



Ridgway Creative District Creative Advocacy Team • (RCD CAT)



Meeting Minutes

November 17, 2020

3:00 – 5:00 pm on Zoom

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

1) Call to Order - @3:05 pm

2) Agenda Review (additions or deletions) – Discussion for a Dark Skies Letter of Support for the Top of the Pines added to 5d.

3) Approval of 9/15 and 10/6 (Retreat) Minutes* - Both were approved via consensus.

4) Old Business

a) Sanitizer Distribution – Distribution of the remaining hand sanitizer after the “Sanitizer Saturday” event was discussed. Using a red wagon to cart around the sanitizer to refill downtown business’ containers would be the objective. Due to COVID-19, it is difficult to predict how many businesses will need sanitizer refills and which will be open. The discussion will continue via email over the next month or at next month’s meeting. Meanwhile, Joan will provide approximately 20 quart-sized plastic containers with lids that can be used to distribute the hand sanitizer when it happens.

b) Subcommittee Reports -

i) Ridgway Independent Film Festival – Amanda reported that presenting a virtual film festival is easier said than done and thanked John for his major work that got it online. Many hardships setting up the event were experienced, but in the end the festival was able to support filmmakers and creative entities. (Amanda will provide information about the category winners at a later meeting.) There were approximately 70 registrants attending the virtual event which is significantly down compared to last year’s in-person attendance. However, attendance was probably similar to the 2020 Ouray Film Festival. CATs who watched the RIFF said that it was a well-produced event. Kudos to RIFF!

ii) Colorado Creative Corridor – Diedra was pleased to report that the Corridor has received another year’s funding from the Colorado Tourism Office (CTO). They will receive approximately \$44K in 2021, including each community’s matching funds. 2021 goals for the Corridor will be a new website and to promote Zach Wolfson’s video. Diedra noted it is very costly to participate in CTO’s website (Colorado.com). Because of this the corridor towns are proposing to create a self-standing website with pages for each community that will link to CTO’s website. It is still undecided when the group will begin to promote Zach’s film. Diedra also noted there is a big supply of Corridor brochures and asked for suggestions about how to put them to good use. (The Adobe Inn will need to be redacted from the list before the brochures are put back into circulation.)

c) 2021 Work Plan Project “Leads” and C.A.T. Leadership - **C.A.T. Leadership:** Betsy will step down as the C.A.T. Chairperson and Brenda will step down as the Vice Chairperson, effective January. They asked for anyone on the Team to consider assuming either position. Diedra will assume Betsy’s role if necessary, but she encouraged anyone on the Team to consider stepping into the Chair or Vice Chair role.

Project “Leads”: Diedra sent an email to the C.A.T.s on November 17 outlining the project lead assignments as discussed at the 2021 Retreat. Project assignments, and updates from this C.A.T. meeting are as follows:

- *First Fridays – Betsy, Brenda (will need to be reassigned)*
- *Film Fest – Amanda, Joan*
- *Meet-N-Greet – Diane*
- *Creative Corridor – Diedra, Brenda, and Chamber of Commerce Director, Hilary Lewkowitz*
- *Ridgway Old West Fest – Amanda, Joan*
- *Website Improvements – Kevin, Brenda, Diedra*
- *Promotional Pieces – Joan, Diedra*
- ***Space to Create Groundbreaking – Andy*** [added to the list]

*Brenda asked for suggestions of who in the community may want to participate in any of the projects.

d) *Creative Main Street Annual “Visit”-12/17, 5-6p** - Diedra explained that this virtual visit reviews the past year of Creative Main Street with updates from Colorado Main Street. She noted the Town has achieved the Main Street Graduate community level which is the top level in this State program. Diedra asked for volunteers to attend the Zoom “visit” to represent the C.A.T. and report on RCD’s 2020 accomplishments. Betsy and Brenda agreed to attend. (Kevin will also attend representing Town Council and the C.A.T.)

e) *Space to Create Update* - Diedra had emailed to the group the link to the PowerPoint presentation from the public meeting held in September. She briefly reviewed the presentation which highlighted the projected timeline, exterior and interior renderings of the building, estimated income qualifications and estimated monthly lease rates. The intent of the project is to provide low-income housing for the cost-burdened workforce, Creatives, families and single persons who want to live in and contribute to a creative community.

f) *Alpenglow Community Calendar Update* - Diedra reported that Ashley King applied for and was awarded approximately \$2,000 in funding from the Western Colorado Community Foundation to implement the county community calendar. The Alpenglow Arts Alliance still needs the \$400 that C.A.T. agreed to donate toward the calendar update because funding from other sources has not been secured.

g) *Town Budget Update* - Diedra reported that RCD budget requests made for 2021 are still moving forward, pending Town Council’s approval in Dec. It is still uncertain if the \$20K matching grant from CCI will be available this year due to State budget reductions. (Town Council would like to use the grant money from CCI, if it does become available, for Heritage Park irrigation and plantings, unless other grant funds are secured for that.)

5) New Business

a) *Colorado Cultural Champions** - Diedra’s November 17 email included information about this opportunity from the Colorado Business Committee for the Arts (CBCA) seeking local cultural champions to join its network of statewide cultural champions. This group will act as a network for businesses, leaders, and entrepreneurs to continue to advocate for the arts. The job description for CCC was included in Diedra’s email, and she asked the CATs to recommend people from the Ridgway area who might be interested. The Group immediately brainstormed names. Diedra will email the CCC information to the suggested community advocates to see if they have an interest.

b) *Colorado Business Committee for the Arts (CBCA) Awards Nominations (due yesterday)* - Diedra emailed information to the Team earlier in the month, and nominations were requested at that time.

c) National Endowment for the Arts (NEA) Big Read Grant – This is a grant that promotes reading books in the community. Diedra emailed information earlier in the month to the C.A.T.s, Ridgway Library, and Weehawken. The Team agreed to support entities that may be interested in taking on the Big Read project but not to organize it.

d) Dark Skies Letter of Support Discussion (added to agenda) – A C.A.T. member learned that an application is being prepared for the Top of the Pines to be designated a dark skies park. The C.A.T.s want to provide a letter of support, and Diedra will check on the status of a letter from Town Council before taking action.

6) Announcements - Joan congratulated Andy regarding his art show out-of-state and his newly constructed home in town. Diedra noted the Sherbino is showing the video *Walk Through This* at 5:30 p.m., just after the C.A.T. meeting.

7) Reflection on Meeting, Tasks, Next Agenda, and Parking Lot – Brenda asked for clarification regarding the placement of the plaques for the Space to Create art piece. Diedra explained where they should be, and Brenda will look again to be sure they are there since she hadn't seen them. Diedra further noted the art piece will need to be moved to storage by the end of January when the construction for the Space to Create project begins to break ground.

8) Next RCD C.A.T. Meeting – *Tuesday, Dec. 15th (3-5p)* - The Team tentatively agreed to meet for approximately 1 hour to discuss membership, leadership, and/or organizational structure.

9) Adjourn C.A.T. meeting - @4:40 p.m.

Parking Lot

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