



Creative District Commission Meeting Minutes

October 3, 2017 9-11am
Town Hall 507 Maroon Avenue
Meeting Room Junior

Call to Order

Mason calls the meeting to order at 9:07.

Roll Call

Commissioners: Shaun Horne, Emily Rothman, Melissa Mason, Jeff Taylor, Sooner McKay.

Staff: Hilary Henry.

Minutes

Horne asks a question about the grant application length time. Rothman says that the idea is to give applicants a longer application time in 2018.

Horne motions to approve the minutes. Taylor seconds. All in favor.

Budget

No concerns with the budget.

Future Meeting Dates

October 18, 12-1:30, MC

October 24, 11-12:30, EEP

November 1, 9-11, Commission

November 15, 12-1:30, MC

November 28, 5:45, Backyard Get-Together (Melissa's House – 501 5th Street)

November 29, 9-10:30, EEP

December 6, 9-11, Commission

December 13, 12-1:30, MC

December 19, 12-1:30, EEP

Consent Agenda

No agenda items

General Business

New Commissioner Search

Henry tells the Commission that they did not receive applications during the last application period. The submittal date has been removed from the website and the applications will stay open until two new Commissioners are found to fill Woods' and Seastrum's seats. McKay and Mason have been in touch with interested individuals and will encourage them to apply. Mason suggests that perhaps the board should do several leadership exercises to determine what kind of skills are missing on the board and who they should encourage to apply. Horne expresses hesitation with doing leadership exercises.

Staff Update

Goals and priorities for the Creative District

Henry provided an overview of the Creative District's work to define their goals and priorities. She said that while this project had been sidelined during the busy months of the summer, she would encourage the Commission to continue to think about how to focus their efforts. She suggested that, in order to give the topic the full attention it deserved, the Commission should postpone the discussion until their retreat in early 2018. The Commissioners agreed and also decided to continue to discuss their big picture ideas during their informal get-togethers.

Horne expressed concern with the retreat last year, saying that the Commission didn't have as much of an opportunity to discuss their vision for the district as he expected. Henry said that she would work with Mason and Horne, as the Chair and Vice-Chair respectively, and the Commission to set the retreat agenda before the retreat, helping to ensure that the Commission would feel that it was a productive use of their time.

Wayfinding

Henry gave an update on the wayfinding project, saying that she was preparing RFPs for the project. She is breaking out the artwork elements from the rest of the sign manufacturing project, so that local artisans will have a greater opportunity to participate in the project. Henry asked if the Commission would be willing to have the signs read "Historic downtown" rather than "Historic/Creative Districts", as they would also be getting standalone CDOT Creative District Sign. Mason stated that she would prefer the wording to remain Historic/Creative District.

Events, Education, and Projects Subcommittee

AP Studio Art Mentorship Program

Rothman provides an overview that she and Mason have been working to establish with the Center for the Arts and the Community School. The program will match professional artists in the Crested Butte Community with AP Studio Art students. The program will start in October. Donna Rozman, Catherine Nelson, Ivy Walker, Kate Seeley, and Lian Canty have been chosen as mentors by students. They will be paid \$75/session for one session for eight months. The Center for the Arts and the Creative District will split the program cost. Henry has created a contract to be signed by the Center (who will pay the mentors), the students, and the mentors.

Kindergarten Art Program

Rothman has also worked with Jill van Tiel about the possibility of sponsoring an art class for Kindergarteners. The program would provide opportunities outside of the general Enrichment program. Funds would be used to buy art supplies and hire Sherry Vandervoort, a local artist, to teach the classes. Rothman believes that this could be a way to begin to establish a relationship with the Enrichment Program. Henry states that the program would expend the remaining funds in the Creative District's budget.

Mason is concerned that this program would happen whether or not the Creative District would fund it. Rothman states that this is not the case. Mason also asks whether this program would compete with the Trailhead's programs. McKay states that this could be an opportunity for families who could not afford the Trailhead, but wouldn't qualify or apply for financial assistance.

Taylor motions to allocate \$425 to the program. Rothman seconds. All in favor.

Public Art and Professional Development Programs

In September, the EEP Subcommittee decided to discontinue the grant program in order to provide more directed funding to the public art and professional development programs. In their October meeting, EEP will work on choosing the public art locations and opportunities for 2018. M'Lissa Story (not present) has created a survey for professional development. The EEP subcommittee will review the survey and come up with a plan for a professional-development focused Ramen with Creatives event in January 2018.

Marketing and Communications Subcommittee

Video production

Shaffer Nickel, at the request of Taylor, created a proposal for the creation of several short videos for the Creative District. Nickel has proposed to make four videos between 0:40-2:00 for the Creative

District for \$1800. Mason asks that Taylor communicate to Nickel that all of the Creative Categories have been covered. Marketing and Communications will refine their guidance to Nickel at their next meeting.

Henry says that she is unsure if they will be able to pay for the video in 2017 or if they will need to wait until 2018.

Mason motions to pay Nickel \$1800 for the four videos, with payment depending on fund availability. Horne seconds. All in favor.

AEP5 Messaging

Mason provides an overview of the efforts to distribute the AEP5 messaging. Angela Diaz, incoming Director of the Arts Festival, drafted a press release which was sent to the local papers. Center for the Arts paid for an ad in the Film Festival Brochure, including design work, in the Film Festival Brochure.

Community Calendar

The Chamber, KBUT, CBMR, the TA, and the Creative District have continued to meet about building a community calendar. They have decided to build a central calendar on KBUT's website using Marc Terrien at Thin Air Web. Given the complexities of building a calendar for the many platforms the organizations websites are on, the goal is to facilitate information sharing among organizations, rather than build a powerful technological solution.

Brochure

CBMR has asked to put the Creative District brochure in all of their hotel rooms. There are several hundred brochures left, but likely not enough to fill all of the hotel rooms. The Creative District does not have enough budget in 2017 left to pay for another round of printing.

McKay offers to update the businesses on the brochure and find funding for the project.

Film Festival

McKay provides an overview of the Film Festival. She said that both the writer who came from MovieMaker Magazine and David Laub from A24, who the Creative District partnered with the TA to fund their travel, had an excellent time at the event. The VIP Lounge was very well-received as well. All agree that the Film Festival seemed like a good use of resources as they are inspiring so much buzz around the arts in Crested Butte.

Bullet Points for Town Council

1. The Creative District has worked with the Center for the Arts and the Community School to create a mentorship program for AP Studio Art Students that matches students with professional artists in the Crested Butte Community. The goal of the program is to provide the Studio Arts students with opportunities to study their preferred discipline in-depth and get to know a working artist.
2. The Creative District partnered with the Film Fest to host a VIP lounge and bring several influencers to the festival. The goal was to help promote an offseason cultural event that is starting to get great traction and build buzz in the film community.
3. Nicolas Reti and Ivy Walker are working to research the art history of Crested and to create an art history archive of Crested Butte. We believe that this work will reaffirm Crested Butte's long connection to the arts and set us apart as a cultural destination.

Adjourn

Mason adjourns the meeting at 11:11 am.