

Creative District Commission Meeting Minutes



November 1, 2017 9-11am
Town Hall 507 Maroon Avenue
Meeting Room Junior

Call to Order

Mason calls the meeting to order at 9:05.

Roll Call

Commissioners: Melissa Mason. Emily Rothman. Shaun Horne. Sooner McKay. M'Lissa Story. Jeff Taylor.

Staff: Hilary Henry.

Town Council Liaison: Paul Merck

Minutes

No concerns or revisions. Horne motions to approve the minutes. McKay seconds. All in favor.

Budget

Horne asks why we are rolling over funds to 2018. Henry explains that because the Commission received significant funding from CCI in 2017, the Commission proposed to roll some of this funding over to the 2018 budget cycle. The 2017 budget, as it now stands, reflects \$7,450 that will be rolled over to the 2018 budget. This funding was originally allocated for public art infrastructure, videography, and community grants in the 2017 budget. As the 2018 budget is nearly finalized by the Town Council, Henry stated that rolling these funds over was no longer negotiable. Horne states that next year, they may want to reserve some money to be spent in the last few months as the Commission has very few funds to dedicate towards projects currently.

Horne asks if in 2018 the Commissioners should ask the Town of Crested Butte to pay them for their time. Mason says that she thinks that it is too early to request funding from the Town Council and recommends that the Commission waits until it can demonstrate some significant projects that it has completed. Horne agrees.

Future Meeting Dates

November 15, 12-1:30, MC (including a discussion on the retreat agenda from 12-1)

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, 11-12:30, EEP

January 3, 9-11 am, Commission

January 10, 9-10:30 am, EEP

January 16, 9-10:30 MC

January 30, 9am – 3 pm, Retreat

General Business

Recommendation to Town Council for the Selection of New Commissioners

Henry states that the selection committee, including Shaun Horne, Emily Rothman, and Paul Merck made a recommendation to Town Council for the selection of Jenny Birnie and Lisa Wishard to Town Council. Horne states that he thinks both of these candidates will be excellent additions to the Creative District.

Horne also states that he wants to ensure that all Commissioners act as a group, not make decisions independently. Story believes that the Commission should ensure that there is a separation between the Creative District and Center for the Arts. Henry says that all decisions, per the Creative District Commissioner Guidelines, must be made at Commission meetings and will ensure that Birnie understands this.

Retreat

Commissioners set the retreat date for January 30, 2018. They decide to spend the first hour of their upcoming Marketing and Communications subcommittee working on retreat planning. All Commissioners who are interested in retreat planning should attend the meeting.

Events, Education, and Projects

Rothman gives an overview of the subcommittee report, including the CBCS mentorship program, CU evaluation program, and recent grantees.

Change Leadership Program

McKay has requested that the Commission provide her with \$100 in funding for professional development to attend the Change Leadership Institute. McKay plans on using her Change Leadership training to do a documentary project about Crested Butte or a sexuality training through art.

Rothman makes a motion to reimburse McKay for her \$100 fee to the Change Leadership Institute. Taylor seconds. All in favor.

Review of 2017 Grantees

Henry says that all grantees have turned in final reports and invoices to the Town, except for Tyler Lucas. Tyler Lucas has been granted an extension to December 10. Commissioners discuss the strengths and weaknesses of the 2017 grant projects. They plan to provide more guidance to grantees in 2018 and be clearer on expectations throughout the process.

Update on the Public Art and Professional Development Program

Rothman states that information on both the public art and professional development programs are in the synopsis. Public arts program is currently considering two larger (\$2,500) project-specific RFPs, with the remaining funding (\$5,000) used for rolling small grants. EEP will finalize the public art grant funds at their upcoming meeting. Story and McKay plan to revise the professional development survey.

Marketing and Communications Subcommittee

Update on Give Creatively Campaign

Henry says that the Marketing and Communications subcommittee worked on putting together a “Give Creatively” campaign that would feature holiday gift ideas from local creatives on the Creative District website. Henry has sent out an email to the listserv asking local creatives to list their holiday gift ideas with the Creative District.

Story states that she would have liked to see the email before it went out to the public. Commissioners discuss what decisions are appropriate for subcommittees to make and what should be brought to the full Commission. In the future, Commissioners decide that mass emails will be previewed by Commissioners and new campaigns will be voted on by the full Commission.

Marketing and Communications subcommittee has requested to use the Creative District’s remaining funds to help market the campaign. The Marketing and Communications subcommittee will make a final determination on how the funds are used (CB News Advertising, KBUT advertising, or paid social media ads). Horne expresses concern about depleting the budget before the end of the year.

Taylor motions to allocate \$196 in funding for the marketing the ‘Give Creatively’ campaign. McKay seconds all in favor.

Update on Tri-Fold Brochure and CBMR

Mason is meeting with CBMR about the tri-fold brochures. Taylor encourages Mason to ask CBMR for help paying for the printing of the brochures.

Update on AEP5 Communication

Work on this is continuing. Mason skips a full update as the meeting is behind schedule. The Marketing and Communications subcommittee will continue working on messaging the AEP5 results.

Creative District Corridor

Henry has been working with the Creative Districts and tourism associations from Salida, Ridway, the North Fork, and Carbondale on the Colorado Tourism Office's "Creative Corridor" grant. The Corridor partners should know shortly if they received the grant. Story, Horne, and Taylor interested in helping with the branding and positioning of the campaign.

Bullet Points for Town Council

Henry will ensure that Merck receives short bullet-points after each Creative District meeting.

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 with more depth than their teacher could provide alone.
2. **The Creative District partnered with the Film Fest to host the film fest's lounge and bring several influencers to the festival.** The goal was to help promote an offseason cultural event that is starting to be nationally recognized. The writer that we helped bring to the Festival (with the TA) just wrote this great article: <https://www.moviemaker.com/archives/news/crested-butte-film-festival-2017-wrap/>. We also helped bring out David Laub from A24, who is mentioned in the article.
3. **The Creative District awarded a grant to Nicolas Reti and Ivy Walker to research the art history of Crested Butte.** They have found some famous works in our art history, including this one from Thomas Moran: <https://pps-west.com/product/picam-teocalli/> . The Creative District sees this as an opportunity to create an art history archive of Crested Butte and reaffirm Crested Butte's long connection to the arts that set us apart as a cultural destination.
4. **The Crested Butte Creative District partnered with the Ridgway, Salida, Carbondale, and North Fork Creative Districts on a successful \$25,000 Colorado Tourism Office marketing grant application.** The partnership is hoping to help brand the Western Slope as a cultural, as well as an outdoor recreation, destination. Crested Butte has asked that any Crested Butte-specific marketing efforts focus on non-peak seasons.