



## Creative District Commission Agenda

May 5, 2018 9-11am  
Town Hall 507 Maroon Avenue  
Meeting Room Junior

### 9:00 – Call to Order

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

- *Confirm Upcoming Subcommittee Dates:*
  - o May 16, 12-2 pm– Marketing and Communications
  - o May 23, 9-10:30 pm – Public Art, Professional Development and Education
- Choose June meeting dates

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

- CCI Summit Update
- Wayfinding Bracket Award Discussion
- Destination Signage Update
- CBMF Piano Project Update
  - o Select review committee for May 7, 2018
- Mallardi Public Art Selection
  - o Choose June special meeting date
  - o Review process for selection

#### 9:35 – General Business - Mason

- Commissioner openings
  - o There will be an opening for one commissioner starting on May 10, 2018 and one commissioner starting on June 6, 2018

#### 9:45 – Public Art, Professional Development and Education (PPE) Subcommittee Report – Rothman/Mason

- Paid to Create Grant Update
  - o Update on received grants, selection of review committee
  - o Paid to Create grants discussion and goal setting
- Arts Education Update and Discussion
  - o Choose commissioners for Professional Development task force
  - o Discuss and vote on use for remainder of 2018 education budget

#### 10:15 - Marketing and Communication (MC) Subcommittee Report – Birnie/Woods

- Authorization of \$300 for Arts Advisor magazine ad

#### 10:20 – Finalize 2018 Action Plan - Yerman

- Review draft action plan
- Marketing and Communications Action Plan goals update
- Set Policy and Advocacy goals
- Set measurable (SMART) goals for each priority area

#### 10:55 – Public Comment

#### 11:00 – Adjourn

## Creative District Commission Agenda



April 4, 2018 9-11am  
Town Hall 507 Maroon Avenue  
Meeting Room Junior

### 9:00 - Call to Order

Horne calls the meeting to order at 9:06

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

#### Roll Call

Commissioners: Kent Cowherd, Emily Rothman, Shaun Horne, Jenny Birnie, M'lissa Story, Lisa Wishard, Kimbre Woods

Staff: Hilary Henry, Bob Nevins, Michael Yerman

Also present: Mel Yemma, Nathan Bilow

#### Minutes

Horne questions the capstone artwork for the wayfinding signs. Henry defined that the capstone mountain piece over the signs is just for the CDOT signs.

Woods wanted to make a change on the last page on the minutes to say that the other applications “did not” meet the standards. Horne made a motion to approve the minutes, Rothman seconds, all in favor.

#### Budget

Commissioners noted that there is still \$6,000 allocated towards youth education.

#### Future Meeting Dates

April 11, 2pm-4pm: Marketing and Communications at the Grubstake Gallery

April 26, 11am: EEP

May 2, 9-11am: Commission Meeting

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

- Open Space/Creative District Coordinator Hiring
  - o Henry Introduced Mel Yemma as the new Open Space/Creative District Coordinator. Yemma will start the position on April 30<sup>th</sup>.
- Update on CCI Registration
  - o M'Lissa, Jeff and Mel are attending on behalf of the commission, and Kimbre, Mary and Jenny are attending on their own. Conference is on May 9<sup>th</sup> in Greeley.
- Destination Signage

- The destination signage is in addition to the wayfinding signage. The main destination signage will go opposite of the historic district sign on the patch of grass at the four way stop, wood sign with metal orientation (unlit). There will additionally be signs made for certain town parks. The destination signage will be unique made by different artists vs. the wayfinding signage that will all be uniform. The RFPs are due on April 27, 2018.
    - Motion to appoint a Commissioner to the selection committee for destination signage (for all signs): Committee so far is Bob Nevins, Pete from Parks and Rec, and someone from Public Works
    - Horne made a motion to appoint Woods and Wishard to the destination signage committee. Birnie seconded. All in favor, motion passes.
- Mallardi Public Art Selection
  - o Motion to set a special meeting date for the selection of the public art for the Mallardi Theatre
    - RFP is due April 25, 2018. Henry is proposing a special meeting with presentations from the applications, followed by a formal public meeting in a similar form to BOZAR. Henry suggested at least 10 days between the deadline and the meeting. This is following the public art policy and the goal is to start utilizing this formal process which ensures that every artist is coming from a level playing field to present their proposal. Yerman discussed ex-parte communication and the overall decision making process. Yerman made it clear that the proposals can only be discussed by the commission at the special meeting. Yerman will provide a format list for the meeting (similar to BOZAR and town council). Commissioners can always email the staff to ask additional questions on the applications.
    - Horne makes a motion to schedule the special meeting for the selection of the public art at the Mallardi Theatre on Thursday, May 17, 2018 at 6pm in the Council Chambers.

#### **9:20 – General Business - Horne**

- Selection of a new Vice-Chair
  - o Motion to appoint a Commissioner as the Vice-Chair of the Creative District
    - Horne’s final day on the commission is May 10, 2018. Rothman nominated Woods to be vice-chair, Wishard seconded. Horne made a motion to appoint Woods at the new vice chair, Rothman seconded. All in favor, motion passes.
- Update on Wayfinding Signage Manufacturer (Wishard)
  - Update on wayfinding signage RFPs: Capstone work: Sign Guys and Gal, Forged Iron Brackets: John Murphy (also did the work at the cemetery). The selection committee was the final decision maker.

#### **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”
    - Rothman went over her EEP summary. Staff recommends that the proposal be denied because it is a request to use public funding on private property.

The commission had a discussing about the line to draw between private vs. public art/property. Henry updated the guidelines to say explicitly that public art must be on public property. Henry affirmed that the history of Crested Butte project would need to be presented on public space under the updated guidelines. Birnie noted that the guidelines say that “public art must be highly visible”.

- Yerman made a suggested that the EEP will read over the updated guidelines that Henry wrote and make any necessary changes at the next EEP meeting. A town staff member will be present to help assist with the language. The EEP committee will then present the updated guidelines at the next Commission meeting.
- A discussion ensued about the Paid to Create grant program in general. This will be discussed more in the goal planning session. Many commissioners expressed that they would like to keep the grant program in addition to paid request for proposals from the town. Yerman challenged the commission to think hard with each grant proposal and if the project will further the mission and strategic plan of the Creative District in the future. Cowherd mentioned that it is helpful to look back to the original goals of the Creative District when making these decisions. Cowherd suggested looking at the public art map in further detail to see which areas will have the most impact.
- Rothman made a motion to deny Mary Boddington’s application for a mural at the Talk of the Town, Horne seconded. All in favor, motion denied.
- Fairy House Project Update: fairy houses would be at the end of Elk, they cannot go on Kebler Pass Road. The town is not necessarily open to the location/project as that location has a lot of history. Yerman and Henry suggested Woods Walk could work as a location (pending approval from the landowner) since the town owns an easement on the property. Town staff will come back to the commission with a list of possible options and locations. Henry suggested continuing the discussion of this project at the next EEP meeting. Horne suggested to not focus on the end of Elk space at the moment, and focus on another location for public art for the summer. Yerman said that the project can work at the end of Elk as long as it is explicitly clear that the project is temporary. The commission decided to table this discussion and decision until the EEP meeting. The commission requested more information about what could be allowed from the town staff.
  - Rothman made a motion to discuss the fairy house project at the EEP meeting, Horne seconded. All in favor, motion passes.

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

- New creative district tagline: “Supporting local creatives”.
  - Woods informed the commission of the new tagline.
- Creation of a video on Nick and Ivy’s “Art History of Crested Butte” Project
  - Motion to allocate \$1000 to Shaffer Nickel for the creation of a 5-7 minute video
    - Birnie made a motion to allocate \$1,000 to Shaffer Nickel for the creation of the 5-7 video about the “Art History of Crested Butte” Project. Horne seconded. All in favor, motion passes.
- Printing of quad-fold brochures

- Motion to allocate \$455 to RoShamBo for the printing of 1,000 Creative District Brochures
  - Woods confirmed that this is only for the printing, a separate payment will go to Kostyk for the design of the brochures.
  - Horne made a motion to allocate \$455, or possibly less (if a tri-fold is decided on), to Ro Sham Bo to print 1,000 Creative District Brochures. Woods seconded. All in favor, motion passes.

-Wishard gave an update on the community calendar project. The calendar is up and running on KBUT.org at this point, ultimately it will reside at the web address: [www.gunnisonvalleycalendar.org](http://www.gunnisonvalleycalendar.org) (this is not active yet).

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

- Review outcomes
  - Henry updated the commission on the new mission and goal areas. Henry would overall like to see the Creative District have more impact on larger community issues, which will also lead to financial sustainability. Henry made clear that the information in the packet are examples to guide the action plan process.
- Set measurable (SMART) goals for each priority area
  - We drafted goals for Public Art, Marketing and Branding, and Professional Development and Education. Policy and Advocacy goals and next steps will be tabled until the next commission meeting. Commissioners will brainstorm policy and advocacy goals before the next meeting.
  - Henry, Yerman, and Yemma will make a plan to finalize this process at the next meeting.

#### **10:55 – Public Comment**

No public comments

#### **11:00 – Adjourn**

The meeting adjourned at 11:41am.

#### *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)*

### CCI side mission:

Make notes on the format of the convention, what was working, what wasn't. Critique the guide to classes as you go. Keep good notes for when we are doing it!

#1

### **#2 Marketing and Branding**

- Collecting Data that demonstrates art impact

**Goal 2A:** Collect data that quantifies the economic impact of creative business in CB (by Sept 2018)

Next Steps:

- Define the target audience we'd like to talk to:
  - Town council
  - Locals
  - Visitors
- Identify sources of data at CCI
- Identify the questions we'd like to answer with the data that demonstrates economic impact.
  - Decide what information is the most compelling and figure out a way to market that piece of information. (along with a personal story if possible)

**Goal 2B:** Publish an annual report on the Creative District and local creative business' in Crested Butte by SEPT 2018.

Next Steps:

- Develop and format for the report
  - Design
  - Area's of content to cover
- Answer if this is a task for Mel, or something we should put an RFP out for.
- Physical table of contents ( I don't remember what this was about )
- Make a distribution plan and/or what will these statistic get paired with.

**Goal 2C:** Crested Butte Residence will understand the benefits of the Creative District.

Next Steps:

- Include information in Email Blast (potentially the chamber's rather than ours)
- Strategic partnering with organizations to get the word out.
  - Brainstorm who those connections may be:
    - Public Art Tour
    - Art HIstory Tour
    - New
    - Kbut
    - Chamber
    - TA (even more so)

Goal 2D: Host the 2020 Colorado Creative Industries Summit

#### Next Steps:

- Develop a format for public art openings (that may be more eep)
  - Marketing would market the events
  - Get News paper photographer coming to all our events
  - Get historic walking tour ready for launch (a season before the convention would be best)
    - Is there a historical society grant we could write to get funding for this project?
  - Create Experience Guides and Lists/tours (self guided)
  - Select Venues that we could host various events during the CCI convention.

Goal 2E: Grow our strategic partnerships with community organizations to expand our marketing reach of the Creative District.

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#### **#3 Policy and Advocacy**

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#### **#4 Professional Development and Education**

- Partnerships as a solution, which increases our marketing power.
- Some of the partnerships that we would like to nurture.
  - Icehouse
  - Chamber
  - Library
  - CCI convention

PPE (Public Art, Professional Development and Education) Sub-Committee  
Meeting Agenda April 26, 2018  
11:00 a.m Town Hall Jr. Meeting room

Red: Notes from the PPE Sub-Committee meeting

Blue: Emily's notes

We met with Michael and Dara to start the meeting. The discussion was that we need to tighten and focus the Paid to Create Grants. Set specific goals. Ask artists how the grant will further/elevate their career. Potentially require that grant recipients participate in one of our Professional Development programs. We need to put this on the May agenda, and plan to spend 45 min or so honing in.

Mallardi Project: Applications due on 4/25. Update from Michael on applications received to date. Formal meeting for applicants to present their proposals scheduled for 5/17 at 6p.m. Town Hall.

Michael said these projects do not come through this subcommittee. So no one on the Commission sees the applicants' proposals until the formal meeting? They are presented to the whole commission at once. This is the May 17<sup>th</sup> meeting we have scheduled. Michael will email the whole commission to confirm or reschedule this date.

1. Paid to Create Grants- have we received any new applications? If so, we need to set up a review committee.
    - a. Yes, one. But Michael needs to check Hilary's email to see if there are any others that have been sent. Michael or Mel will do this, but someone should follow up with them. And then we need to set a meeting.
  2. Fairy House- Update on using Woods Walk- do we have easement from Land Trust? Rothman can discuss with Hermanson.
    - a. Emily? Do we need to hear from both still? What is the budget for this project? Is Trailhead committing funds. Michael was going to check on the easement issue. I can then discuss with Jeff but I need to know exact location. Originally this was going to be one of our two public art projects with a \$2,500 budget each - \$5k total. Not sure if TH can commit funds. They want to create one of the Fairy houses.
- Hold special meeting to write the RFP- specifications for Fairy Houses.
    - We need to schedule this.
  - Discuss with Marilyn
    - Who will do this? Invite Marilyn to RFP meeting



### 3. Arts Education

- Need to create plan for \$6k. Some ideas:

- Allocate some funds for Enrichment at CBCS

Proposed \$3000 set aside. PPE works to allocate the funds on our terms to CBCS.

Kimbire and Melissa then discussed (Jenny had left) that we should consider putting all \$6,000 toward arts at CBCS (not just Enrichment). Might not want to spend all funds here. Save \$2,000 for a series of master classes. We can have a larger impact this way. CD meets with music, theater, and art departments, finds out needs, and meets them. We come up with a set of criteria we'd like to guide us (bring in outside artist/adults to work with students, help with supplies & equipment, or whatever we decide upon) and use them to allocate then money to our school's art programs each year. Also we discussed advocating for new, innovative, and "boundary pushing" ideas and programs.

- Continue Art Mentor program at CBCS

This falls under the above money

- Pay a local creative to give a master class once a month

Need more info from Emily. Thinking of someone like Tyson Rogers, prof. pianist, would hold a master class free to community, where adult and student pianists play for him and he gives each person a mini lesson.

- Coordinate with Music Festival to hire a visiting artist (perhaps one of the opera studio students) to give a series of master classes to the community this summer. The other idea was to use some of the \$6,000 to set up CD scholarships ( I didn't think CD could give scholarships) to send kids to the already established Music Festival and other art programs in the community for kids. There isn't a program for vocal coaching that I know of but I can check. However, it was brought up that this spreads the subcommittee thin in terms of time use (having to allocate money at CBCS and manage a scholarship program). Hence the discussion to try to have a BIG impact at CBCS each year with \$6,000.

The Center also already helps art programs, and Jenny said The Center could team up with the CD, pool funds, and have an even larger yearly impact.

Advocating for the creation of a program like Mountain Sports where arts students can work on their craft during school hours was discussed as well. We should keep this on the agenda to discuss with the entire group.

### 4. Professional Development

- Ideas for workshops? Need a Commissioner to take on Professional development.

We ran out of time for the rest of the agenda. Did not get to #s 5 & 6.

5. Creative District Action Plan

- Is there a draft of our goals from our last meeting with Hilary?
- We need to think about how our Public Art program reflects a plan for long term sustainability.

## **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 small, sustainable 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?

**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. The Creative District will install two temporary art pieces for the next five years.*

Next steps to achieve this goal:

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Goal 1B. By January 2019, the Creative District will create a plan for the long-term financial sustainability by the end of 2018.

Next steps to achieve this goal:

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Goal 1C. Be ready to introduce a major project for public art in the capital budget by August 2019.

Next steps to achieve this goal:

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**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. Collect data that quantifies the economic impact of creative businesses in CB by September 2018.*

Next steps to achieve this goal:

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Goal 2B. Publish an annual report on the Creative District and local creative business in Crested Butte by January 2019

Next steps to achieve this goal:

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Goal 2C. By January 2020, Crested Butte residents will understand the benefits of the Creative District

Next steps to achieve this goal:

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Goal 2D. Host the 2020 Colorado Creative Industries Summit

Next steps to achieve this goal:

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Goal 2E. Grow our strategic partnership with community organizations to expand our marketing reach of the Creative District

Next steps to achieve this goal:

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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 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. Advocate for projects, funding streams, and other initiatives that provide work force housing to creatives.

Next steps to achieve this goal:

- Attend meetings and speak publicly when projects or initiatives come before Council, BOZAR, BOCC, or Mt. Crested Butte Councils
- Write letters of support for projects or initiatives that provide work force housing
- Ask the Commission Council representative for updates on projects that the Council is discussing and provide input at Commission meetings

Goal 3C. Work with Governmental, nonprofit, and private businesses to buy local and pay creatives for their work.

Next steps to achieve this goal:

- Promote the Creative Directory locally to connect creatives and businesses
- Ensure "Paid to Create Grants" pay creatives and advance their careers as creatives
- Publicize projects that highlight achievements of the creative industry in the Town of Crested Butte

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?
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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 sustainable, small businesses and the creative class

*Goal 4A. Implement a professional development program focused on increasing the success of local creative businesses by the end of 2018*

Next steps to achieve this goal:

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Goal 4B. The Creative District will work in partnership with the school district and arts organization to offer ongoing, advanced, youth creative education opportunities.

Next steps to achieve this goal:

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Goal 4C. Foster excellence in the local creative community for public art projects (Creative Products)

Next steps to achieve this goal:

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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 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.