



## Creative District Commission Agenda

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

### 9:00 – Call to Order

### 9:02 – Review Minutes, Budget, and Future Commission Meeting Dates

- Confirm upcoming commission dates:
  - o December 5, 2018, 9am-11am
  - o CBCD Commission Holiday Celebration: TBD
- Select upcoming subcommittee dates:
  - o Professional Development: November 7, 2018, 3:30pm
  - o Education: TBD
  - o Public Art: TBD
  - o Marketing: November 19, 2018, 9am

### 9:10 – Staff Report –Yemma

- Annual Report Update
- Chamber of Commerce Winter Economic Forecast
- One Valley Prosperity Plan
- January Retreat—CBCD Self-Sufficiency Plan
- CCI Creative Districts Convening Updates

### 9:35—Education Report—Rothman

- Update on Education Awards

### 9:40—Public Art Report—K Woods

- Current Public Art Projects Update
- December Event Update
- Event Budget Allocations
  - o \$50 for red lamp post maintenance
  - o \$100 for public art plaques
  - o \$300 for additional mentor for mentor program
  - o \$50 for 3<sup>rd</sup> street mural unveiling
  - o \$1,523 for December event
- CCI Matching Grant—Sculpture Garden Project Update
  - o Tour of the Center for the Arts scheduled for Friday, November 9<sup>th</sup> at 11am
- Public Art Maintenance—Future Policy
- Public Art Catalog—2019 Project

### 10:05 – Professional Development Report – Taylor/MacMillan

- 2019 Programming Updates

### 10:15 – Work Session: 2019 Project Timeline and Budget Allocations

- *Please see attached staff report and project chart*

### 11:00 – Adjourn



## Creative District Commission Minutes

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

### 9:00 – Call to Order

Birnie called the meeting to order at 9:04 am

Present: Jenny Birnie, Kimbre Woods, Mary Tuck, Emily Rothman, Brooke MacMillan, Harry Woods, Nancy Woolf, Melissa Mason, Kent Cowherd, Mel Yemma

For Part of the Meeting: Michael Yerman, Rob Zillioux

### 9:02 – Review Minutes, Budget, and Future Commission Meeting Dates

- Confirm upcoming commission dates:
  - o October 15, 8pm: Town Council Presentation
  - o November 7, 9am-11am
- Select upcoming subcommittee dates:
  - o Professional Development: November 7, 3pm
  - o Education: N/A
  - o Public Art: October 31, 9am
  - o Marketing: To be coordinated via email with Peggy Stenmark and Laurel Runcie

Emily made a motion to approve the minutes, Harry seconded, all in favor, motion passed.

Harry made a motion to approve the running 2018 budget, Brooke seconded, all in favor, motion passed.

### 9:10 – Town Council Report – Cowherd

-Kent gave some updates on what's happening in the Town Council.

-The Town is working a lot on affordable housing: 3 duplexes this summer, and larger development on block 76 in 2019. Kent would like the commission to share these opportunities with our followers. He would like for us to encourage the creative community to apply and become qualified.

-Mary asked if these are for rent or for buy. Kent said that these will be for buying, but the next phase after these developments will be for renting.

-Melissa asked about essential services/employee housing. Kent explained that the Town has many employee units and how emergency and essential services get an extra lottery ticket.

-The Town is enacting a moratorium on formula/franchise businesses to preserve local spaces and businesses.

-Jenny mentioned how Elk Avenue rentals are cost prohibitive to many businesses. She asked how this could work into this discussion. She appreciates what the Town is trying to do, but how do we tackle this?

-Mary asked if we could put a cap on this. Kent said we can't in the private sector, but the Town is trying to freeze this process so folks can't sell the buildings to large corporations who would happily pay a high rent.

-Nancy gave an example of what happened in her town in California when Vail moved in. They experienced exponential increased in realtor offices. This is something to consider.

-Kimbre heard that big city lawyers will not let this moratorium do anything.

-Kent also mentioned parking analysis. They have heard from other towns associated with Vail that they had an increase in 40% parking demand. Breckenridge has done something similar and there has been really positive feedback from the local businesses.

-There would be little kiosk areas/apps to pay for parking (vs. coin meters). This could tie into new job development. Kimbre asked if there's a shortage of jobs. Kent said there's a shortage of year-round jobs with consistent pay.

-Kent would like the commission to start discussing and defining how the creative district could become financially independent. Kent would like to set a goal to start defining this more.

-Jenny asked if we should develop a subcommittee for this. Mary asked about artists selling through our website, and the creative district could take a percentage. Jenny said there are a lot of options, and a lot of different creative districts in the state have different funding models, which is a great resource to utilize.

-Melissa asked how we got here. Jenny said this is part of our action plan: to find financial sustainability. Melissa asked if an option would be staying under the Town. Kent said yes, but it could be a risk as public funding is never a done deal.

-Mel will schedule dedicated time for this discussion in the near future.

-Kent wants to think about promoting the district more and have more exposure (an artist parade, big gathering of people, etc.)

-He mentioned a creative district promotion on PBS

-Melissa said that Shaun has wanted to do an event like this forever. We need to plan an event like the snow dance today. Jenny said we need to figure what type of event is best before just putting something on the calendar. Mary wants to do a "hats off" gathering to promote the creative district. The public art committee will take this event on at their next committee meeting. Mel said there's around \$2,000 in the 2018 left for events.

### **9:20 – Staff Report –Yemma**

- Creative District presentation to Town Council information
  - o Mel will schedule a time with Harry, Nancy and Jenny to practice the presentation
- CCI Creative Districts Fall Convening
  - o Mel is attending this conference in mid-October. She will report back to the commission with updates at the November commission meeting.
- Website Updates
  - o Mel will utilize the remaining website funds for 2018 to have Petar Dopchev fix up some of the backend components of the website. Jenny thinks the website is really coming together. Kimbre and Harry still need to send Mel their bio and photo.

### **9:25 – Professional Development Report – Yemma**

- Chamber Off-Season Seminar Series Updates
  - o Mel gave an update on the Fall series (the info is on our website).
  - o Harry asked if the commission could report to the economic development forecast for the fall.
    - Mel will ask Ashley about this and Mel, Harry, and Jenny will coordinate what message we want to include as part of the forecast.
- ICElab conference updates
  - o Mel gave an update on this idea, and she plans to discuss the idea at the Fall convening conference before meeting again with the ICElab. Melissa encouraged making it a day when people could also come to the film festival or iron pour. Mel agreed that this is a great idea.

### **9:35 - Marketing Report – Birnie**

- Annual Report update
  - o Jenny gave an overview of the annual report. There wasn't time at the meeting to discuss it, but people can send individual comments to Mel on Thursday at noon. Emily is proof reading it.
- Digital Marketing Campaign Proposal Selection
  - o We received one proposal. The scope of this project is for someone to help with digital marketing through December (2.5 month contract).
  - o The original idea behind this campaign is how to best promote creatives and creative businesses. The marketing committee decided to narrow the scope of this project to only focus on the give creatively campaign.
    - Melissa mentioned feedback from last year that not enough people signed up. She thinks this could be a good compelling reason to get buy-in from local businesses.
  - o Melissa made a motion to approve Holly Harmon's proposal for the digital marketing campaign, Mary seconded, all in favor, motion passes.

### 9:55 – Public Art Report—H Woods/Tuck

- Mallardi Art Unveiling Event
  - o The event is on Friday between 6pm-7pm at the Mallardi
- 308 3<sup>rd</sup> Street Mural or Wall Art Proposal Selection
  - o Harry gave an overview of the public art committee meeting and the top two proposals. There's a new condition (from facilities management) to not paint the other walls solid colors. The top choice is Heather Bischoff's proposal. The second favorite was Bill Tintera's proposal, but overall the committee was split on the decision, so they asked the full commission to vote. Melissa is concerned about not painting the other walls. Brooke doesn't think it will make much of a difference. Kimbre doesn't think it will affect the piece. Mary agrees.
  - o Jenny asked for a contingency for the selection to have a specific contract with a payment schedule with the artist.
  - o Jenny made a motion to approve Heather Bischoff's proposal, Emily seconded. All but one in favor, Harry opposed. Motion passes.
  - o Melissa asked for an article in the paper about this process and mural. Mel and the marketing committee will work on this.
  - o Harry asked about the process, with the new restriction from facilities at the end. Mel said there's a contingency in the RFP to finalize the design with Town staff prior to final approval. However, Mel and Michael will work on this in the future.
  - o Emily mentioned that there's maybe another opportunity for a mural at the new big mine ice rink. Michael said this will be subject to the 2% public art policy in the future.
- Creative District Sign Posts Embellishment Proposal Selection
  - o Kimbre gave an overview of the presentation. It's the same person who did the wayfinding signs. Kimbre thinks it will be cohesive with the other signage in Town, and we know he makes quality work.
  - o Harry made a motion to approve Ira Houseweart's proposal for the sign post embellishment, Emily seconded. All in favor, motion passes.
    - The commission voted on painting the flowers vs. not painting them. Everyone unanimously asked to paint it.
- Public Art Maintenance
  - o Kimbre asked if there's a maintenance agreement for Jeremy Rubingh's red lamppost. Mel and Michael will look into this.

### 10:20 – Work Session: 2019 Budget Proposal

-Rob Zillioux (the Town's finance director) gave an overview of the budget process and the Town Council's priorities for budgeting and some examples on big projects the Town is funding (Long Lake deal, Trampe Ranch, Wastewater Treatment Plant Upgrade)

-Rob said that the Town in 2018 will have spent \$3 million more than revenue brought in. This can't happen every year.

-For 2019, the goal is to have a balanced budget, which includes these big picture projects (that cost millions of dollars). The council would also like to have at least one year of operating expenses in reserve.

-The senior staff is overall cracking down on miscellaneous spending in the budget, while meeting the goals and vision of the council.

-As it relates to the Creative District, there's a lot of thought about keeping the town unique. Rob wants the commission to think about sustainability in what programs and projects are offered. A one-time event versus a professional development resources for creatives is one example. There's also a lot of interest from the Town in diversifying the economy.

-Michael went over the Town's new comprehensive plan, which will be the guiding document for the community for the next ten to twenty years. Three immediate chapters the Town wants to tick off is housing, transportation, and economic vitality. He wants the creative district to be involved in the economic vitality chapter. He wants the commission to lead the discussion on this (a 3-month community discussion).

-Rob has volunteered to assist with this process and be the lead on this discussion and creation of the plan.

-This plan will enable us to go out to granting institutions with a stronger application.

-Michael is concerned that there's a big recession coming in the next few years, which will affect the Town's budget.

-Michael asked if the commission wants to take the economic diversification plan on. Michael is asking for the commission to lead the discussion with the business community as a whole.

-Melissa asked what the outcome is. The outcome is a chapter in the comp plan, which will lead to big picture projects. Melissa said this is our opportunity as a creative district to make sure the creative economy is represented.

-Kent sees this as a tool for the Town to go forward and use it to apply for grants. It's very important to define the needs of our community.

-Nancy is concerned about the scope and that it's outside of the commission's capabilities.

-Harry thinks this is a good opportunity for our commission to have a voice and lead this discussion.

-Mary brought up examples of communities that have done creative processes to do this and open the discussion.

-As it relates to the 2019 budget proposal, the Town is asking the creative district to not exceed their current spending and to focus on supporting our creative businesses.

-Harry made a motion to approve the 2019 proposal (included in the packet), Mary seconded. All in favor, motion passes.

-Kimbre made a motion for the creative district to be involved in the economic diversification chapter of the Town's comprehensive plan. Melissa seconded. All in favor, motion passes.

## **11:00 – Adjourn**

The meeting adjourned at 11:15 a.m.

**2018 Crested Butte Creative District RUNNING Budget**

Updated 10/31/18

GENERAL	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
TRAINING				
CCI Summit	\$ 1,500.00			
			\$439.50	CCI Summit Registration
			\$725.25	Hotel
			\$20	Gas
			\$280	Mel and Jeff Per Diem
Retreat	\$ 500.00			
			\$300	Payment to Kelly Sudderth
			\$150	Queen of All Saints Rental
			\$130	Creative Catering - Lunch
OFFICE SUPPLIES				
Printing	\$ 150.00			
Legal Notices	\$ 300.00			
			\$21.75	January Ads/Legals - Crested Butte News
			\$74.00	March Ads/Legal-Crested Butte News
			\$25.74	July Ads/Legals-Crested Butte News
			\$32.40	August Ads/Legals-Crested Butte News
<b>SUBTOTAL</b>	<b>\$ 2,450.00</b>	<b>\$ -</b>	<b>\$ 2,140.50</b>	

General Funds Remaining	\$ 309.50
Budget - Expenses	\$ 309.50
Budget - Allocations - Expenses	\$ 309.50

MC	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Digital Marketing	\$ 5,000.00			
			\$300	Annual Report Photo Needs (up to \$500-Lydia Stern)
		\$880		Annual Report newspaper ad
		\$3,000		Annual Report Costs
			\$1,000	CTO Creative Corridor Grant Match
Video	\$ 1,800.00			
			\$1,000	Shaffer Nickel "Art History of CB" Video
Radio	\$ 1,200.00			
			\$1,200	KBUT Underwriting
Print	\$ 2,000.00			
		\$250		Annual report printing
			\$285	Brochure design changes-Keitha Kostyk
			\$357	Ro Sham Bo-1,000 Creative Corridor Brochures
			\$595	Ro Sham Bo-2,000 CBCD Brochures
			\$300	Arts Alliance Magazine ad
Website Maintenance	\$ 1,000.00			
		\$620		Website maintenance with Petar Dopchev
			\$480	Community Calendar Payment to Thin Air
Events and Public Meetings	\$ 1,250.00			
			\$134	Pizza with Creatives
<b>SUBTOTAL</b>	<b>\$ 12,250.00</b>	<b>\$ 4,750.00</b>	<b>\$ 5,651.13</b>	
MC Funds Remaining		\$ 1,848.87		
Budget - Expenses		\$ 6,598.87		
Budget - Allocations - Expenses		\$ 1,848.87		

EEP	BUDGETED	ALLOCATED	EXPENDED	DESCRIPTION
Youth Education	\$ 6,000.00			
		\$500	\$500	CB CD enrichment programs
		\$750	\$750	New wheel for Ben McLoughlin's class
		\$1,250	\$1,250	Art mentorship program
		\$500	\$500	Celebrate the Beat
Professional Development	\$ 3,000.00			
		\$1,600	\$600	Digital marketing project manager -Holly Harmon
		\$200	\$100	Chamber Off-Season Prof Dev Series
			\$500	Alpen Hong master class
Small Public Art Projects	\$ 6,380.00			
		\$2,000	\$500	Creative District sign embellishment-Ira Houseweart
		\$2,470	\$1,030	308 3rd St Restrooms Mural-Heather Bischoff
Paid to Create Grants	\$3,620			
		\$400		Sustainable CB
			\$1,000	Chalk Walk Grant
		\$480		Yoga Co-Op Grant
		\$420	\$420	CBMF "Play Outside"
			\$519.65	CB Library Building (Rob Lindsey)
			\$220.00	CB Library Painting (Kate Seeley)
			\$160	CB Library Door Handles (Levi Rughheimer)
Events and Public Meetings	\$ 1,250.00			
			\$143	Professional Development series poster
			\$200	Mallardi art celebration/unveiling (food)
<b>SUBTOTAL</b>	<b>\$ 18,999.65</b>	<b>\$ 7,570.00</b>	<b>\$ 5,049.65</b>	
EEP Funds Remaining		\$ 6,380.00		
Budget - Expenses		\$ 13,950.00		
Budget - Allocations - Expenses		\$ 6,380.00		

<b>FISCAL TOTAL</b>	<b>\$ 33,699.65</b>	<b>\$ 12,320.00</b>	<b>\$ 12,841.28</b>	
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<b>TOTAL Funds Remaining</b>	<b>\$ 8,538.37</b>
Budget - Expenses	\$ 20,858.37
Budget - Allocations - Expenses	\$ 8,538.37



## Staff Report

November 7, 2018

**To:** Crested Butte Creative District Commission

**From:** Mel Yemma, Open Space/Creative District Coordinator

**Subject:** **October Updates**

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The following lists Creative District related updates from October that were not covered in the subcommittee updates and minutes.

### **Annual Report Updates**

I emailed the final annual report out to all commissioners earlier this month. Harry Woods, Nancy Woolf, Kimbre Woods and myself presented our annual report to the Town Council on October 10<sup>th</sup>. The presentation overall went well and we received positive feedback from the Council. I'm currently working with Keitha Kostyk to finalize the newspaper advertisement and printed versions of the annual report, which should be completed and published by the end of this month. Those drafts will be reviewed by the marketing committee before they are published. Once published, we will coordinate a digital marketing campaign surrounding the report with Holly Harmon, who has taken over our digital marketing through the end of the calendar year.

### **Chamber of Commerce Winter Economic Forecast—November 13, 2018**

At the October Commission meeting, Harry Woods asked if the Creative District commission could be involved with the Chamber's Winter Economic Forecast. The Forecast is on November 13<sup>th</sup> at 5:30 p.m. at the Mallardi Theatre. The format of this event will be for different entities to be stationed at a table that attendees can then move through and ask questions. The Creative District will have its own table. The goal is to have the printed versions of the annual report ready by this event and to also talk to attendees about the "Give Creatively" campaign.

***Recommendation:*** Staff recommends that the Creative District Commission delegate 1-2 commissioners to represent the Creative District at this event.

### **One Valley Prosperity Project**

I attended the One Valley Prosperity Project State of the Valley 2018 presentation on October 24<sup>th</sup>. The One Valley Prosperity Project (OVPP) (a collaborative initiation led by Gunnison County and the Community Builders Task Force, which is focused on achieving a more prosperous and successful future for all of our valley's communities from Gunnison to Gothic), recently released the this report

(which can be viewed at this link:

[http://onevalleyprosperity.com/sites/gunnison.engagingplans.org/files/user/documents/State-of-Valley\\_2018\\_DRAFT\\_0.pdf](http://onevalleyprosperity.com/sites/gunnison.engagingplans.org/files/user/documents/State-of-Valley_2018_DRAFT_0.pdf)). While reading the report, especially the chapter about Economic Resiliency, it seems as though this is a great way for the Creative District to be more involved in regards to advocacy and programming. I had a great talk after the forum with Delaney Keating from the ICELab (who was featured at the event for economic resiliency) on how the Creative District can be more involved in this process and how the Creative District could potentially strategically collaborate with the ICELab to help us better meet our mission. I have a meeting set up with Delaney and our professional development subcommittee on November 7<sup>th</sup> at 3:30 p.m. to continue the conversation. I also emailed Cathie Pagano, Community and Economic Development Director for Gunnison County about how we could possibly be more involved in this process but I have not heard back yet.

**Recommendation:** Staff recommends that the Creative District Commission discuss whether or not they would like to pursue being more involved in this process (and in what capacity) and whether or not the Creative District Commission should submit a letter to Community Builders (who drafted the report) to include more significant data in regards to the Creative Industries sector of our economy in future reports. Updated 2017 Creative Vitality Suite data will be released in mid-November.

### **January Retreat—CBCD Self Sufficiency Plan**

Goal 1A of the 2018 Creative District Action Plan states: “By January 2019, the Creative District will create a plan for long-term financial sustainability by the end of 2019.” At the October Commission meeting, there were preliminary discussions about wanting to set aside time to discuss and create a plan to achieve this goal. After many discussions with Colorado Creative Industries as well as Town of Crested Butte Senior Staff, I’d like to recommend allocating our January retreat to this topic and bringing in facilitators from the Colorado Creativity Lab, who specializes in Creative Districts structure and strategic planning to help guide this process.

**Recommendation:** Staff recommends that each commissioner selects a date for the retreat. The possible dates could be January 16, 17, 23, or 24. The recommended timeframe is 1 p.m. – 5 p.m. This retreat will be in replacement of our regularly-scheduled January commission meeting. Secondly, staff recommends that the commission allocates more funding from the budget towards the retreat to cover the facilitator, food, and venue, which will be discussed more during the 2019 projects work session during the second half of this commission meeting. I will have an estimate of the facilitation costs from the Creativity Lab by the commission meeting on November 7<sup>th</sup>.

### **CCI Creative Districts Fall Convening**

I received the travel award to attend the CCI Creative Districts Fall Convening in mid-October in Boulder, CO. The major themes of the conference were better ways for Creative Districts to collect data in regards to economic development and diversity, as well as Creative District governance models and structures. I spent a lot of time discussing both of these at length with Christy Costello from CCI and other Creative District leaders. I also spent the morning of the convening at a roundtable with the Colorado Creativity Lab and there was a lot of discussion around Creative District structures (governance and funding), which is mainly why I’m suggesting utilizing them to facilitate our retreat (see above). There was also a lot of discussion about having “tool kits” ready to utilize by the May

convening to provide “how to” guides for particular Creative District activities, such as how to collect data in regards to the economic sector. I’m happy to answer any questions commissioners might have about the convening.

**Education Committee report on arts education programs funded by the Creative District at the Crested Butte Community School**

**November 7, 2018**

- The Art Mentorship Program is underway with seven AP art studio students and one music student who has been matched with a local music teacher. The total cost for eight mentors is \$4,800. The CFA has agreed to fund half, which works out almost perfectly as we allocated \$2,500 to the Mentorship program.
- The Enrichment Program presented classical guitarist Nicolo Spera on Sept.6th to the high school guitar class, and will use remaining funds for the fall Improv Club for ms/hs students, the spring Drama Club for 3-5th grade students, and the spring Film-Making Club for ms/hs students.
- A new ceramics wheel has been purchased for the high school art program.
- Celebrate the Beat performance was presented by elementary students last month.

**Funding proposals for 2019:**

Art and Music Mentorship Program

The high school music program's instrument fund and spring band concert.

Elementary school - meet with teachers this month and find out how the CD could support literary, visual and performing arts in 2019.

# Public Art Meeting Minutes

Oct 31st at 9am

## Sculpture Garden

- Initial discussion/set a time to do a walkthrough of Town Park to talk about the sculpture garden.
  - Jenny said that the Center has wanted to do a second sculpture garden on the north side of the building, but they don't have the funding to do so yet. The thought is that the Creative District would put in \$5,000 and the center would match \$5,000.
  - There are a lot of ideas about how this program could work. Temporary sculptures, the opportunity for artists to sell their work at the end of the season.
  - Michael suggested sticking with the \$5,000 and \$5,000 combined from the Center and applying for a \$10,000 match from CCI to go towards the sculpture garden infrastructure and then potentially utilize the other \$5,000 from the public art committee to go towards a sculpture for 2018.
  - Michael recommended that the next step would be a meeting between Mel, Michael, Bob Nevins (Town Planner), Parks and Rec, Jenny and the Center's Landscape Design Team to brainstorm a design and develop a budget.
  - The committee scheduled a time to do a tour of the site and the center on Friday, November 9<sup>th</sup> at 11am. Kimbre will invite the full commission.
- Next steps to apply for the CCI grant.
  - Mel will work on the backend work for this grant and bring the committee a draft of the grant in January.
- Mary asked if the horse could potentially go towards the end of Elk. Michael said probably. Kimbre said we would have to prepare the spot for the sculpture garden. Mel reiterated that the funding for the end of Elk for 2019 would be to go towards a creative placemaking public process to discuss the possibilities of what could do there in the future.

## Economic Diversity (approx 15 mins)

- Discuss our understanding and impression of our new economic diversity role with the town.
  - Michael gave an overview of the town's budget and how a lot was recently cut out of the budget for 2019. With that said, he had originally allocated \$55,000 for 2019 for an energy action plan and the comprehensive plan, but now it was cut to \$25,000 total with \$10,000 for the comp plan.
  - The three chapters of the comp plan to be developed in 2019 is transportation, housing, and economic diversity. There's a lot of planning going on at the school that might affect aspects of this plan as well (transportation will take up the first quarter of discussions).
  - Michael recommends that the best time to work on this is from September-November, but this could change depending on what happens with the other chapters of the plan.
  - Michael also wants to kick off the comp plan at the Center for the Arts. He wants to have a panel of prominent members of the community talking about how the community has changed and how we want to plan for the future. This would be separate than the event the commission wants to hold, but Michael would like for the commission to potentially be involved in this.

## Plan a Party

- Brainstorm an Event:
  - What we want to accomplish with this event.
  - Is there an event we could add value to? Instead of planning a whole event?
  - How does it fit into our economic diversity plan?
    - Meet the business' ask them what they need
    - Create an economic driver
    - Introduce a piece of public art
  - Why? Where? And of course When.

-Kimbre asked if there's an event already happening that we could become a part of. Melissa said there might be events that Brooke is planning with the literary arts department that could be a good fit. Kimbre wants this to be fun and not be pizza with creatives.

-Melissa wants to think about "why". Why would someone come to this. Kimbre really liked the snow dance idea, because snow is an economic driver for the community. Melissa gave an overview of what this would look like. Melissa suggested making this before the christmas tree lighting.

-The Christmas tree lighting is December 7<sup>th</sup> at 5:30pm. The first move would be to call Ashley at the Chamber to ask if we could do this. Harry suggested also having a christmas decoration contest for local businesses. Mel noticed that the Chamber has already done this as well. The commissioners recommended supplying a cash prize to go with this to encourage creativity and build up outreach around the event.

-Kimbre is contacting the chamber about this concept. Ashley already replied saying that she likes the idea. Melissa will contact Jessie from the school of dance. The next step will be to set up a meeting with the Chamber (Kimbre will coordinate).

**Budget:** The remaining events budget for 2018 is \$2,023. Mel recommended allocating some of the funding for other needs:

- \$50 for paint for Jeremy to touch up the Red Lamp post
- \$100 for plaques for the Mural and Creative District sign projects
- \$300 for the additional music mentor for the art mentorship program
- \$50 for a small unveiling event for the 308 3<sup>rd</sup> street mural

The remaining (\$1,523) would go towards the snow dance and window decorating contest. The allocations within this budget will be discussed more after meeting with the Chamber and seeing what the possibility is.

## Upcoming Public Art

- Discussion/ideas for publicity around the two new public art projects (mural and creative district sign).
  - Do we want to have small events to present these projects (the spaces might not be the most conducive to this)
  - Newspaper article?
- Nancy suggested doing a ribbon cutting event and keeping it simple. Melissa said this will be more of a photo-op. \$50 for cider and cookies. Mary and Kimbre will coordinate this with Heather for the weekend after Thanksgiving (which Heather had requested). Mel will coordinate advertising for this unveiling.

## Maintenance of Current Public Art

- Are there projects that we did before our maintenance plan that need work?
  - Red Light Pole – Jeremy was approved to keep the light pole red and to touch it up. He would need a bucket of paint to do it (less than \$50) and everyone agreed to take this out of the events budget.
- In the future, public art projects will save money for maintenance (20%) and build in money for plaque and ribbon cutting events.

### **Catalog of Public Art (work in conjunction with Marketing on this project)**

- This can be online content
- it markets and publishes our local artists. Furthers their credibility and likelihood of winning other art proposal's and jobs.
- Can also be used as a potential add on to future brochure, or the basis for a walking tour. Melissa and Harry suggested making a rack card to go at the chamber (and go with our walking map brochure).
- Kimbre suggested making a book about public art that shows what there is and who the artist is. Melissa suggested making a rack card about the public art tour.
- This will be worked on next year in conjunction with marketing on updating our marketing assets.



# Staff Report

November 7, 2018

**To:** Crested Butte Creative District Commission

**From:** Mel Yemma, Open Space/Creative District Coordinator

**Subject:** **2019 Project Timeline and Budget Allocations**

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The attached chart breaks down the 2019 projects and budget allocations that were discussed at our budget planning work session. The chart maps out suggested months for each committee to work on based on commissioner capacity, time of year, etc.

The purpose of this work session at the November 7<sup>th</sup> commission meeting is to go over these projects, ensure that each project helps us meet our mission and goals, ensure that we have the capacity to do each of the projects, and discuss if the budget allocations need to change around further.

New projects that have come up, or might require additional funding:

### *January Retreat*

If we choose to have this retreat facilitated by the Colorado Creativity Lab, this might require additional funding for their time and to secure a hotel room for them to stay in. I will have a budget estimate from Bill and Kevin by the commission meeting on Wednesday. Last year, the commission spent \$300 on the venue (Parish Hall--\$150) and food (Ryce--\$150).

### *Marketing Assets Update*

The Public Art subcommittee would like to create an online public art catalog and printed rack card that has information about a public art walking tour. This would fit well with updating our marketing assets (CBCD brochure/map), but might require a higher budget.

### *Website Design Updates*

If we would like to fully rebuild the directory, we would potentially need more than \$1,300 to go towards this. We could also ask Artists of Crested Butte if they could contribute to this since they would like to merge directories. I have a meeting set up with Petar Dopchev and Heather Bischoff for November 9<sup>th</sup> and will plan to discuss the possibilities and potential costs for this.

### *Events*

We currently don't have any specific funding allocated for 2019 events. If the December snow dance event is successful and the commission would like to continue organizing it, we will need to consider how we can allocate funding to do this again in 2019.

Projects that could potentially have a reduced budget:

***Business Bootcamps for Creatives Mini-Conference***

The professional development subcommittee has received some feedback that a mini-conference might not have the best impact in regards to professional development. The professional development committee is meeting on Tuesday, November 6<sup>th</sup> to discuss this further and will come to the commission meeting with a list and budget of proposed programming for 2019.

***End of Elk Public Art Public Process/Creative Placemaking***

If the commission would like to pursue the end of Elk, we might not need a full \$5,000 for the public process (pending if the commission would like to hire a consultant or facilitator, or facilitate this internally). However, the public art committee has talked about potentially utilizing this funding to go towards soliciting sculptures from local artists for the new sculpture garden.

***School Grant Program***

Depending on the needs of the school, this budget could potentially decrease, and the art mentorship program could be prioritized.

**The intention of this work session on November 7<sup>th</sup> is to continue this discussion with the goal of entering 2019 with a solid work plan for the commission and subcommittees.** Staff additionally recommends that the commission revisit this work plan at and after our January retreat to discuss how each of these projects meshes with our overall 2019 goal of becoming self-sufficient and to ensure that we have the capacity to accomplish what we plan to do.

# Crested Butte Creative District- 2019 Projects

Project	Committee	CBCD Goals	Budget	Notes	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Strategic Planning: Financial Sustainability	Full Commission	Develop a plan for the financial sustainability of the creative district	\$500	Facilitated retreat in January to make a plan for the CBCD to become self-sustaining												
CCI Summit	Volunteer		\$1,500													
Marketing Assets Updates	Marketing	Have Crested Butte be recognized as a creative destination, Build credibility with the community and have the creative sector be recognized as an important economic driver	\$1,000	Collaborate with Artists of Crested Butte on Map/Brochure. Create new "welcome packet" with window decals for CBCD businesses? Create public art catalog rack card.												
Annual Report	Marketing	Build credibility with the community and have the creative sector be recognized as an important economic driver	\$2,500													
Website Design Updates + New Directory Build	Marketing	Have Crested Butte be recognized as a creative destination, Build credibility with the community and have the creative sector be recognized as an important economic driver, provide creatives with the opportunities and the resources that they need	\$1,300	New directory build pending estimate on total website update costs or possibility for Artists of Crested Butte to contribute funding												
"Give Creatively" Campaign	Marketing	Have Crested Butte be recognized as a creative destination, Build credibility with the community and have the creative sector be recognized as an important economic driver, provide creatives with the opportunities and the resources that they need	\$200	Budget for sponsored ads. Decide based on 2018 feedback/data if this is worth doing again												
Sculpture Garden Infrastructure	Public Art	Have Crested Butte be recognized as a creative destination, Foster excellence in the local creative community for public art projects, Build credibility with the community	\$5,000 (plus matching CCI funds) + \$1,000 for video	Need to apply for CCI grant (project will need to be completed by the end of June 2019), will be required to make a video of the project (marketing committee can be involved)												
End of Elk Public Process (or other public art project)	Public Art	Have Crested Butte be recognized as a creative destination, Foster excellence in the local creative community for public art projects, Build credibility with the community	\$5,000													
Off-Season Professional Development Series	Professional Development	Provide creatives with the opportunities and the resources that they need, contribute to an increase in small, sustainable creative businesses and the creative class	\$1,000													
Other Professional Development programming--collaborations with ICElab	Professional Development	Provide creatives with the opportunities and the resources that they need, contribute to an increase in small, sustainable creative businesses and the creative class	\$5,000	Currently in discussions with the ICElab on what programming would have the best impact for our creative community												
Art Mentor Program	Education	Provide creatives with the opportunities and the resources that they need, foster excellence in the local creative community for public art projects, arts education opportunities for students	\$2,500													
School Grant Program	Education	Provide creatives with the opportunities and the resources that they need, foster excellence in the local creative community for public art projects, arts education opportunities for students	\$3,500													
Economic Diversification Plan	Full Commission	Provide creatives with the opportunities and the resources that they need, contribute to an increase in small, sustainable creative businesses and the creative class, affordable housing and workspace for creatives	\$5,000 (separate from CBCD budget)													