



Creative District Commission Meeting Minutes

August 2, 2017 9-11am

Town Hall 507 Maroon Avenue

Meeting Room Junior

Call to Order

Mason calls the meeting to order at 9:02 am.

Roll Call

Commissioners: Shaun Horne, Emily Rothman, M'Lissa Story, Mary Tuck, Melissa Mason, Jeff Taylor.

Staff: Hilary Henry.

Public: Janet Weils

Minutes

No concerns or revisions. Horne motions to approve. Rothman seconds. All in favor.

Budget

Update on budget. In the 2018 Draft Budget, the subcommittees have proposed that \$3,500 in public art infrastructure, \$2,450 in video funding, and \$1500 in grant funding. Henry has added these proposed rollovers have been added into each remaining category. With some of the proposed funding allocations on the agenda today, in addition to these funding rollovers, Henry says that the Creative District's 2017 budget will be mostly spent.

No comments or concerns on the budget.

Future Meeting Dates

9-10:30 EEP – Wednesday, September 13

9-10:30 MC – Wednesday, September 20

5:30 Backyard Get-Together – Thursday, September 14 (Shaun Horne's House – 323 Whiterock)

9-11 Commission – Tuesday, October 3

General Business

2018 Draft Budget

Mason presents the 2018 Draft Budget, which has prepared after budget discussions at each of the subcommittee meetings this month. The budget includes \$2,450 in general expenditures, including training; \$12,250 in marketing and communications, and \$19,000 in events, education, and partnerships. In total, the budget from the Town of Crested Butte is proposed as \$33,700. Henry states that the Creative District will also look for matching funding for several projects from CCI and the Gunnison-Crested Butte Tourism Authority.

Mason states that the main change that this budget will no longer provide general grant funding. Instead, EEP funds will be divided into youth education, professional development for creatives, and small public art projects. Story states that she has heard that some creatives say that they did not have time to apply for grants. Henry states that she knows that that is the case and is working to lengthen the application times. Mason also says that some projects required that either they be done quickly or not at all and the Commission decided to go ahead with the project with a short timeline.

Story is also concerned that changing from general grant funding to more specific requests for proposals for public art, youth education, and professional development could limit artists. Mason says that while she understands Story's viewpoint, she thinks that restrictions can spur innovation. Henry states that the general grant application was difficult to administer because it was unclear what the commission was looking for and therefore, frustrating to some applications.

Taylor motions to approve the 2018 Draft budget. Mason seconds. All in favor.

Staff Update

Wayfinding

Henry and Tuck give an overview of the Town's wayfinding project. They have finalized the wayfinding design and now are working to implement and finalize the plan. Henry says that there was been some question about changing "Historic and Creative Districts" on the signs to just "Historic Downtown". The impetus for this change was to facilitate the readability of the signs. Henry said that CCI is working with CDOT to install two blue CDOT signs near the general wayfinding signs that would just say "Creative District". Mason states that even though there will be two additional Creative District specific signs, she would still like the general wayfinding signs to say "Historic and Creative Districts", not "Historic Downtown).

Shaun says that he would like the signs to be more colorful, as he thinks that this is central to the character and visual feeling of the Creative District. Henry states that it would be difficult to revisit the design at this point in the process.

Henry reminds the Commission that destination signage for the Creative District is included in the Town's (not the Creative District's) budget for the next year and that public art can also serve as visual identifiers of the District. The Commission discusses making a public art walking tour in the future.

Events, Education, and Projects Subcommittee

Grants

The EEP Subcommittee met on August 7, 2017 to discuss the grant applications. The EEP subcommittee met on August 21, 2017 to review grant applications. The Creative District received thirteen (13) applications, totaling \$34,815 in funding requests. The Commission had allocated \$5,000 for potential funding in this grant cycle. Emily Rothman, Melissa Mason, Jeff Taylor, and Don Seastrum were present for the grant selection meeting. Hilary Henry was present as a staff member. The selection recommended funding Walker and Reti for the “Art History of Crested Butte” proposal for \$3500.

Rothman makes a motion to make a recommendation to Town Council for Walker and Reti’s, “Art History of Crested Butte” for funding of \$3500. Horne seconds. All in favor.

Youth Education

Rothman and Mason have been working with Ben McLoughlin at the Crested Butte Community School on an art mentorship program that would pair AP Studio Art students with a professional artist from the community. They would meet for four months, for \$75 a meeting. There are five students, making the total program cost \$1500. If the Center for the Arts matches the funding, the program could continue for the entire school year. Mason will reach out to the Center about matching the funding. Mason and Horne will help connect CBCS with Community School mentors.

Mason motions to allocate \$1500 for the art mentorship program. Rothman seconds. All in favor.

Public Art

The commission discusses picking dates and projects for future public art projects. Henry suggests that they wait to decide this until the Town Council has approved their budget. They will return to the subject in October and November EEP subcommittee meetings.

CU Boulder Conference

Henry says that the CU Boulder CeDAR Institute, where Jennifer Shelby is a PhD student, has invited them to a conference on creative district evaluation on October 20-21. They will pay for the lodging of Henry and one commissioner.

Story states that she is interested but will be out of town. Taylor says that he is interested.

Mason motions for Taylor to attend with Henry. Horne seconds. All in favor.

Marketing and Communications Subcommittee

Film Festival

The Crested Butte Film Festival has approached the Creative District about funding their VIP lounge. The idea would be to have a Creative District branded space with a meow-wolf type installation. They have requested \$600 to rent the Mallardi and \$400 for materials for the installation. Story states that she is concerned that it won't be accessible to the public as it is a VIP lounge. Taylor states that he thinks that it is a great chance to reach influencers. Mason says that she is also thinking about this as a way to market the Creative District to out of town guests. Horne thinks that this could be a great way to increase culture patronage.

The Commission decides that they would like to generally have someone present at the VIP lounge. Sooner will be setting up the installation and helping with the VIP lounge, but it would be great to have others join her.

The Film Festival has also requested that the Creative District work with the TA to fund the flight of a Film Festival Influencer from the production company A24. In order to fund this second trip, the Creative District would need to allocate \$400 more than their previous allocation.

The Commission decides that they should give the Film Festival \$1000 for the VIP Lounge and the flight. They will ask Sooner to find donations for the Meow Wolf installation.

Tuck motions for \$1000 to be used for the Film Festival to bring the influencer and rent the theater. Mason seconds. All in favor.

AEP5 Messaging

Mason gives an overview of the messaging that the Creative District created with the Arts Alliance about the Arts and Economic Prosperity 5 study done for Crested Butte. Mason proposes that they use this information in their ad campaigns for the coming year.

Brochure

Mason states that that CBMR has asked to put their brochure in all of their hotel rooms. Currently, we don't have the funding to print more brochures. Mason will ask CBMR if they would be willing to print the brochures.

CTO Grant

Henry has talked to Carbondale Tourism about participating in a regional marketing effort for the Ridgway, Salida, Crested Butte, North Fork, and Carbondale Creative Districts. Currently, the Creative District does not have funds allocated for this project. Carbondale Tourism would like to apply for a \$25,000 marketing grant from the Carbondale Tourism Office. They are asking for \$5000 in matching funds from each Creative District. Currently, the Creative District does not have the full \$5000 in funding to allocate to the project. If this project came out of next year's budget, they would have to reallocate the funding from other projects.

Henry will follow up with the Gunnison-Crested Butte Tourism Authority to see if they would want to help the Creative District with the funding for the project and/or work with the Creative District in a similar capacity as they did this past year.

Video

Taylor has talked to one of his students about providing the Crested Butte Creative District with a marketing film. The student is interested in the project. Taylor will ask the student to make a proposal and bring it to the next MC subcommittee meeting.

Bullet Points

- The Creative District map is out in the businesses.
- The Creative District awarded a \$3,500 grant to Walker and Reti for the “Art History of Crested Butte” Project
- The website is live and now accepting applications for the Creative District.

Public Comment

Janet Wiels interested in hearing what we’re doing. She thinks that the Creative District will be a great asset to our community. She plans on coming to the EEP subcommittee meetings.