



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



## **Meeting Minutes**

July 28, 2020

3:00-5:00 p.m. on Zoom

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

**1) Call to Order** - @ 3:03 p.m.

**2) Agenda Review** (additions or deletions) -There were no additions or deletions

**3) Approval of 6/19 Minutes\*** - Approved via consensus.

**4) Old Business**

**a) COVID-19 Update from Town** - Diedra summarized what Town Hall and other entities have done to assist businesses with reopening, which has included: condensing the application process to allow restaurants to expand dining into the Town sidewalk rights-of-ways, adjacent properties and parking areas; streamlining the modification of premises application process to allow for sale and consumption of alcoholic beverages; portable sign requirements have been relaxed through September; implementation of a tax deferral program for businesses remitting under \$2,000 for the month of April; fees were waived for the United Church of the San Juans to use the Hartwell Park stage; and Town offered a grant program to assist businesses with COVID-19 expenses, funded by Colorado Creative Industries' Project and Technical Assistance grant (originally intended to fund Heritage Park). The Town and the Chamber of Commerce coordinated information for the community and messages to visitors; the Sherbino created 2 outdoor physically distanced gathering spaces, and various residents are making masks.

Diedra posted information on the Town's Facebook page and website regarding the HartBeat of Main Street Grant that provides \$5,000-\$15,000 to the first 500 brick and mortar businesses that apply. She also commented on an Energize Colorado Gap Fund Grant that should go live August 1<sup>st</sup>. It provides a \$15,000 grant and \$20,000 loan for a total of \$35,000 in financial support. Diedra will send more information to the CATs and businesses via email.

**b) CCI Grant Update, Final Outreach and Ideas** - Diedra updated the group on recent Business grant applications received. Applications have been received from Mountain Girl Gallery, Ranch History Museum, Wholeness Massage and Bodywork, Timber Creek, True Grit Restaurant, ITM Integrated Therapy, Dr. Abigail Seaver, Ridgway Adventure Sports, Balance Natural Medicine, Ouray County Food Pantry, Ridgway Family Dentistry and El Agave Azul Restaurant. She estimated the grant fund balance to be \$800 after the applications are processed.

Betsy posed using the remaining funds as originally intended by CCI for the benefit of the businesses and/or community and asked the CATs for suggestions. The CATs discussed providing hand sanitizer to all businesses. They agreed distributing free hand sanitizer from a large quantity purchase would be the best way to benefit the community. Since the application deadline for businesses is August 3, Diedra will reevaluate the fund balance before purchasing hand sanitizer and maybe masks. She'll also check in with the Farmers Market manager about the appropriateness of giving out sanitizer at the Market and notifying the Marshal's Office, if necessary, regarding distribution of sanitizer from a vehicle. Meanwhile Brenda, Betsy and Kevin will investigate the best way to obtain hand sanitizer in an affordably large quantity.

**c) Subcommittee Reports**

i) *Ridgway Independent Film Festival* – Amanda reported the RIFF subcommittee is making an extended effort to get the word out to filmmakers because fewer films than desired have been received. Andy is networking with other film festivals to see how they are presenting their festivals safely. Amanda noted that a portion of the Film Fest will likely be virtual, and the subcommittee will discuss how to present the films at the August meeting, possibly with some limited in-person component. Diedra will talk with Ashley and Trisha about their ideas since the Sherbino is a partner in the Festival and its usual location.

ii) *Colorado Creative Corridor* – Filmmaker Zach Wolfson will film and produce the Colorado Creative Corridor video, including the selected Ridgway Creatives. Visuals and sounds of the creative process are a focus for the video which should be filmed sometime in September. The 3 Creatives selected for Ridgway’s filming are Bluecorn Beeswax, Allice Billings’ Thunder Heart Haven, and Cimarron Art Glass. Jon Kornbluh and Alice Billings have confirmed their participation. Munro DeForeest, Owner of Cimarron Art Glass has not confirmed yet. Diedra notified Creatives who were not selected, and some were also informed of the potential opportunity to participate in the film’s staged aspects.

Diedra further explained 2 locations in Ridgway need to be confirmed for filming. The CATs discussed the locations again and agreed Clinton Street and Ridgway’s “dark skies” with the Cimarron mountain range in the background should be the 2 locations selected.

d) Space to Create Update – Diedra reported that slightly revised concept drawings have been received but are not yet available to the public. She noted that Artspace reported that investors (to purchase the tax credits, providing cash for the project) are a bit jittery right now with COVID and an election year. She anticipates groundbreaking will occur in spring 2021, instead of by the end of 2020.

e) Capitol Christmas Tree Ornaments Project – The CATs agreed to not organize an effort to make ornaments specifically from the Ridgway Creative District. Diedra will notify local artists via email blast, so they are aware of the opportunity to participate individually.

**5) New Business.**

a) Colorado Main Street Decals - Thanks to Andy and Diana for their efforts distributing the decals to businesses!

b) 2020-21 Work Plan and Budget Brainstorming – Diedra distributed the *2020 Ridgway Creative District Work Plan* via email prior to the meeting. The discussion for specific budget items are as follows:

**Goal I Community Vitality, A. Gateway Improvements:** Diedra reminded the Team that the 2020 Main Street mini grant for \$5,000 should be expended by December 2020 and asked them to think of ways to use the funds to perk up the Gateway. She is in discussion with the Chamber about this as well. The 2019-20 mini-grant was used to spruce up the Visitor Center grounds to the south and east. Further improvements are needed in Heritage Park per the Heritage Park/Visitor Center Master Plan, and these will most likely require funds over several years. It was noted that the fence is in need of repair, and the CATs asked whether Public Works could make repairs until the fence can be replaced per plan.

**Goal I Community Vitality, B. Creativity Showcased, 1. Events:** First Friday events are postponed until 2021, and the only potential 2020 CAT “event” is now the hand sanitizer distribution (4b above). Joan noted that Railroad Days will be held September 25-27 with

the Ranch History Museum, even though Ridgway Old West Fest has been canceled. The Group brainstormed ideas for events and decided on the possibility of a geo-caching event which could possibly work with existing COVID conditions. Joan had an idea to insert prepaid education or other opportunities in the form of coupons as geo-cached gifts. A meeting was scheduled for Aug. 6 at 4p to discuss this event idea further.

**Goal I Community Vitality, B. Creativity Showcased, 2. Colorado Creative Corridor:** Budget \$2,500 for 2021 for Town's match portion to CTO Marketing grant for another year.

**Goal II Space to Create, A. Creative Needs, B. Sustain Energy and C. Promoting to Community:** Use the \$5,000 previously donated to the Town for a Space to Create ground breaking event. More may be needed in the budget for this event than that, depending on what's planned.

**Goal III Heritage, A. Honor Town Heritage:** The Team considered assisting the Ranch History and Railroad Museums with Railroad Days and/or Old West Fest and possibly using 2020 event funds, if needed. The 2021 budget should reflect the same amounts for the same events.

**Goal IV Communications, A. Website:** Kevin agreed to assist Diedra and Brenda with RCD website improvements. The Team discussed hiring a consultant to assist with website design.

**Goal IV Communications, B. Promotional Pieces:** Diedra would like to show the relationship between the Town, Main Street, C.A.T.s, and the Ridgway Creative District and their value to the community through a promotional information piece in 2020. Joan volunteered to assist Diedra with the endeavor.

**Goal IV Communications, C. C.A.T. Liaisons:** This is an ongoing goal for 2020 and 2021.

**Goal IV Communications, D. Community Engagement:** This will be discussed at the 2020 retreat, and the goal will continue into 2021.

**Goal V Entrepreneurial and Learning Opportunities (A. Learning Opportunities and B. Creative District Development)** as well as **Goal VI Future Structure, A. Timing Indicators** were deferred for discussion at the retreat.

c) C.A.T. Retreat Ideas – The Team discussed a change of venue. They agreed to hold the retreat at the Top of the Pines, if possible. This would provide an outdoor venue with optional cover for inclement weather. The retreat is tentatively scheduled for October 6th, from noon to 4pm. The Retreat Planning Subcommittee will consist of Betsy, Diedra, Brenda, Kevin and Diane.

**6) Next RCD C.A.T. Meeting** –Tuesday, August 18, 3:00-5:00pm

**7) Announcements** - none

**8) Reflection on Meeting, Tasks, and Next Agenda** – (no time)

**10) Adjourn** - @5:06 p.m.

Parking Lot

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