

Creative District Commission Meeting Minutes



July 5, 2017 9-11am
Town Hall 507 Maroon Avenue
Meeting Room Junior

Call to Order

Mason calls the meeting to order at 9:06

Roll Call

Commissioners: Shaun Horne, Melissa Mason, Emily Rothman, Jeff Taylor, Mary Tuck, Kimbre Woods.

Staff: Hilary Henry.

Council: Paul Merck.

Public: Susan Gellert (left at 10:00), Jennie Birnie (left at 10:00), Don Seastrum, and M'Lissa Story (arrived 9:20)

Public Art Selection

Staff Overview

Henry provided an overview of the six applications the Creative District received for the temporary art piece at the Center for the Arts. She provided information on Town Staff concerns including installation/deinstallation, ADA parking, snow, construction, size, fire lane access, and public safety. All of her concerns are listed in the staff report.

Public Comment

Seastrum: Bischoff - cultural implications that are problematic. Connor – concerned that piece is too small scale. Hoot – concerned that artwork in packet was not her own. Garth – believes that piece looks like signage. Pierson – like the wind turbine, but doesn't like the aesthetic quality of the CB element. Roberts/West – concerned that the piece could be dangerous.

Gellert: Roberts/West – concerned that the piece could be dangers. Garth – likes the concept and the wayfinding to the Center. Connor – Concerned that the piece would require too much fencing. Requests that future RFPs make the safety requirements for the pieces clear. Top choices are Garth and Pierson.

Birnie: Bischoff – Doesn't think the piece fits with what we are looking for. Concurs with Don. More work would need to be completed before we could agree to a piece like this. Medieval GoGo: Aesthetically, thinks that there is too much metal for the location. Worried about kids playing on it during Alpenglow. Connor – Couldn't grasp what she was proposing. Pierson – Would like more information about who is on her team and how it would be constructed. Blair – Thought the piece had the most possibility. Would need to work through the location issues with the Town.

Because Woods had to leave the meeting early, the Commission decided to allow her to comment early during public comment.

Woods: Agrees with Seastrum on his recommendation. Garth: Concerned that the piece feels like tombstones or corporate signage. Pierson: Top choice, but concerned if she could build it in the time allotted. Connor: Second choice. Would be larger once it is in place. Like the historical and cultural relevance. Bischoff: Visually favorite, but concerned that there isn't time to nurture the plan and understand the cultural implications. Hoots: Concerned that she didn't provide her own work.

Commissioner Discussion

The Commission discussed each proposal individually.

Garth –

Rothman: Interactive parts, does feel a little corporate. Unclear about what it would say. Could be colorful and fun

Mason: Marries the needs of the Center for the Arts and an artwork. Might be an opportunity to work with the artist to finesse the piece. Like the interactive elements of the piece. Top two.

Taylor: Best safe proposal. Achieves what we wanted. Looks permanent. Top two proposals.

Merck: Agrees with what's been said. Could work with the artist. Likes that it works like a sign.

Tuck: Like the three pillars. Agrees with Merck. Yes, it's signage, but isn't that what we want? Like what they have the artwork and that it represents what the Center does.

Horne: Top choice. Doing what we want it to do functionally.

Pierson –

Taylor: Looks permanent. Like that you would know the direction of the wind in an outdoorsy town. Should think about permanent use.

Merck: Like Susan as a person and want her to be involved. On whether it can be pulled off or not – we gamble all the time.

Tuck: Second choice. Says CB, but doesn't say CFTA to her. It's not signage. It's an art piece.

Horne: Won't serve a purpose the CFTA. Sculpture could go elsewhere in Town, but think it could go somewhere else.

Rothman: Would like to see it somewhere else in Town.

Mason: Doesn't think it serve as great wayfinding for signage

Merck suggests that as it seems the group is narrowing down on their choices that they just go through the proposals to see if people have additional comments beyond what has already been stated. The Commission agrees.

Connor –

No additional comments

Hoots –

Taylor: Thought it had great potential and would have liked to see more from the proposal.

Rothman: Thought the chainlink fence would detract

Roberts/West –

No additional comments

Bischoff –

No additional comments.

Mason opened the floor to any other comments the Commissioners would like to make before the selection of the piece. Horne stated that he would like to make sure the materials of Garth's piece could be durable and waterproof.

Mason opened the floor to any additional public comments. Gellert thinks that Pierson could be approached to add a directional piece to the Center if necessary, which could help make the piece a better fit for the project. Story did not have any additional comments.

Selection

Mason takes a straw poll for the selection of Blair Garth's piece, with Suzanne Pierson's piece as a backup if the location issues with Garth's piece cannot be resolved. All commissioners are in favor.

Mason makes a motion to select Blair Garth piece for the temporary public art piece at the Center for the Arts. Tuck seconds. All in favor. Mason motions to make Pierson the alternate selection. Taylor seconds. All in favor.

Meeting Minutes

Horne motions to approve the meeting minutes. Mason seconds. All in favor.

Budget Review

Henry provides an overview of the budget to the Commissioners. No concerns.

Future Meeting Dates

June 12 – 2:30-4:30 MC Subcommittee

June 17 – 2:30-4:30 EEP Subcommittee

August 2 – 9-11 Commission Meeting

August 7 – 2:30-4:30 MC Subcommittee

August 22 – 5:30 Backyard Get Together (Shaun Horne’s House - 323 Whiterock)

August 23 – 2:30-4:30 MC Subcommittee

Consent Agenda

No agenda items

Staff Update

Henry provides an overview of the roles and responsibilities documents she created for the Commission after their discussion on the topic at the last commission meeting. Commissioners agree that the document reflects their conversation. They have no revisions or additions. Merck suggests that they consider adding Bob’s Rules of Order to the document. Henry says that she will forward Bob’s Rules to the Commission and they consider their addition at the next meeting.

Henry updates the Commission on their long-term goal setting and budget process. She has created a goal setting document for them to review in the packet. While they have decided not to have a backyard get-together in July, she recommends that they work on goal setting at their backyard get-together. Henry will need to have a finalized budget from the Creative District by early September at the earliest.

Henry also updates the Commission that the Town Council passed the Public Arts Policy on June 19. The piece of public art selected today will be the first artwork to use the new public arts policy. The Town Council will approve the selection, as required by the Public Arts Policy, on July 10. The Town Council will appoint Don Seastrum and M’Lissa Story, the new commissioner candidates recommended by the selection committee (Shaun Horne, Melissa Mason, Paul Merck) on July 10.

The wayfinding committee is still working on finalizing the design process. Henry invites other Commissioners to talk with Woods, the CBCD representative on the committee, if they would like to be updated on the design. Woods reminds the Commissioners that the Creative District will be part of the wayfinding, but will not have any specific design element on the signs demarcating the Creative District

boundary. Henry tells the Commission that they could work on creative ways to demarcate the boundary in the future. The Commission has no concerns with this.

Events, Education, and Projects Subcommittee Report

Rothman provides an overview of the three educational opportunities that the EEP subcommittee hopes to offer for creatives through the District:

1. Professional development: skill building for working creatives
2. Youth education: Enhancing arts education at the school. They hope to build off of some of the work that the CFTA already does.
3. Grants

Currently, Rothman states that the Commission has established a grants program but not professional development or youth education programs. The Commission discusses focusing on establishing a youth education program this fall and working to create a professional development program next spring.

Mason motions to allocate \$2000 for youth education in 2017. Rothman seconds. All in favor.

Jennifer Shelby, a PhD candidate from CU, is coming to Crested Butte August 14-17 to work on a project to find the best evaluation methods for Creative Districts. McKay, Story, and Tuck will work with Jennifer to coordinate her visit.

Rothman and Mason lead the Commission in a discussion about having the Creative District focus more on infrastructure building. Possible projects include working with Joe Bob on his maker space, creating more studio space for artists, etc. The Commissioners agree that this makes sense as a focus of the Commission.

Henry tells the Commissioners that the Town bicycles have been painted.

Marketing and Communications Subcommittee Report

Henry provides overview of the Creative District's marketing materials. The brochure has been completed and will be printed shortly. Tuck volunteers to distribute the brochures. A development link is available for the Commissioners to look at the website. Henry is hoping that the site will launch in the next few weeks. Taylor and Story volunteer to help Henry refine the website with Shawn Boksan, the website developer. The community-wide calendar has been postponed until the end of the summer, when there will be more time to work with local partners and a web developer to create the calendar.

Mason has been working with Forrest Smith, a popular Instagrammer, to feature the Creative District on his account. The TA/Creative District will pay Forrest as they think we will be a great influencer for women ages 18-25. Forrest has offered the Creative District a discounted rate. The TA will work with the Festivals we are promoting to reallocate some of their paid Facebook Ads to Forrest.

Henry has been working with Andrew Sandstrom at the TA on bringing bloggers on familiarization trips for the Food and Wine Festival, Arts Fair, Music Festival, and Film Festival. Hilary will continue to work with Andrew to finalize these trips.

Henry updates the Commission that the local bloggers have been hired. They will be posting their stories on the website as soon as it is live.

Woods is stepping down as coordinator for the Paid to Create radio series. Taylor volunteers to be the new coordinator. Henry will put Taylor in touch with Jackson Petito.

Mason gives an overview of the Arts and Economic Prosperity 5 Training. She attended a training on the study and thinks that there is huge potential for the Creative District to leverage this study, especially if they figure out how to message it effectively. She invites the Commissioners to attend a meeting with the Arts Alliance on August 23rd to develop messaging.

Other

Merck comments that he is impressed with the work the Creative District is doing. Suggests that the District thinks about working with Travel CB on marketing in the future. Suggests that the Commission give him bullet points to use at Town Council meetings.

11:33 Adjourn