



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



## **Meeting Agenda**

Ridgway Town Hall

**April 21<sup>st</sup>, 2020**

**3:00 – 5:00 pm**

**C.A.T. Members:** Betsy Baier, Joan Chismire, Brenda Ratcliff, Amanda Gabrielson, Diane Thompson, Andy Nasisse, Kevin Grambley; **Staff:** Diedra Silbert, Karen Christian (minutes)

- 1) **Call to Order** - Betsy called the meeting to order at 3:01p.
- 2) **Agenda Review** - *addition:* (7b) Colorado Christmas Tree (Joan)
- 3) **C.A.T. Prowl Review** (*C.A.T. community participation*)- Brenda tallied virtual events that occurred in the community over the past month in which CATs participated, attended, or volunteered for, because COVID-19 made in-person involvement impossible. Online participation was considered “attendance.” The group recalled 3 events, and CAT was represented virtually 10 times.
- 4) **Approval of 3/17 Minutes\***-The minutes were approved by consensus with Betsy abstaining.
- 5) **Membership:** *New Council Representative-Kevin Grambley* – The CATs gave a warm welcome to Kevin. Kevin said he is excited to be a member of the Team because he supports the Ridgway arts. Kevin is married to Sherbino and Weehawken Creative Arts Director and past C.A.T. member, Ashley King. As such, he noted that the normal C.A.T. protocols for working professionally with the Sherbino and Weehawken should stay in place, rather than assuming any communication would go through Kevin for Ashley. The Team agreed on this healthy boundary.
- 6) **Old Business**
  - a) *COVID-19 Impacts*
    - i) Overview - Diedra explained the Town’s tax revenue will be reduced due to impacts on the local economy, so proposed expenditures in the Town’s operating budget will be reallocated. This will likely impact the Ridgway Creative District (RCD) budget as well. Currently, all expenditures must be approved by Town Clerk, Pam Kraft, or Town Manager, Preston Neill, prior to procurement.
    - ii) Check-ins - Betsy has noticed a reduction in activity around town but has also noticed the liquor stores appear to be doing well. Diedra observed the same for the marijuana shops. Kevin encouraged spreading the word about local support networks, especially for service workers. Andy said some restaurant websites provide a means for donations. Joan expressed her concern for the impacts on retailers and said she has checked in with a few local retailers to see what assistance could be provided. She also noted Panny’s Pizza is under new ownership. Brenda has been adding local retailers’ Facebook (FB) postings to the RCD FB Page. Diedra added the Ridgway Chamber of Commerce is providing information postings on their website for member and nonmember businesses during this time. Diedra will send Ridgway Chamber resource information to the Team for quick reference. Diedra commented that some businesses and organizations have received relief through assistance funds such as the Payroll Protection Program, and she has not heard of any business closures. The group commented on the creative ways restaurants are seeking customers and giving back to the community. Joan said The George Gardner Scholarship Fund (GGSF) was the recipient of almost \$3k, which was awarded by The Ouray Giving Girls organization. The GGSF Board voted to donate the money to the Ouray County Emergency Response Fund (OCERF). Diedra commented that donations can also be made to the OCERF which is being managed by the Telluride Foundation. Locals can apply for assistance through the OCERF as well. Andy reminded everyone to participate in the nightly *Colorado Eight O’clock Howl*.
    - iii) Survey/Liaisons Idea - Diedra suggested an idea that CATs reach out to the businesses/organizations that they are liaisons for, as a way to learn about their needs and show C.A.T. concern and support. The group wasn’t comfortable with reaching out initially out of concern that they’d be asked questions they couldn’t answer, but Betsy and Brenda proposed

surveying the businesses to help evaluate community needs. Then, liaisons could follow up on the survey. Diedra will develop a simple survey.

- iv) Funding Options - The Heritage Park Improvements project is on hold per Town Council, due to budget limitations. Colorado Creative Industries (CCI) has waived the requirement for the match from the Town. The \$10,000 grant from CCI is now available for another use, especially connected to COVID-19 impacts. Diedra asked for suggestions to use these funds, and the group referenced the need for a survey to understand our downtown's needs. She noted 2 other \$5,000 grants from Colorado Main Street may need to be repurposed. Diedra will discuss these funding options and ideas with Preston Neill.
- v) Other Ideas - Suggestions included implementing virtual First Fridays which might involve other costs; providing mini grants; and temporary signage to advertise businesses. Betsy asked the Team to consider more ideas and circulate their emails to all CATs. Diedra noted that typically the Town would want to use CCI funds for the collective creative community, not creative individuals, but flexibility may arise in these unusual times.
- b) Subcommittee Reports (First Fridays, ROWF, Film Fest)
  - First Fridays – It's still too early to tell if the event will happen due to COVID-19 ordinances. The group had hoped to pass on some leadership to businesses this year, but that will likely not occur. In about 3 weeks, depending on how things progress with this pandemic, Brenda will reach out to the businesses involved with First Fridays in the past to see if there is interest. Brenda noted RCD would cover the advertisement costs if the businesses agree to hold First Fridays this year.
  - Ridgway Old West Fest (ROWF) – Joan said the event is still scheduled for September 25-27. A singer has been lined up for Saturday, though it has been difficult to line anything up due to the business closures. No further progress has been made on Native or Latinx performers through RCD.
  - Film Fest – Amanda said the committee has received requests to waive the \$10 entry fee. Qualifying criteria were proposed for fee waivers. Some submissions have already been received.
- c) Creative Corridor Update – Diedra reported that the video featuring Corridor towns to be filmed by Zach Wolfson is moving forward. The project highlighting local Creatives with photos and brief story by Emily Sellers has been stalled. The Creatives who had said they wanted to participate have not responded, so another group may be selected for the promotion. The delays may warrant a different approach to pulling the project together which may reduce costs. Diedra will follow up with Emily.
- d) Ride the Rockies Update – The event is scheduled in June and has not been canceled. RCD is not pursuing creative vendors for the event currently. *(Note: RTR did cancel post-meeting.)*
- e) Creative Districts Convening/CCI Summit, 9/30-10/2 – The convening was rescheduled from May to September, still in Steamboat Springs. Diedra explained that up to 5 people can attend. She will double-check to see if Town funds are still in place for this. *(Note: The Convening and CCI Summit are canceled now as well, to be rescheduled in 2021.)*
- f) CML Magazine Articles Update – The Colorado Municipal League (CML) Magazine's June issue, originally intended to focus on tourism with an article about First Fridays in Colorado towns, will now be about the COVID-19 recovery. The First Fridays article should be published in the August edition. The Creative Corridor will be featured in the August addition as well.
- g) Heritage Park Update – The project is on hold.
- h) Space to Create Update – The team for the presentation to the Colorado Housing and Finance Authority Board, the final step in the second Ridgway Space to Create application, will be finalized based on anticipated questions. The team will consist of Artspace staff, the mayor, and possibly Town staff. The Board should make a decision regarding funding the project by the end of May.

## 7) New Business

- a) Colorado Face Mask Design Challenge – Governor Polis implemented this challenge for kids to encourage youth to create or decorate face masks, to make the ubiquitous masks less scary to children. Diedra will inform the Ridgway school superintendent of the challenge.



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b) *Colorado Christmas Tree* – Joan explained the 2020 White House Christmas tree will be taken from a western Colorado forest. She suggested alerting Western Slope artisans via CCI about the opportunity to make ornaments that would accompany the tree, highlighting the artistry of Colorado. Diedra will check in with CCI to see if they might coordinate ornament making with the Forest Service, even though it appears that the Forest Service has already set its method for this.

**8) Next RCD C.A.T. Meeting:** *Tuesday, May 19<sup>th</sup>, 3:00-5:00p*

**9) Announcements** – Diedra said the Alpenglow Arts Alliance Plaindealer insert, discussed at the February 18<sup>th</sup> meeting, is on hold until it's clearer how events and activities will resume.

**10) Reflection on Meeting, Tasks, Next Agenda, and Parking Lot** – Kevin appreciated his warm welcome. Brenda liked seeing everyone's faces and reminded CATs to brainstorm about how to use the \$10,000 (see 6.iv above) and let Diedra and the group know. Betsy said the wife of a Flute Circle member passed unexpectedly and suggested that CATs who know him reach out. Betsy also noted she and Diedra still need to meet with Julia about the future of ArtSpeak.

**11) Adjourn:** @4:30 p.m.

Respectfully Submitted,

Karen Christian

#### Parking Lot

1. Representation to honor native heritage
2. Healing Arts Moonwalk
3. Ambassador to connect with schools