



## Creative District Commission Agenda

April 4, 2018 9-11am

Town Hall 507 Maroon Avenue

Meeting Room Junior

### 9:00 - Call to Order

### 9:05 – Minutes, Budget, and Future Meeting Dates Review

### 9:15 – Staff Report – Henry/Yerman

- Open Space/Creative District Coordinator Hiring
- Update on CCI Registration
- Destination Signage
  - o Motion to appoint a Commissioner to the selection committee for destination signage
- Mallardi Public Art Selection
  - o Motion to set a special meeting date for the selection of the public art for the Mallardi Theatre

### 9:20 – General Business - Mason

- Selection of a new Vice-Chair
  - o Motion to appoint a Commissioner as the Vice-Chair of the Creative District
- Update on Wayfinding Signage Manufacturer (Wishard)

### 9:25 - Events, Education, and Projects (EEP) Subcommittee Report – Rothman

- Paid to Create Grant Selection
  - o Motion to approve or deny Mary Boddington’s “Upstairs Craig Lamar Mural”

### 9:30 - Marketing and Communication (MC) Report – Birnie/Woods

- Creation of a video on Nick and Ivy’s “Art History of Crested Butte” Project
  - o Motion to allocate \$1000 to Shaffer Nickel for the creation of a 5-7 minute video
- Printing of quad-fold brochures
  - o Motion to allocate \$780 to RoShamBo for the design and printing of 1,000 Creative District Brochures

### 9:35 – Finalize 2018 Action Plan - Henry

- Review outcomes
- Set measurable (SMART) goals for each priority area
- Determine information/expertise needs for each priority area
- Review our organization set-up: Are we positioning ourselves to be able to achieve our goals?
  - o Subcommittees
  - o Budget

### 10:55 – Public Comment

### 11:00 - Adjourn

#### *Upcoming Subcommittee Dates:*

April 11, 12-2 pm– Marketing and Communications

April 26, 12-1:30 pm – Events, Education, and Projects

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



## **Creative District Commission Meeting Minutes**

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

### **Call to Order**

Mason calls the meeting to order at 9:05 am.

### **Roll Call**

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

*Staff:* Hilary Henry, Michael Yerman.

### **Minutes**

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

### **Budget**

Henry gives overview of budget. Mason asks to move events to EEP. Henry will move events to EEP

### **Future Meeting Dates**

March 20, 12-2 pm – Marketing and Communications

March 21, 9-10:30 am – Events, Education and Project

April 4, 9-11 am - Commission

April 11, 12-2 pm– Marketing and Communications

April 26, 12-1:30 pm – Events, Education, and Projects

May 2, 9-11 am – Commission

May 16, 12-2 pm – Marketing and Communications

May 23, 9-10:30 am – Events, Education, and Projects

## **Staff Report**

### *Open Space/Creative District Coordinator*

Henry is leaving her position effective on March 23 to return to grad school. The Town has posted an ad in the paper for the Open Space/Creative District Coordinator position. Yerman asks if the Commission would like to appoint a Commissioner to the selection committee.

Horne motions to appoint Birnie to the selection committee. Wishard seconds. All in favor.

### *Arts Festival*

Angela Diaz, Executive Director of the Arts Festival, has offered a jury seat to one of the Creative District Commissioners. The Arts Festival is hoping to build stronger ties with the Creative District and saw this as a great way to get to know a commissioner.

Horne motions to appoint Taylor with Tuck as a backup for the Arts Festival jury. Mason seconds. All in favor.

### *Wayfinding*

Henry says that the RFPS for the wayfinding signage have been posted. Henry says that instead of creating a single RFP for the signage manufacturing and installation, the RFPS were broken into three parts: the forged iron brackets, the artwork capstones, and the remainder of the sign components. This was done to allow more opportunities for creatives to participate in the creation of the signs.

The selection committee will include representatives from the Community Development Department, Public Works, Parks and Recreation, and the Creative District. They will meet the week of March 19.

Mason motions to have Wishard sit on the wayfinding selection committee. Horne seconds. All in favor.

### *CCI Summit*

Henry states that they have \$1500 in the budget to send Commissioners to the CCI conference. This is not enough, unfortunately, to send all of the Commissioners like they did last year. Henry expects that they will be able to send two, and possibly three, Commissioners.

Story, Taylor, Tuck, and Woods are interested in attending. Henry will follow up with finalized budget numbers so that they can make a decision on who can attend.

Mason motions to allocate \$1500 to sending Commissioners to CCI. Story seconds. All in favor.

## **Next Steps on the Creative District's Action Plan from the Retreat**

Henry led the Commission in working on their Action Plan for 2018. The wordsmithing committee, including Rothman, Taylor, Tuck, Story, and Wishard had reworded the mission statement created at the retreat. The Commission decided to approve their updated mission statement, which reads as "The mission of the Crested Butte Creative District is to support a dynamic cultural economy where local creatives live, create, and thrive."

Using the mission statement as a guide, the Creative District Commission agreed on seven desired outcomes. Henry explained that while the mission statement is public-facing messaging that would help the Commission answer the question “What does the Creative District do?”, the desired outcomes were more for internal use. The outcomes are big-picture, long-term goals. These can change over time, but can serve as helpful guideposts for the Creative District to determine whether or not they are on track to have the impact they desire in the Community.

The Commission agreed on seven outcomes:

- Financial sustainability for the Crested Butte Creative District
- Affordable housing and workspace for creatives
- Credibility with the community/recognition as an important economic driver
- Crested Butte recognized as a creative destination
- Increase in successful small, creative businesses and the creative class
- Crested Butte looks and feels creative

The wordsmithing committee was going to refine these outcome statements for the next meeting to make sure that they would be clear for current and future Commissioners.

Henry then had the Creative District discuss the filters and tests they discussed at the retreat to help the Commissioners determine if a project or initiative was an appropriate and strategic use of their resources. They determined three filters and tests:

*First Filter:* Do we know why we are doing this project? Does it align with our mission?

*Second Filter:* Which outcome(s) above does this project align with?

*Two Final Tests:*

1. Does this help us achieve our goals?
2. Is this the best and highest use of our resources?

Finally, the Commission discussed what would be their priority focus areas for 2018. They determined that they would like to work on public art, marketing and branding, policy and advocacy, and professional development and education.

The Commission will set goals for each of these priority areas at their upcoming Subcommittee meetings.

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

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

#### *Mallardi Theatre RFP*

Commission is comfortable with the draft RFP for the new public art piece at the Mallardi. Rothman asks to add the word illuminated to piece description of “hanging art”.

#### *Paid to Create Grant Selection*

EEP reviewed three grant applications at their subcommittee meeting. They have recommended the full funding of two applications. The other grant application did not meet the standard of aesthetic excellence and durability the subcommittee was seeking for the public art projects funded through the "Paid to Create" grant program.

Rothman motions to allocate \$840 to the Crested Butte Music Festival's "Play Outside" application. Horne seconds. All in favor.

Woods motions to allocate \$900 to the Crested Butte Library's "Little Free Library" application.. Story seconds. All in favor. Wishard recused herself due to her conflict of interest with the Crested Butte Library.

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

No questions on meeting summary in the packet.

#### *KBUT Underwriting*

Birnie motions to allocate \$1200 to KBUT Underwriting. Woods seconds. All in favor.

### **Adjourn**

Mason adjourns the meeting at 11:07 am.

**2018 Crested Butte Creative District RUNNING Budget**

Updated 4/3/18

| GENERAL         | BUDGETED           | ALLOCATED        | EXPENDED         | DESCRIPTION                             |
|-----------------|--------------------|------------------|------------------|---|
| TRAINING        |                    |                  |                  |   |
| CCI Summit      | \$ 1,500.00        |                  |                  |   |
|                 |                    |                  |                  |   |
|                 |                    |                  |                  |   |
| Retreat         | \$ 500.00          |                  |                  |   |
|                 |                    | \$300            |                  | Payment to Kelly Sudderth               |
|                 |                    |                  | \$150            | Queen of All Saints Rental              |
|                 |                    |                  | \$150            | Creative Catering - Lunch               |
| OFFICE SUPPLIES |                    |                  |                  |   |
| Printing        | \$ 150.00          |                  |                  |   |
| Legal Notices   | \$ 300.00          |                  |                  |   |
|                 |                    |                  | \$21.75          | January Ads/Legals - Crested Butte News |
| <b>SUBTOTAL</b> | <b>\$ 2,450.00</b> | <b>\$ 300.00</b> | <b>\$ 321.75</b> |   |

|                         |             |
|-------------------------|-------------|
| General Funds Remaining | \$ 1,828.25 |
|-------------------------|-------------|

| MC                             | BUDGETED            | ALLOCATED   | EXPENDED           | DESCRIPTION                             |
|--------------------------------|---------------------|-------------|--------------------|---|
| Bloggers and Digital Marketing | \$ 5,000.00         |             |                    |   |
|                                |                     |             | \$ 1,000.00        | CTO Creative Corridor Grant Match       |
| Video                          | \$ 1,800.00         |             |                    |   |
| Radio                          | \$ 1,200.00         |             |                    |   |
|                                |                     |             | \$1,200            | KBUT Underwriting                       |
| Print                          | \$ 2,000.00         |             |                    |   |
| Website Maintenance            | \$ 1,000.00         |             |                    |   |
|                                |                     |             | \$480              | Community Calendar: Payment to Thin Air |
| <b>SUBTOTAL</b>                | <b>\$ 11,000.00</b> | <b>\$ -</b> | <b>\$ 2,680.00</b> |   |

|                    |             |
|--------------------|-------------|
| MC Funds Remaining | \$ 8,320.00 |
|--------------------|-------------|

| EEP                                    | BUDGETED            | ALLOCATED          | EXPENDED         | DESCRIPTION                                 |
|--|---------------------|--------------------|------------------|---|
| Youth Education                        | \$ 6,000.00         |                    |                  |   |
| Professional Development for Creatives | \$ 3,000.00         |                    |                  |   |
| Small Public Art Projects              | \$ 5,000.00         |                    |                  |   |
| Paid to Create Grants                  | \$ 5,000.00         |                    |                  |   |
|  |                     | \$ 840.00          |                  | CBMF "Play Outside"                         |
|  |                     | \$ 374.00          |                  | Crested Butte Library "Little Free Library" |
|  |                     |                    | \$550            | Payment to Rob Lindsey                      |
| Events and Public Meetings             | \$ 1,250.00         |                    |                  |   |
|  |                     |                    | \$145            | Pizza with Creatives                        |
| <b>SUBTOTAL</b>                        | <b>\$ 14,000.00</b> | <b>\$ 1,214.00</b> | <b>\$ 695.00</b> |   |

|                     |              |
|---------------------|--------------|
| EEP Funds Remaining | \$ 12,091.00 |
|---------------------|--------------|

|                     |                     |                    |                    |
|---------------------|---------------------|--------------------|--------------------|
| <b>FISCAL TOTAL</b> | <b>\$ 27,450.00</b> | <b>\$ 1,514.00</b> | <b>\$ 3,696.75</b> |
|---------------------|---------------------|--------------------|--------------------|

|                              |                     |
|------------------------------|---------------------|
| <b>TOTAL Funds Remaining</b> | <b>\$ 22,239.25</b> |
|------------------------------|---------------------|

Small Public Art Projects  
 RFP #1 \$2,500.00  
 RFP #2 \$2,500.00

MC Projects Discussed  
 Brochure Printing \$1,000.00  
 Arts Advisor Advertising \$300.00

CBCD Commission Meeting  
April 4, 2018  
EEP Agenda

1. Any questions on Summary of EEP sub committee meeting on 3/21/18?
2. Paid to Create Grants
  - Funding agreements for Piano Project and the Little Free Library signed.
  - Application for mural in Talk of Town denied
3. Fairy House project- move ahead with RFP at next EEP meeting. Do we have permission from Town? Can Fairy houses be installed on Old Kebler road?
4. Update on Mallardi project
5. Motion to change name of EEP subcommittee to Public Art, Professional Development and Education (PPE).

Summary of EEP meeting 3/21/18

Present: Henry and Rothman

(We need sub committee members to attend meetings unless sick or out of town).

Paid to Create Grant Discussion.

Henry recommended that the application from the Talk of the Town for a grant to pay a creative to paint a mural inside the bar be denied. The reason being that Paid to Create grants are for public art that is displayed in public or Town owned buildings. Currently, this is not specified in the Guidelines. Rothman pointed out that this will greatly restrict what projects are eligible i.e. the History of Art exhibit at a privately owned gallery and the CB Heritage Museum's video project would not be eligible. Henry said a mural in a privately owned business could be painted over and cannot be controlled by the Creative District, it has to be in a public space and benefit the public. Town does not want the CD to give money to private businesses for their own decorating or art collections. It was decided that the CD needs a clear directive from the Town on what is eligible for Paid to Create Grants.

Questions that arose from this discussion:

- Do we need Paid to Create grants or are the Public Art Project grants and capitol campaign projects sufficient ways to support creatives?
- What kind of Public Art do we want?
- How do we make a difference?
- Should the CD primarily support creative businesses by acting as a resource for marketing and professional development?

Fairy House Project:

RFP in mid April. Coordinate with Trailhead Museum.

Professional Development:

- Surveys show need for workshops in E-commerce, legal advice, taxes and branding.
- Who wants to work on developing these workshops?



## Staff Report

April 4, 2018

**To:** Crested Butte Creative District Commission

**From:** Hilary Henry, Creative District/Open Space Coordinator

**Subject:** **March Paid to Create Grant Applications**

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### **Background:**

The Crested Butte Creative District received one Paid to Create Grant Application in March. The application is from Mary Boddington/Talk of the Town for an “Upstairs Craig Lamar Mural”. The funding request is for \$200, with a total project budget of \$290.

To date, the Creative District has funded \$1740 in grant applications from a \$5,000 budget, leaving \$3,260 in remaining funds for Paid to Create grant applications.

The Talk of the Town grant application specifies that the project will take place on private property. As the Town will not retain ownership of the project and does not own the space where it will be located, the Town would not retain any control over the work of art.

**Recommendation:** Staff believes that the location of the piece on private property does not meet the grant guidelines for the creation of public art and it would be appropriate for the Commission to deny the project.



## Paid to Create Public Art Grants Application 2018

The Crested Butte Creative District provides funding for temporary, ephemeral, and permanent public art in the Town of Crested Butte (“Town”) through its Paid to Create grants program. The Paid to Create grant program is designed to foster creative projects that can be enjoyed by the community at-large.

Individuals and organizations are encouraged to apply for funding for creative projects. While projects may be led by an organization, all funds from the Paid to Create grants must be used to pay creatives for the creation of public art.

The Creative District will consider grant requests up to \$1,000. Applicants are encouraged to match their project budget to the project scope and size. Preference is given to applicants who can combine funding from the Paid to Create grant with additional resources, monetary or non-monetary, for the implementation, coordination, and marketing of the project.

Creative District grants are highly competitive. In the past, the Creative District has received many more eligible proposals than funding available. Past applicants who did not receive funding may apply again, but are encouraged to talk with the Creative District to ensure that their proposal meets the eligibility guidelines.

### Schedule for Paid to Create Grants

Applications accepted on a rolling basis.

Grants approved at monthly Creative District Commission meeting.

Project due by the end of the calendar year.

Final report is due one week after project completion.

*Please review the full Paid to Create guidelines before applying.*

### **Submission**

The last day to apply for funding in 2018 will be July 1 with final funding recommendations made at the August 1, 2018 Creative District Commission meeting. Projects must be completed, with final reports turned in, by December 1, 2018.

Applications should be submitted via mail, email, or in-person to:

**Town of Crested Butte**

Attn: Creative District

PO Box 39

507 Maroon Avenue

Crested Butte, CO 81224

(970) 349-5338

**Help with the Grant Application**

For questions about the grant application, please contact the Creative District Coordinator, Hilary Henry at [hhenry@crestedbutte-co.gov](mailto:hhenry@crestedbutte-co.gov) or (970) 349-5338.

# Paid to Create Grant Application

## Contact Information

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Name: Mary Boddington/Talk of the Town

Email Address: mbodd21@yahoo.com

Phone Number: 719-439-5022

Address: PO Box 817  
220 Sopris Ave, Apt. B  
Crested Butte, CO 81224

## Project Information

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Project Name: Upstairs Craig Lamar Mural

Project Type:

- X Permanent
- Temporary
- Ephemeral (One-time experience or piece that lasts less than two months)

Project Location: Upstairs Talk of the Town

Does your project utilize one of the locations identified as suitable for public art on the Creative District's Public Art Map?

*Preference is given to projects that utilize the project locations and suitable public art types described on the public art map.*

- X Yes
- No

Is your project publicly accessible?

- X Yes
- No

*Please describe in more detail if necessary.*

Do you have the necessary approvals to use your proposed project location?

X Yes

No

*If yes, please provide documentation of approvals and permits, if necessary. If no, please detail what approval would be needed. The Creative District can help secure approvals from the Town of Crested Butte, including the use of public property.*

### Public Art Project Description

*Please attach extra pages and renderings /photos if needed*

Craig Lamar will design and paint a custom stencil mural upstairs at the Talk of the Town. The Mural will represent the local culture.

### Community Engagement and Accessibility

*The goal of this grant is to support the creation of public art ~~support~~ projects that are highly visible within the Creative District. Please tell us how your project will enhance the Creative District and the experience of Crested Butte residents and visitors.*

Talk of the Town has been home to public art for many generations. A group of local artists recently hosted a community painting night - resulting in multiple new public art pieces. Craig created a mural downstairs during that event. A large space upstairs is desirable for more of his amazing work.

## Budget

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### Request Amount

*Up to \$1,000. Requests are encouraged to match the project scope and size.*

\$200

### Total Project Budget

\$290

### Detailed Budget

*Please attach the completed budget spreadsheet (available as .pdf or .xlsx) to your grant application.*

### Other Sources of Income and/or resources for the project.

*Preference is given to projects that can match Paid to Create Funds with additional resources, either monetary or non-monetary.*

Talk & Craig will provide necessary paint, custom stencils, and the location.

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## Creative Qualifications

### Description of your Creative Work

*The Creative District desires public art of exceptional quality and skill. Write a short description of your creative work or attach a resume or curriculum vitae. Links to online portfolios or websites are also accepted.*

See mural on dance floor @ Talk. Craig is primarily teaching film and history @ CBCS. He is not a full-time artists. He does have extensive sill and ability creating stencil graffitti art.

### Work Sample

*Please attach a sample of your creative work.*

## Eligibility

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*In order to be eligible for a Paid to Create Grant the following must be true.*

By checking the box you agree that:

- My project meets the definition of public art as described in the grant guidelines.
- I have completed all final reports for previous Crested Butte funding.
- I agree to acknowledge the Crested Butte Creative District and the Town of Crested Butte in all advertising and public display of my work.
- I agree to the terms of the grant award.



# Paid to Create Grant

## Grant Application Budget

Please fill out the following budget for your grant request. Budgets in other formats are acceptable, but all relevant information must be included.

### Expenses

#### Creative Fee

**\$200**

We believe in adequate compensation for creatives. If you need help determining a reasonable fee, please use the optional fee calculation.

*Optional: Creative Fee Calculation*

Estimated # hours of work for project

Wage Desi

X

TOTAL Creative Fee \$ -

#### Material Costs

**\$ 90**

List the estimated value of the materials you will use. If possible, provide itemized costs for your project materials.

*Optional: Itemized Material Costs*

|                                       | Description | Amount | Cost per unit | Total Cost |
|---------------------------------------|-------------|--------|---------------|------------|
| 1                                     | Paint       |        | \$            | \$ 75      |
| 2                                     | Stencil     |        | \$            | \$ 15      |
| 3                                     |             |        | \$            | \$         |
| 4                                     |             |        | \$            | \$         |
| 5                                     |             |        | \$            | \$         |
| <i>Please attach additional items</i> |             |        |               |            |
| TOTAL                                 |             |        |               | \$ 90      |

#### Rehearsal and Space Cost

**\$ 0**

Please list all costs associated with presenting your work

*Optional: Itemized Material Costs*

|                                       | Description | Amount | Cost per unit | Total Cost |
|---------------------------------------|-------------|--------|---------------|------------|
| Venue                                 | 1           |        | \$            | \$         |
| Rehearsal/<br>Studio Space            | 2           |        | \$            | \$         |
|                                       | 3           |        | \$            | \$         |
|                                       | 4           |        | \$            | \$         |
|                                       | 5           |        | \$            | \$         |
| <i>Please attach additional items</i> |             |        |               |            |
| TOTAL                                 |             |        |               | \$         |

#### Other Costs

**\$ 0**

Please list all costs associated with presenting your work

*Optional: Itemized Other Costs*

|                                       | Description | Amount | Cost per unit | Total Cost |
|---------------------------------------|-------------|--------|---------------|------------|
|                                       | 1           |        | \$            | \$         |
|                                       | 2           |        | \$            | \$         |
|                                       | 3           |        | \$            | \$         |
| <i>Please attach additional items</i> |             |        |               |            |
| TOTAL                                 |             |        |               | \$         |

#### TOTAL EXPENSES

**\$ 290**

Total creative fee, material, and presentation cost.

**Income**

**CBCD Grant Request Amount**      **\$ 200**  
\_\_\_\_\_

**Other Funding Sources**      **\$ 90**  
\_\_\_\_\_

*Please list any outside funding, if any.*

*Itemized Outside Funding Sources*

|   | Description | Amount      |
|---|-------------|-------------|
| 1 | _____       |             |
| 2 | _____       |             |
| 3 | _____       |             |
| 4 | _____       |             |
| 5 | _____       |             |
|   | TOTAL       | <u>\$ -</u> |

**TOTAL INCOME**      **\$ 290**  
\_\_\_\_\_

*Total income, including CBCD Grant request  
and outside funding.*

**\*Total Income and Total Expenses should match\***

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## Marketing and Communications Main meeting Agenda April 4, 2018

- Tagline
  - M&C Recommends a new tagline:
    - "Supporting Local Creatives"
    - instead of what we have now: Developing cultural patronage so creatives and creative businesses thrive.
      - Main agenda, vote for approval
- M&C Recommends we order the New Video by Schaffer:
  - \$1,000 for a 5-7 min video on Nick and Ivy project.
    - We will retain \$800 for additional video for the year. (\$600 is what we paid Schaffer for each short video). We will worry about reallocating funds later if needed.
- Tri-fold: M&C Recommends we go with Roshambo for Brochure printing. They are giving a 10% discount and their price is lower than any of our other quotes.
  - Roshambo's Prices: (includes a 10% discount because the owner, Mallory, believes in CBCD and our efforts.
    - 1000 Tri-fold dbl sided, full color brochures = \$325
    - Quad fold dbl sided, full color brochures = \$455
  - Dove Graphics:
    - 1000 Tri-fold dbl sided, full color brochures = \$346
    - Quad fold dbl sided, full color brochures = \$493
    - " " Quad enlarged to 11x17 = \$650

\*Only listed the two cheapest options
- Community Calendar update: Lisa & Jeff
  - Soft Roll out at the beginning of June
  - Gunnison Valley calendar
  - Chamber taking on financial
  - Kbut handling administrative
  - Calendar button on KBUT calenda
- CTO -
  - Logo Colors
  - Map options

## **2018 Action Plan for the Crested Butte Creative District**

### **The Creative District Mission:**

The mission of the Crested Butte Creative District is to support a dynamic cultural economy where local creatives live, create, and thrive.

### **Desired Long-term Outcomes:**

- Financial sustainability for the Crested Butte Creative District
- Affordable housing and workspace for creatives
- Credibility with the community/Recognition as an important economic driver
- Crested Butte recognized as a creative destination
- Increase in successful small, creative businesses and the creative class
- Crested Butte looks and feels creative

### **Filters and Tests for the Creative District:**

*First Filter:* Do we know why we are doing this project? Does it align with our mission?

*Second Filter:* Which outcome(s) above does this project align with?

*Two Final Tests:*

1. Does this help us achieve our goals?
2. Is this the best and highest use of our resources?

Examples from Hilary in Gray

\* denotes team leader

**Priority Area #1      Public Art**

Team: Mary, Emily\*, Shaun, Jeff

Most directly-related outcomes: Crested Butte looks and feels creative, Crested Butte recognized as a creative destination

**Goal 1A. By August 2018, the Creative District will be ready to introduce a phased capital project for public art at the end of Elk.**

Next steps to achieve this goal: (2018)

- Determine primary goals for the piece (eg. Bringing people to the end of the street, visually pleasing, renowned artist creating the piece, community engagement, etc.)
- Work with the Town’s historic preservation staff to determine the history of the site and how to incorporate the historical element of the Town into the site
- Determine what site planning is needed prior to the installation of the art
- Create a phased budget for the project, including site planning
- Present proposal to senior staff at Town Hall
- Propose budget to Council in the five-year capital budget

Goal 1B. \_\_\_\_\_

Next steps to achieve this goal:

- 
- 
- 

**Learning/Knowledge Gaps – Is there information/expertise we don’t currently have that we need to achieve our goals?**

| What do we need to know? What expertise could we use?   | Where can we find it?   |
|---|---|
| What are the objectives of the Historic District? How does public art complement the Historic District? | Presentation from Molly Minneman and Jessie Earley – the Town’s Historic Preservation Staff |
|   |   |

**Priority Area #2      Marketing and Branding**

Team: M'Lissa, Lisa, Mary, Jenny\*

Most directly-related outcomes: Crested Butte recognized as a creative destination, Increase in successful small, creative businesses and the creative class

Goal 2A. *By January 2020, the Creative District will have partnered with eight lodging locations to help market the Crested Butte Creative District.*

Next steps to achieve this goal:

- Reprint of the Creative District Map
- Establish relationships with hotels, bed and breakfasts, and property managers.
- Work with property managers over time to make the map and other Creative District materials an invaluable resource to their customers

Goal 2B. \_\_\_\_\_

Next steps to achieve this goal:

- 
- 
- 

Learning/Knowledge Gaps – Is there information/expertise we don't currently have that we need to achieve our goals?

| What do we need to know? What expertise could we use?  | Where can we find it?                                     |
|--|---|
| How do local visitor-related organizations (such as the TA and Chamber) determine what amenities to push to visitors? How could we increase our visibility in the messaging they push to tourists? | Presentation from the TA<br>Presentation from the Chamber |
|  |   |

**Priority Area #3 Policy and Advocacy**

Team: Kimbre, Jenny, Jeff, Melissa, Kent\*, M'Lissa

Most directly-related outcomes: Financial sustainability for creatives, affordable housing and workspace for creatives, credibility with the community, increase in small, creative businesses and the creative class

*Goal 3A. By January 2019, the Creative District will have determined what type and how much space local creatives need.*

Next steps to achieve this goal:

- Meet with housing experts on determining housing needs
- Survey types of housing and workspace solutions that have been used by other communities in the past
- Develop a strategy for surveying the creative community, using knowledge from experts and previous case studies

Goal 3B. \_\_\_\_\_

Next steps to achieve this goal:

- 
- 
- 

Learning/Knowledge Gaps – Is there information/expertise we don't currently have that we need to achieve our goals?

| What do we need to know? What expertise could we use?  | Where can we find it?            |
|--|----------------------------------|
| What are the Town's current affordable housing projects? What are their priorities when it comes to housing? | Presentation from Michael Yerman |
| Expertise on housing   | Yerman, GVRHA, Artspace          |

**Priority #4 Professional Development and Education**

Team: Emily\*, M'Lissa, Melissa, Lisa

Most directly-related outcomes: Increase in small, creative businesses and the creative class

*Goal 4A. By Fall 2018, the Creative District will have implemented a professional development program for local creatives.*

Next steps to achieve this goal:

- Analyze results from the professional development survey
- Work with Town staff and the ICELab to determine the best format and funding for the program
- Secure funding for the program, working with partners
- Find appropriate trainers for the program
- Market the program once planned

Goal 4B. \_\_\_\_\_

Next steps to achieve this goal:

- 

Learning/Knowledge Gaps – Is there information/expertise we don't currently have that we need to achieve our goals?

| What do we need to know? What expertise could we use? | Where can we find it?   |
|---|---|
| Expertise on small business development               | Strong partnership with the ICELab<br>Partnership with Colorado Creativity Labs |
|   |   |

**Strategies to use in our goal setting:**

*Beautify*

Visual Art

*Connect/Build Arts Community*

Events

Professional Development Workshop (Summit)

Website

Calendar

Incubator

*Influence*

Policy

Exporting

Advocacy

*Communications*

Branding

Advertise Success

Marketing

*Education*

Training

Professional Development

Acquiring Skills

Yes, K-12 Education

## Commission Development

What expertise/skills do we need on the Creative District Commission in order to be successful in achieving our goals?

1. Expertise on the needs of the local creative community (working creatives)
2. Marketing and event planning
3. Housing expertise
- 4.
- 5.
- 6.

What expertise/skills do we have on the Commission now?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What expertise/skills do we need to recruit for future Commissioner selections?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

# SMART Goals

## How to Make Your Goals Achievable

From: <https://www.mindtools.com/pages/article/smart-goals.htm>

### What Does SMART Mean?

SMART is an acronym that you can use to guide your goal setting.

- **S**pecific (strategic, simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (agreed, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

### How to Use SMART

#### 1. Specific

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions:

- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?
- **Where** is it located?
- **Which** resources or limits are involved?

#### 2. Measurable

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

A measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

### 3. Achievable

Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it.

An achievable goal will usually answer questions such as:

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

#### Tip:

Beware setting goals that someone else has power over. For example, "Get that promotion!" depends on who else applies, and on the recruiter's decision. But "Get the experience and training that I need to be considered for that promotion" is entirely down to you.

### 4. Relevant

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal.

A relevant goal can answer "yes" to these questions:

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?
- Is it applicable in the current socio-economic environment?

### 5. Time bound

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals.

A time-bound goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?