and creativity.
 - i) **Sign for Jimmy Descant Artwork** - The group wants to move the not-so-visible plaques on the artwork to the front and add applicable logos. **Brenda and Joan** want to work on this, and **Brenda** already devised a plan. **Joan** mentioned the ski chair that the Town is storing as a possible “bench” near the Space to Create artwork. It's unclear if it can fit there, and **Diedra** will investigate.
- 4) **Reflection on Meeting, Tasks, Next Agenda, and Parking Lot** -- The outcome of these discussions will guide **Diedra's** writing of the 2020 Work Plan for the RCD, to be on the agenda at the 1/21 meeting for approval.
- 5) **Adjourned** at 5:10p.