

Ridgway Creative Main Street Meeting Minutes

Tuesday, August 24, 2021

5:30 – 7:30p – by Zoom

Attendees: Diedra, Alison, Jill, Vanessa, Kevin, Guthrie, Clifford, Joan, Hilary, Brenda, Michi

Call to order: 5:37

Action Items	<ul style="list-style-type: none">● @All - Decide how we will handle meeting quorums from now on● Diedra & Brenda to dig up past survey for First Fridays to reference for this year<ul style="list-style-type: none">○ @All - In the future, consider how we might better include/feature businesses at the east side of town● @ All - Work with Hilary to get some questions in the Chamber's survey (slated for November to get better response rate)● Does Colorado Main Street have a template that we could use to make an infographic for the public about Creative Main Street?● Joan and Diedra to connect on how to get maps for Old West Fest● @All - revisit Master Plan and identify areas where we want to focus our work in 2022<ul style="list-style-type: none">○ Diedra to take a look at the Master Plan and identify which issues staff will tackle, vs. which issues the Main Street group should consider tackling
Key Decisions	<ul style="list-style-type: none">● We will send a survey (ideally tied to the Chamber survey that will be going out this fall) to businesses to ask how they felt about First Fridays, what other support do they need from us?● New Committee will form around communicating what/who Creative Main Street is, key output will be an infographic or some piece of content that distills our mission and what impact we have<ul style="list-style-type: none">○ Interested committee members include: (<i>Maybe</i>) Clifford, Joan, Mary Menz, Alison (on data side)● Ridgway Independent Film Festival Subcommittee has been working on this event since early 2021 (Nov 12-13th). This group is a subcommittee of Creative Main Street and its budget is included annually in this group's budget.<ul style="list-style-type: none">● Members: Amanda, Joan, Angela Ferrelli (Town Council), Andy Nasisse, Lexi Trachy, Liana Schmidt, John Clark

Kudos:

- Amanda: Ridgway Rendezvous was awesome, lots of people volunteering and lots of cool crafts
- Joan: Tell Ashley that she did a great job, everything was nicely laid out
- Diedra: Thanks to Joan for giving a Ridgway tour to a Creative District rep from Ignacio

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Old Business

I. Events

A. First Fridays

- Brenda reported that she could have used more help from the group and planned and executed most of the events pretty much by herself
- Vanessa: is goal to get event flyers everywhere or just the businesses that are participating?
 - Most important to get them to participating businesses, but ideally get them anywhere we can
- Diedra: Ad for Sept. First Friday will run the week before in the newspaper because people aren't seeing the ads when they run only one day ahead. Next ad: August 27th.
- Vanessa: Why is this the last event of the year?
 - Diedra: Has only been planned for June through September each year. If we want to continue next year with First Fridays, we will need more people to get engaged to make it happen.
 - Noel Night happens in early December but it is usually organized by the businesses themselves (with \$500 support from our budget for ads). Unclear who will be organizing it this year.
- Alison: how do we handle feedback? What metrics can we use or point to?
 - Brenda: previously we've done surveys at the end and beginning of the season (paper and in person)
- Hilary: How might we better integrate businesses on the east side of town into the event?
- Clifford: Should flyers indicate which businesses are participating? [Has been difficult to track this]
- To-do: Diedra & Brenda to dig up past survey on First Fridays
 - Work with Hilary to get some questions in the Chamber's survey (slated for November to get better response rate)
 - Small group working on First Fridays should discuss: how to indicate which businesses are participating?
 - Should we keep this going beyond September next year?

B. Ridgway Roundup – Alison coordinating

- Advertisements
 - Chamber Calendar
 - To-do: connect with Brenda: email blast to all businesses
- Musicians:
 - 2 applications to date
- Small group to meet 08/31 to make decisions about musicians, run of show, raffle etc.

II. Work Plan Highlight: Promotional Pieces (Info)

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- A. How might we: do a better job of communicating what the Creative Main Street District is, who we are, what we are going to do
- Joan and Diedra have worked on this in the past - how can we creatively communicate what we do? (Infographic, etc.)
 - Who else is interested?
 - (Maybe) Clifford, Joan, Mary Menz, Alison (on data side)
 - Hilary: Do we have data on impacts specific to Ridgway?
 - To- Do: Does Colorado Main Street have an infographic template that we could use?

III. Your Questions from Survey (Info, Discuss)

- Clifford: Q1.1 how we address master plan seems like the most important item we should be tackling
- Master Plan and budgeting process: Town Council will talk about what items are most important to prioritize
 - WE make a recommendation/request to Town Council about what we'd like to make happen and how much \$ we need
 - Process starts in August, drafted by October, approved in December
 - To-do: revisit Master Plan and decide what we want to work on
 - Joan: which ones are staff related vs. which ones we could tackle?
- Diedra: Q2.1 - 1,3,5 year CMS strategic plan could be a good thing to organize ourselves around for annual retreat
- Joan: Q1.5 - do we know yet what businesses need?
 - Solution: add questions to the Chamber survey
 - Alternative: pop in and ask businesses what they need in person
 - Could we combine Q1.5 with Q1.6?
 - How can we make it easy for businesses to be in business and be successful?
 - Michi's experience with flying an "open" flag which she was asked to take down because it didn't comply with the sign code.
 - Kevin: Town Council is open to considering changes to sign code
 - Hilary: due to Dark Sky designation, anything related to lights isn't on the table
- Q3.5 Highlighting River Park light industrial park
 - Kevin: there's a block party going on there next week
 - To-do: Diedra to send out information on the River Park event happening this Thursday evening
- Q2.5 What does our community feel we are lacking?
 - Alison: Placemaking opportunities, dog parks, gardens, etc.
 - Michi: Events to memorialize the space near the Soccer complex
 - Jill - Sneffels Marathon used the space
 - Can be rented via Town Hall (~\$50)

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- How could this group use this space?
 - Could be opportunity to tie in other neighborhoods
 - Host a community event to ask
- Hilary: Chamber is hosting a business after hours event, would be a good time to ask questions regarding Heritage Park and Chamber, **Tuesday, September 14th between 5 and 8p**

New Business

- I. Subcommittee: Ridgway Independent Film Festival, Nov. (Discuss)
 - Members: Amanda, Joan, Angela F. (Town Council), Andy N, Lexi T., Liana S., John Clark
 - Updates
 - Will run Nov. 12 - 13th
 - Amanda: trying to make this year bigger and better and different (bringing in sponsors, awards, etc.)
 - Volunteers raised \$2000 to go towards cash awards for winners (in past, it was medals)
 - Call to Filmmakers went out in April/May; deadline to submit = Oct 1.
 - Committee will select subset of films, Group of judges will discuss and make selections
 - Judges include: 5 professional judges who have been connected to film industry; many are locals.
- II. 2022 Work Plan and Budget Request
 - Review of current work plan- What do we want to carryover from 2021?
 - Transformation Strategy 1
 - Objective 1: will continue in new form: continuing to work on Heritage Park implementation plan
 - Objective 2: is this group! We've accomplished this.
 - Website improvements will need to carryover to 2022
 - Possibility: specify budget for Creative Main Street retreat to come up with a strategic plan
 - Work plan additions: update brochure map of Ridgway
 - Joan and Diedra to connect on how to get maps for Old West Fest
 - Objective 3: Goal is to conclude this by EoY
 - Objective 4: focus on employee parking recommendations needs to stay on work plan
 - Changes in ownership in downtown buildings might free up a parking lot for employee parking use
 - Alison and Vanessa interested in being involved
 - Objective 5: TBD if we will apply for Creative Corridor grant - will continue in work plan regardless
 - Objective 6: Will need to redefine this for next year
 - Transformation Strategy 2

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- Objective 1: will remain on work plan but TBD what specific objectives we should aim for
 - Sept 23rd celebration for Space to Create accomplishments
- Objective 2: Heritage Energy Pilot Project
 - Town just applied for \$250K grant to support energy efficiency improvements on bank building
- Objective 3: TBD on if this is still a priority or not
 - Main Street process invests in historical buildings
 - Vanessa is interested
- Objective 4: still a chance to see this happen this year- could accomplish or carry over to next year. \$1000 budget for this year
 - Interest: Kevin, Clifford, Alison, Jill, Joan, Hilary
- FOR NEXT MEETING:
 - What do we want to add to this workplan?
 - Driving traffic, placemaking, etc., gallery guide