



Ridgway Creative Main Street Group
Meeting Minutes
Tuesday, July 6th, 2021
5:30 – 7:30pm Via Zoom

Attendees: Vanessa Backer, Brenda Ratcliff, Hilary Lewkowitz, Michi Countryman, Joan Chismire, Alison Etheridge, Jill McCord; Clifford Pastor arrived at 7:10, Sue Husch (minutes); Staff – Diedra Silbert

5:40 Diedra welcomed those who were here, discussed quorum and began covering topics that did not require decisions while we waited for others to arrive.

5:50 Kudos – Alison’s family sends thanks and kudos to Tammee and her True Grit staff for a fantastic meal on an extremely busy 4th of July. Tammee was right there with her crew helping customers have a great experience. From Brenda to Diedra and Hilary for their work on the Creative Corridor web page – it looks great! From Diedra and others to Brenda for all her work on 1st Friday last week; it was tough on a holiday weekend! Brenda has a new checklist to share with committee members and the whole group, if desired.

5:55 Meeting was called to order when quorum was reached and began with New Business.

1. Statewide Creative District Convening and Colorado Creative Industries Summit: 9/29 – 10/1 in Steamboat Springs. Diedra explained the difference between the 2 events. We are allowed to send 2 people to the Convening. John Clark has expressed interest in attending as have Michi and Joann Taplin. Sue suggested John and either Michi or Joann represent us. Joann’s sister has a condo there and has offered it to the contingent coming from Ridgway. Joan may be interested in attending the Summit as well. Sue moved to allow \$500 for registrations and incidentals for up to 5 people to attend. The motion was seconded and passed unanimously. Others may feel free to approach the committee if they are interested, as registrations for the Summit are only limited by CCI’s ability to register them. It was suggested we offer a donation letter to Joann’s sister for the amount of the use of the condo.
2. Old West Fest Request for Friday, 9/24 – the organizers requested that we host a “1st Friday” type event during their Old West Fest. Discussion took place regarding their schedule and possible volunteers. Alison asked if there’s anything else we can think of to do instead? No one could think of anything off hand. Allison volunteered to work on this, but it’s clear we would need more volunteers to pull it off.
3. Ouray County Pride Event, 7/25 – Use of RCD Logo - Tera Wick and the Pride event youth group approached Diedra to ask to use the RCD logo for the 1st ever Pride Event celebrating the diversity of the area. Discussion took place. Town has approved use of their logo. Brenda moved to allow them to use the logo within the logo use guidelines from the Town. The motion was seconded and passed with two who had reservations being willing to live with the decision.



4. Heritage Energy Pilot Project, Main Street Open for Business Grant - Diedra informed the group about grant possibilities for façade and energy efficiency upgrades. The old Bank Building on Clinton was selected as 1 of 4 buildings in the State for the Heritage Energy Pilot Project, combining historic preservation with energy efficiency and façade improvements. These projects will receive a portion of the newest funding set aside by the legislature for Colorado Main Street. There are also additional grant opportunities for other downtown commercial buildings wanting façade and energy improvements. Diedra expects to have the application paperwork for the new "Main Street Open for Business" grant soon and believes work must be completed by June 30, 2022.

As an aside, possible funding for murals in town was discussed as a separate item.

6:45

Old Business

5. Survey Continued –Diedra showed (and had sent) the results of the survey of priorities for this committee. 10 responses were received. The Creative Corridor ranked highest.
6. Work Plan Highlight – Creative Corridor: The Creative Corridor members are Ridgway, Salida, Paonia, Crested Butte and Carbondale. Up to this point Carbondale has been providing admin. Most towns are utilizing a combination of their Chambers and Creative District groups at the rate of \$2,500 per town to match a grant of \$25,000. Please check out the new website!
<https://www.colorado.com/colo-road-trips/colorado-creative-corridor>

7. Tasks

*Old West Fest – Alison is interested

*1st Fridays – Brenda will share her checklist and help whoever wants to take over this task. Jill and Clifford are interested.

*Creative Corridor – Sue, Jill and Joan express interest

*Creativity and Entrepreneurship Brochure update – Brenda and Hilary and the Chamber will take this on

*Parking Study Review – Alison, Michi, and Tammee are interested

Diedra noted the Town's budget season begins in August to decide where 2022 funds will be allocated.

7:00

Group Agreements

8. Regular Meeting Schedule – It was discussed and decided that the group will meet from 5:30 to 7:30 on the 3rd Tuesday of the month. All in attendance are comfortable with in-person meetings. Diedra will look into reserving the community room at Town Hall. Subcommittees will meet as needed and will report back to the group at the regular meetings. July 20th will be a shorter meeting to finalize any time-sensitive items from this meeting.
9. Commitment Letter and Volunteer Waiver Form - All in attendance verbally agreed to the commitments, with the exception of Brenda who can only commit through the summer. Please complete and return your letter and form to Diedra either via



email or by dropping off at town hall so she can present the names of those who have committed to Town Council for official appointment as Group members.

7:20

Open Discussion

Clifford asked about how many emails Diedra sent to remind people of 1st Friday and when – 600+ and about 10 days ahead. It was also advertised in the *Plaindealer* edition the week prior. He felt it was not well attended. Sue noted that the holiday weekends are tough since people are traveling and/or have family & friends in town. August First Friday is on the schedules, and we need help promoting it. Discussion included signs at the entrances to town and on street corners, flags at participating locations and Facebook Post Boosts. Michi said she spends a small amount of \$ for good results with Facebook boosting of posts. If members want to try another scavenger hunt, someone besides Brenda will have to take it on since Brenda will not be present that evening.

The question was asked whether the Ridgway Rendezvous is happening and if this committee is involved. Yes, it is, and no, we aren't as a committee, but several will volunteer for various aspects of it. (Rendezvous is a Weehawken Creative Arts event.) Joan reported that a fundraiser is in the works to support moving the Old Jail (behind the Old Firehouse) to a new location.

7:37

Adjourned

