

## Creative District Commission Meeting Minutes



December 6, 2017 9-11am  
Town Hall 507 Maroon Avenue  
Meeting Room Junior

### Call to Order

Mason calls the meeting to order at 9:08.

### Roll Call

*Commissioners:* Jenny Birnie, Mary Tuck, Lisa Wishard, Jeff Taylor, Sooner McKay, M'Lissa Story, Emily Rothman, Shaun Horne, Melissa Mason.

*Staff:* Hilary Henry.

### Minutes

Story asks why Tyler Lucas has been granted an extension. Henry responds that the Commission decided that an extension was appropriate during the November EEP meeting.

Rothman asks why the Commission is rolling over funds to 2018. Henry responds that the Town of Crested Butte, as a policy, does not roll over funds from year to year. However, as the Creative District received a large amount of grant funding in 2017, the Creative District's budget for 2018 was increased to reflect some of the funding that was allocated in the Town's budget for 2017, but went unspent.

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

### Budget

Henry provides an overview of the year-to-date 2017 budget. She says that the Creative District has expended or allocated nearly all of its funding for 2017. No questions on the budget.

### Future Meeting Dates

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

Wednesday, February 7 – Commission

Wednesday, February 14 – EEP 9-10:30

Tuesday, February 27 – MC 12-1:30

March 7 – Commission

March 14 – EEP 9-10:30

March 20 – MC 12-1:30

## **General Business**

### *Retreat*

Birnie has reached out to Maryo Ewell for the facilitation of the Creative District retreat. Maryo is unable to facilitate the retreat, but gave Birnie several names of people who could help. Birnie has been in touch with Mary Suddereth, who is interested in facilitating but will be out of Town during January. The Commission is comfortable holding the retreat at a later date. Birnie will reach out to Mary and then have the Commission finalize the date via email.

### *Update on Arts Alliance Presentation to Town Council*

Mason says that she in Birnie gave the Town Council a five minute overview of the Arts and Economic Prosperity V survey. Mason states that several of the council members thanked them for sharing the study with them. Birnie says that they will share the full survey .pdf with the Council, as their time was limited.

### *Commissioner Responsibilities Recap*

The Commission reviewed the roles and responsibilities of the Creative District Commission. Henry provides an overview of the Roles and Responsibilities document the Commission approved in August. Mason says that the Commissioners who attended the Backyard Get-together thought that the document good be further clarified in order to provide more direction to the Commissioners.

The Commission discussed if the document should include an expectation that Commissioners will be asked to step down if they do not attend meetings. The Commission considers whether subcommittees meetings should count towards being asked to step down. Henry recommends that the Commission only count full meetings of the Commission, as they are the only meetings formally recognized by Town of Crested Butte guidelines.

Commissioners decide that they should emphasize communication in the document. They also agree to the addition of the following statement, "Commissioners are expected to be present at all meetings. If two Commission meetings are missed without explanation, the board chair may ask to discuss your future involvement with the commission. Commissioners are expected to communicate absences in advance when possible."

Mason gives an overview of how Commissioners can bring project ideas to the Creative District. She says that any new project idea should be first be brought to the appropriate subcommittee meeting. From there, the Subcommittee can approach the full board about new projects.

Mason asks that all subcommittees write a full report on their activities each month for the Commission meeting packet. Commissioners are expected to read the reports and to limit their questions to information that is not covered in the subcommittee report. Commissioners agree that this is reasonable and will try to keep the discussion from being derailed or re-hashed during full Commission meetings.

Mason says that the Commissioners should give the Chair 60-days notice, in writing if they plan to step down from the chair.

The Commission agrees to the proposed changes for the Roles and Responsibilities document. Henry will update the document for a formal vote in the January meeting. Henry will make a poster of the document to hang at each Commission meeting.

#### *Selection Committee*

Mason makes a motion to add an agenda item to discuss the Commissioner seat that Sooner will vacate on January 1. Rothman seconds. All in favor.

The Commission discusses who will be on a selection committee. Mason suggests that in the future that staff advertise the position sooner to ensure that there is not a gap between Commissioner selection and the vacation of a seat.

### **Events, Education, and Projects (EEP) Subcommittee Report - Rothman**

No Commissioners have questions about the Events, Education, and Projects (EEP) Subcommittee.

#### *Update on Public Arts Funding Structure*

Rothman says that the EEP subcommittee has decided to use their \$10,000 public art budget as follows:

- \$5,000 – Creative District driven public-art projects, where the Creative District issues the RFP.
- \$5,000 – Small grants for public art project. Community-driven projects.

For the small grants, the money will be exclusively for creatives to make public art. There will no longer be any workshops.

McKay says that she thinks that the Public Art Program is changing the mentality of the community. She thinks that the public art projects are a great way to educate people that creatives should be paid for their work. Tuck says that empowering creatives has also been a central tenant of the Creative District.

Mason asks if evidence of need is still a selection criteria for the grants. Rothman says that this qualification has been removed.

Commission decides to title the grants, "Paid to Create".

The Commission discusses whether the small grants should be capped at \$1,000 or \$1,500. McKay thinks the difference between \$1,000 and \$1,500 is negligible. Horne says that the Commission could always choose to pay less if the Commission decided to have a higher cap. Commission decides to cap the grants at \$1,000.

Mason asks the Commission if the Creative District should do more marketing to individual artists for this grant program. McKay asks if Artists of Crested Butte should be included. Horne says that Artists of Crested Butte is working with their ED, Heather Bischoff, to forge connections with the Creative District. Mason suggests that Bischoff comes to the MC Subcommittee meeting.

#### *Public Art by the Book*

Mason makes a motion to allocate \$20 to purchase the Public Art by the Book through the Center for the Arts. Horne seconds. All in favor.

#### *Light Pole*

Horne has put together a proposal to paint the light poles in downtown Crested Butte a color other than dark green or black. Horne conceived this project as a way to engage the community in aesthetic decision-making about their environment. Horne wants the support of the Commission to go through a slow, deliberate process to explore whether this idea would be feasible.

Henry says that there is nothing explicitly prohibiting painting the light poles in the Town Guidelines, but that it will be important to work with the Historic District. Rothman says there may be pushback.

Horne will bring the project to the EEP subcommittee for further discussion.

### **Marketing and Communications Subcommittee**

The Commissioners did not have any questions on the subcommittee synopsis.

#### *Give Creatively update*

Henry says that 22 local creatives registered for the Give Creatively campaign. They are on the website and a press release has gone out to the local papers.

Henry will share links to FB posts and website with the members that have signed up.

Horne makes a motion to spend \$175 on the Give Creatively campaign. Tuck seconds. All in favor. McKay suggests that the funds be spent on making a banner to hang on the Pitsker field fence. Other Commissioners agree to McKay ordering a banner and being reimbursed by the Creative District.

#### *Creative Corridor Update*

Henry says that she participated in a phone call with the other members of the Creative Corridor CTO Marketing Grant on December 5. They have chosen a graphic designer and will soon begin work to create their marketing materials.

Carbondale, who is leading the marketing effort, has requested several content items from Crested Butte. Henry will bring these requests to the MC Subcommittee meeting.

**Bullet Points for Town Council**

1. The Crested Butte Creative District has successfully expanded from seven to nine Commissioners.
2. The Crested Butte Mountain Heritage Museum has posted the videos from their Creative District grant on their website.
3. The Creative District had 22 local creatives sign up for their “Give Creatively” campaign. They have been marketing the products and experiences these creatives offer to holiday shoppers.