

## **Creative District Commission Agenda**



February 7, 2018 9-11am  
Town Hall 507 Maroon Avenue  
Meeting Room Junior

**9:00 - Call to Order**

**9:05 - Approval of the January 3, 2018 Meeting Minutes**

**9:10 – 2018 Budget Review**

**9:15 - Review Future Meeting Dates**

**9:20 – Staff Report**

- Retreat logistics
  - o Motion to allocate funding for the retreat
- Community Calendar

**9:30 – General Business – Mason**

- Updated Roles and Responsibilities document (5 min)

**9:35 - Events, Education, and Projects (EEP) Subcommittee Report – Rothman**

- Mallardi Renovation Update (5 min)
- Potential Public Art Projects – End of Elk and Fairy Houses (10 min)
- Update on Paid to Create Grants (5 min)
- Update on 2018 professional development programs (10 min)
- Arts Education (5 min)
  - o Motion to allocate funds for CBCS’ Middle School Art Club
- Beer with Creatives (5 min)
  - o Motion to allocate funds for the event

**10:15 - Marketing and Communications (MC) Subcommittee Report – Melissa**

- Update on Creative Corridor (5 min)
- Paid to Create Follow-Up (5 min)
- Winter marketing (5 min)
- Tri-fold brochure redesign (5 min)

**10:40 – Town Council Update**

**10:45 – Public Comment**

**10:55 – Adjourn**

*Upcoming Subcommittee and Retreat Dates:*

February 14 – Events, Education, and Projects 9:00-10:30am

February 15 – Retreat 10-4 pm

February 20 – Marketing and Communications, 9:00-10:30am

*For complete meeting dates and changes, visit [cbcreativedistrict.org](http://cbcreativedistrict.org)*

## Creative District Commission Meeting Minutes



January 3, 2018 9-11am  
Town Hall 507 Maroon Avenue  
Meeting Room Junior

### Call to Order

Mason calls the meeting to order at 9:04 am.

### Roll Call

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

*Council Liaison:* Kent Cowherd

*Staff:* Hilary Henry.

### Minutes

No questions or changes. Rothman makes a motion to approve the minutes. Birnie seconds. All in favor.

### Budget

Henry provides an overview of the 2017 budget. The Creative District did not fully spend all of their allocated funds in 2017. However, as they received a large one-time grant, the Town of Crested Butte has increased their budget slightly in 2018 to reflect these unspent funds. No questions.

### Future Meeting Dates

Wednesday, February 7 – Commission

Wednesday, February 14 – EEP 9-10:30

Thursday, February 15 – Retreat 10-4 pm (Location TBD)

Tuesday, February 27 – MC 12-1:30

March 7 – Commission

March 14 – EEP 9-10:30

March 20 – MC 12-1:30

## **Staff Report**

### *Appointment of a new Commissioner*

Henry posted the notification that there is an opening on the Creative District Commission. The application deadline is January 30. Mason asks if they can post the position earlier next time there is an opening to ensure that there is not a gap in membership in the Commission. Henry will post earlier in the future.

Mason makes motion to nominate Birnie and Rothman to the selection committee. Horne seconds. All in favor.

### *Updated Roles and Responsibilities Document*

Henry says that the Commission by-lines allow for a Secretary on the Commission if the Commissioners would like one. Commission decides that they would staff to continue to take minutes.

Mason asks if there should be more directive in the document about Commissioners taking the lead on projects. Henry said that she simplified Mason's notes from the Backyard get-together to allow for more flexibility in the document, but is happy to put the specifics back in. Birnie suggests that the Chair meet with new Commissioners, along with staff in order to set expectations. Commission decides to update document to ensure that expectations are clear. Chair will meet with Commissioners in the future. Henry will bring revised document to the next Commission meeting.

## **General Business**

### *Retreat*

Birnie meeting with Kelly Sudderth on Thursday. Commission decides to set potential retreat dates for February 14<sup>th</sup> or 15<sup>th</sup>.

### *Creative District and Arts Alliance*

Mason says that she has approached the Arts Alliance about appointing a Creative District Commissioner to the Arts Alliance Board. The Arts Alliance is a working group of all of the cultural non-profits in Crested Butte that meets informally to problem solve and to strategize together. One of their biggest deliverables is the publication of the Arts Advisor magazine every summer. They meet for an hour and a half at noon on Fridays.

Taylor, Birnie, and Mason already serve on the Arts Alliance as representatives of respectively, the Quigley Gallery, the Center for the Arts, and the Visual Arts Program at the Center. Birnie is unsure if they need a specific Creative District representative. Mason thinks it is important to ensure that the Creative District always has representation on the Alliance.

Horne makes a motion to appoint Story to the Arts Alliance for a year-term, with Tuck serving as an alternative, if the Arts Alliance agrees to have a Creative District representative. Taylor seconds. All in favor.

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

Rothman provides a brief overview on the subcommittee's projects..

### *Update on Public Arts Projects*

Wishard asks for examples of public art. Rothman says that they are counting permanent, temporary, and ephemeral art that is publicly accessible public art. Henry says that examples of Public Art are the installation outside of the Center, the mural at KBUT, the red lamppost painted on elk, and the knight and dragon.

Wishard asks for timeline on public art projects. Rothman states that EEP is still trying to determine appropriate projects to put out for proposal. Rothman says that EEP is considering using some its public art money for the Fairy House Trail on the Lower Loop. Rothman and Mason have been talking to the Trailhead about how the Creative District can support the project. They should have more information to share at the next EEP meeting. Rothman says that EEP has also considered installing a piece at the End of Elk. Birnie asks if the Town would support this installation. Henry says that she has talked with Town Staff and they are supportive. Public Works has offered to help level a platform in the hillside if that would be helpful for the project.

EEP will also begin working shortly on a public art installation that will be the first 2% for public art project. Commission plans on working with the Mountain Theatre and town maintenance staff to plan for the installation. The budget for the piece, including the 20% required maintenance retainer, is \$4,000.

### *Paid to Create Grants*

Rothman has revised the grant guidelines. Henry will post the guidelines on the website.

### *Professional Development Program*

Survey is revised. Henry will release the survey after Taylor, Story, and Henry meet with Delaney Keating. Rothman reminds Commission that they have planned on having "Beer with the Creatives" in February. Mason suggests that they use the meeting to talk about the Paid to Create grant guidelines. Henry recommends that the Commission does not provide guidance on specific project ideas at the event to maintain their neutrality as a selection committee.

## **Marketing and Communications (MC) Subcommittee Report**

### *Creative Corridor*

Henry and Laurel Runcie have been participating in monthly calls with the four other Districts in the Creative Corridor. Right now, the partners are working on developing their branding with a graphic designer and putting together their marketing assets to be used in the campaign. Tuck will begin working with Henry on the campaign.

### *Videos*

Taylor says Shaffer is finishing his videos for the Creative District. Henry says that the Town has provided final payment to Shaffer for the videos, so the Creative District should be receiving final payment shortly.

#### *Colorado Tourism Office Events*

Mason asks Henry about submitting newsworthy events to the Colorado Tourism Office. Henry says that the Creative District did not receive any suggestions from the listserv. Mason will send Henry information about the Chalk Art Festival.

#### *Creative Bucks*

Mason says Wishard had an idea to make Butte Bucks-type product for the Creative District. The product would allow consumers to buy locally-made products at a discount, with retailers receiving full price, and the Creative District filling in the District. Commission is generally supportive. Henry recommends that they coordinate with Town Council, as the Council has not supported the Butte Bucks Program in recent years.

#### *Paid to Create*

Story has been working on a Paid to Create Radio series at KBUT. She has recorded interviews with Ivy Walker and Nick Reti, as well as Lian Canty. She is going to continue to work with KBUT to put together

### **Town Council**

Henry asks Cowherd if he would like bullet points to bring to the Town Council meeting. Cowherd says that he has been taking notes and feels confident communicating the meeting to the Council. Commission asks Cowherd to communicate with the council that their joint application for the Creative Corridor marketing grant was successful, that they will be launching grant applications for public art projects, and that they have new radio episodes out on KBUT.

## 2018 Crested Butte Creative District RUNNING Budget

Updated 2/2/18

GENERAL	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
TRAINING				
CCI Summit	\$ 1,500.00			
Retreat	\$ 500.00			
OFFICE SUPPLIES				
Printing	\$ 150.00			
Legal Notices	\$ 300.00			
<b>SUBTOTAL</b>	<b>\$ 2,450.00</b>	<b>\$ -</b>	<b>\$ -</b>	

General Funds Remaining	\$ 2,450.00
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MC	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Bloggers and Digital Marke	\$ 5,000.00			
			\$ 1,000.00	CTO Creative Corridor Grant Match
Video	\$ 1,800.00			
Website Maintenance	\$ 1,000.00			
Events and Public Meetings	\$ 1,250.00			
<b>SUBTOTAL</b>	<b>\$ 12,250.00</b>	<b>\$ -</b>	<b>\$ 1,000.00</b>	

MC Funds Remaining	\$ 11,250.00
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EEP	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Youth Education	\$ 6,000.00			
Economic Development for	\$ 3,000.00			
Small Public Art Projects	\$ 10,000.00			
<b>SUBTOTAL</b>	<b>\$ 19,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	

EEP Funds Remaining	\$ 19,000.00
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<b>FISCAL TOTAL</b>	<b>\$ 33,700.00</b>	<b>\$ -</b>	<b>\$ 1,000.00</b>
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<b>TOTAL Funds Remaining</b>	<b>\$ 32,700.00</b>
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# **Crested Butte Creative District**

## *Commissioner Roles and Responsibilities*

REVISED – Revisions highlighted

*Please refer to the Creative District Commission Handbook for formal commission guidelines on meetings, attendance, Commission positions, and conflicts of interest. This document is an informal agreement between Commissioners for how they would like to operate as a group.*

### **Commissioner Responsibilities to Each Other**

In order to best serve the Creative District Commission and work effectively with their fellow Commissioners, Commissioners will:

- Contribute to the Commission in a meaningful way, according to his or her personal strengths.
- Value the collaboration and cooperation of the group
- Communicate with the Commission openly and honestly
- Trust first, exploring new ideas and assuming that everyone comes to the table with the best intentions for the District
- Work from a solution-oriented mindset, focusing on interests and potential answers rather than on obstacles or differences in opinion

### **Attendance**

*From the Commissioner Handbook: Members shall be required to attend a minimum of 70% of the Commission meetings each calendar year. If a member is unable to attend a meeting, he or she should contact the chairperson or staff liaison at least 24 hours in advance of the meeting, when possible. If a member has three unexcused absences in a row, the member shall automatically lose his or her position on the board or commission. For the purposes of this rule, “unexcused absences” shall be all absences other than for illness, family emergency, or participation in other town business.*

### **Meetings**

Meeting Types

- Full Commission meetings are for updates, funds allocations, and decisions requiring a vote of the full Commission.
- Subcommittee meetings allow for more detailed discussions on the specific projects and efforts of that subcommittee
- Informal get-togethers of the Commission (must be publicly noticed) are the best venue for open-ended discussions and brainstorming on new projects



## Ground Rules for Commission Meetings

- The chair is in charge of running the meeting. Commissioners should wait to be acknowledged by the chair before speaking.
- Understanding that some agenda items may take longer or shorter than expected, Commissioners should make a best effort to remain on topic and on time. Commissioners should help each other and the Chair keep the meeting on time. Agendas should include times for each agenda item.
- When presenting to the group, Commissioners should strive for brevity and concise statements.
- Commissioners are expected to be prepared and read the packet, including subcommittee reports. Commissioners will try to refrain from asking questions on information that is covered in the packet.

## Interacting with the public

- Commissioners should always seek to be a good ambassador of the Creative District Commission, regardless of context.
- Commissioners will inform interested constituents that they are one representative of the Commission and don't have independent decision making authority. Commissioners will respect sensitive decisions in progress.
- Commissioners will be inform the public of their work using accurate Creative District information, talking points, and current goals and priorities.
- Commissioners will encourage public participation.

## Expectations

Commissioners are expected to serve on at least one subcommittee.

- New Commissioners have a period two months to decide on which subcommittee they will sit.
- Commissioners are expected to attend all commission meetings and meetings of their chosen subcommittee(s).
- If a Commissioner is going to be out of town or otherwise unable to participate, the Commissioner is expected to communicate their absences in advance to the Chair of the Commission and the Subcommittee Chair.
- If a Commissioner misses a meeting, he/she is expected to read the meeting notes and get up to speed. If Commissioner has further questions on any item, he/she is expected to contact the Subcommittee Chair or the Chair of the Commission.

Commissioners are expected to champion a project, either individually or as part of a team.

Commissioners may take the lead on (or join teams for) as many projects as they like, but agree to be working on at least one at any given time.

- Commissioners are expected to present their work on and give updates about the progress of that item at the monthly subcommittee meeting.
- He/she is also expected to write a monthly subcommittee report on that item(s) and send it to the head of the subcommittee to be included in the main Commission meeting subcommittee notes.
- Those on a team agree to choose one Commissioner in charge of the above items.

CBCD Commission 2/7/18  
EEP Subcommittee Agenda  
9-10:30 a.m. Town Hall`

- Any questions about summary of EEP meeting on 1/10/18?
  - Paid to Create Grant Application and Guidelines are on website
    - # of applications?
    - Schedule review committee
  
  - CD Public Art Projects:
    1. Fairy House project with Trailhead Children's Museum – update
    2. Should CD pursue asking Town installing platform at end of Elk in August for future temporary art?
  
  - Paid to Create Grant Application and Guidelines are online.
    - # of applications?
    - Schedule review committee
  
  - Mallardi capital project-\$3,200
    - 1/30 Walk through with Dale Hoots, Astrid, Harmony, Henry, Tuck and Rothman. Suggested art chandelier installation. Harmony will discuss with Theatre board. Henry will discuss with Astrid.
  
  - Beer with Creatives. Center For Arts. March 2, 2018 5:30
1. Agenda-
- Commissioner(s) talk about the Paid to Create grant
  - Grant recipients speak. Show Nelson's film.
  - Open up for public to discuss ideas with commissioners referencing grant guidelines
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- Art Education
- Jill Van Tiel at CBCS inquired about funding for new Middle School Art club, which will focus on jewelry making and ceramics and will meet for 5 Tuesdays, classes taught by Elise Meier.
- We don't have a formal grant process for Art Ed. We have \$6,000 for 2018. This is separate from our Public Art Project Grant funds (\$10,000). I propose that the CD considers these requests on a case by case basis.

## EEP 1/10/18 Summary

Present:

Rothman, Yerman, Tuck, Horne

Public: Marilyn Krill, Exec. Director Trailhead Children's Museum

- Public Art Projects:

- Yerman discussed importance of communication between the CD and the Senior Town Staff concerning any Public Art projects. CD communicates via Hilary and Michael to Sr. Staff.

- Locations for public art: The end of Elk is historic, was an old quarry, old mining carts are there. Could be public art/ historic site. Should we still ask Town to install a platform in August for future temporary art?

- Piano project locations: Next to Heritage Museum and in Mountaineer Square. Duration: 6 weeks. Shaun will inspect pianos for sanding and finishing.

- Fairy House Trail project:

- Marilyn Krill met with Noel Durant, E.D. of Land Trust. Land Trust owns land, Town holds easement to land. Noel will meet with his stewardship and outreach teams / committees. We have a tentative green light to move forward. MK says if Creative District is still on board to provide funding, our next meeting should be with all three entities (TH, LT, CD) to clarify our individual roles and duties, and draft a memo of understanding between us.

Tentative budget:

10 houses at \$100 ea.	\$1,000
<u>Signage</u>	<u>\$1,500</u>
Total:	\$2,500

Here are a few links

<https://irishfairytrails.com/><https://www.atlasobscura.com/places/fairy-houses-on-a-new-jersey-trail><http://www.chattnaturecenter.org/special-events/special-exhibits/forest-fairy-house-trail/><http://www.somocon.org/fairy-houses-on-rahway-trail/>

- Beer with Creatives: 3/2/18 CFA 5:30-7p.m.

Agenda-

- Commissioner(s) talk about the Paid to Create grant
- Grant recipients speak. Show Nelson's film.
- Open up for public to discuss ideas with commissioners referencing grant guidelines.

To do:

Contact grant recipients. Nelson re.show her film.

Notice in CB News 2/20 and 2/26.

Print posters

Yerman offered \$100 for beer!

Next EEP-Weds. Feb 28<sup>th</sup>.