

North Fork Valley Creative Coalition
Board of Directors Meeting
Wednesday, April 4, 2018
4pm at Needlerock Realty, Paonia



Board Meeting Minutes

Attendees: Patti, Susie, Spencer, Carol

Absent: Mary, Nadine, Melissa

4pm Call to Order

Accept & Approve Minutes from March Board Meeting

- No quorum; Patti motions to get email approval, Carol seconds, all yes

Financial Report:

- See Cash Flow and P&L report
- A question from the P&L report on where does the Special Events income on P&L come from (\$2500)? County Commissioners?
- Susie comments that she would like to see membership increase. Spencer volunteers to start calling people who are lapsed; Mary may have members' addresses in QuickBooks or Christie Eller may be able to help by downloading info via the website

Program Manager Update (Spencer)

- See Program Manager report
- Focus for April
 - Final Friday promotions - requesting from businesses
 - Marketing efforts: Rack card, posters, publication(s), KVNF, chamber websites, Jack FM
 - Discussion about developing pamphlets for listing goals obtained in 2017, benefits of membership for membership drives, and general information; this can be used for social media, too; print a small quantity of pamphlet
 - List of benefits on website for membership
 - Spencer recommends having office hours out of 2nd Story Studio; may schedule appointments for off hours
 - Spencer will start to provide consulting for members
 - Member Mixer: Thursday, April 12, 6-8pm at Cirque

Approve Organizational Docs and Policies (Carol)

- IT Policy and Social Media - No quorum; Patti motions to get email approval, Carol seconds, all yes
- Organizational documentation - minimal discussion due to absentee members

Approve fiscal sponsorship for Village Building Convergence (Public Art) Fundraiser

- This is a grass roots group of people to do creative placemaking;
 - First project is the art wall in alley by Elsewhere in 2013 NFVCC had fiscal responsibility for this project

- 2015 a street mural was painted at the elementary school and The Learning Council had fiscal responsibility
- On May 18 and 19, the VBC is coming back to refurbish these two projects; trying to raise \$4K; Susie on team personally and she volunteered to have NFVCC be fiscal sponsor if we get some benefit from it
- PELA created a 4 minute video for the project
- No quorum; Patti motions to get email approval, Carol seconds, all yes

Signage Planning - Review Consultant's Estimate (\$9,000)

- One requirement of being a creative district is to have great signage such as “you have arrived at a creative district,” plus directional signage of key areas (this way- that way);
 - Other signage can be historic markers (phase 3);
 - This proposal is for design only and includes an on-sight brain storming meeting of many businesses, town representatives, and artists
 - The \$2,500 from county commissioners is assigned to this project;
 - This is a specialty talent, and therefore, we needed to hire outside of the valley
- Can do phase one, gateway sign on highway and downtown (you have arrived!), then way finding signs
- The cost can be less if we did all phases at one time
- Discussion about getting a more detailed dollar line item

Sales Force:

- The contract for implementation is through Kell, the company that Annette Pretorius contracts through, will honor Annette's original proposal if contract signed by 4/15, otherwise \$7,500 for project
- Spencer will notify Annette that the contract will be submitted by 4/15

Donors! Start soliciting :)

- Talking points
 - Public art
 - Signage
 - Creative district
 - Art and Ag tour
 - Office hours
 - Downtown Inc
 - New resident packets include info; need nonprofits to provide information on their organizations

Alliance

- David Livingston, may be able to facilitate a meeting between nonprofits to form an alliance in order to apply for large grants
- Susie will set up a meeting with herself, Elaine and Carol to discuss

Update: Celebrate the Fork Art+Ag Tour on September 1

- Discussion about possibly moving the dinner out to November

Update: Elsewhere Inspired Project

- NFVCC will not lead tours
- NFVCC can do pop art show -
 - Questions: Who mans the gallery? What is the commission rate?

- NFVCC can assist with marketing and hold an art show

Update: Creative Corridor

- Logo is completed, designer working on map
- In October the Art Students League will be going on the Creative Corridor Tour
 - 60-75 people are doing the tour via bus
 - An itinerary is being created

Kids' Pasta Project for Space to Create

- Scheduled for next Monday, April 9

Grants:

- Colorado Creative Industries - \$10,000 (awaiting \$2,500 from County Commissioners)
- Colorado Tourism Office: Marketing for Art+Ag Tour (due in September)
- NEA "Our Town" - Creative District (due in September)

Schedule May Board Meeting

- 5/2, 4:30pm change in time

Adjourn