

North Fork Valley Creative Coalition  
Board of Directors Meeting  
Wednesday, May 2, 2018  
4:30pm at Needlerock Realty, Paonia



## Board Meeting Minutes

Attendees: Susie Kaldis, President  
Mary George, Treasurer  
Carol Newman, Secretary  
Melissa Culotta, Board member  
Nadine O'Brien, Board member  
Spencer Lightfoot, Staff  
Deirdre Morrison, Elsewhere Studio  
Elaine Brett, Advisor

Absent: Patti Kaech, VP

### 4pm Call to Order

#### Welcome Guests:

##### *Deidre Morrison, VISTA, Elsewhere Studios*

- Advance social media for Inspired: Art at Work, Instagram account to be established; Please share the page,
  - Will post pics of John Melvin's sculptures and concept renderings of sculptures, he'll be arriving the beginning of June one month ahead of schedule; he's interested in working with metal, interested in metal junk, he wants to weld and cover with cured mushrooms, it will bloom during part of the year
- Pop up gallery for Inspired weekend – this is no longer being considered due to workload of project
- Reservations have been made for using the Paradise and the Blue Sage for one day.
- Ticket sales start on June 1
- Susie will take on more of the graphic artist demands (as her personal business); hopefully a save the date notice will go out soon. Asks that NFVCC and other partners to share and disperse marketing info.
- Deirdre asks for support re: fundraising
- Public art after vista responsibilities – shelved, SEI has a solar panel that can possibly be used for a mural (this is Deirdre's personal initiative); this mural can also provide lighting; Deirdre is inspired by someone in San Antonio who may be willing to share info; Deirdre will find out about size and wattage; the senior center can be a good place for artwork; lldi did the mural
- Spencer requests info to put on social media
- Robin Arthur responded to requests about how to help members; they want promotion: TV, articles, maybe a fee for service for adding an artist representatives services; NFVCC can grow presence in other arts orgs BOD mtgs, directors meetings can gather info on how we can collaborate

##### *Elaine Brett, NFVCC Advisor*

- Elaine and Susie met with the Engage Center folks to create business opportunities;
  - the grant is through the town, Stacy Voigt at DCED, Nancy at Region 10, Barry Pernell; Colorado Blueprint 2.0, application due in June, promote entrepreneurs, invests in community, create jobs
- Paonia fits in as an economic recovery effort, \$30K cash + \$10K for coaching and mentoring; it's a long application requiring 12 letters of support;
- Use for Space to Create efforts, something around the culinary arts
- It will be a collaborative project between town, Space to Create and NFVCC, need town approval, certified small business
- Melissa motions to apply as a partner, Mary 2<sup>nd</sup> motion, all in favor - yes

#### Accept & Approve Minutes from March and April Board Meetings

- Melissa motions to approve, Nadine 2<sup>nds</sup>, All in favor - yes

### Financial Report: Cash Flow and P&L

- See reports
- Question from last report regarding the \$2,500 income, this was for 2018, wrote an invoice for the county, still outstanding
- Coming into a time where we will spend more for marketing,
- Money is coming in for the VBC project; we will collect and then “donate” to Elsewhere for them to purchase needed materials
  - Elsewhere is starting wall prep and they'd like \$400 for this weekend's materials; request receipt for money spent

### Program Manager Report (Spencer)

- See report
- Went to creative place making meeting
- Has been consistent about having office hours
- Obtained underwriting from KVNF 4 spots (\$400)
- Spencer was contacted about the Crede writers' Summit for the winter of 2019, Their mission is similar to NFVCC
  - Expects 150 participants
  - They need housing for 20 for 7 days,
  - Place to write with computer (20 for a side trip to Paonia),
  - Refer to bigger bed and breakfasts, they spend between \$150-\$500 dollars, great way to focus on literary.
  - Talk with Elsewhere and Blue Sage, library, KVNF read on radio,
  - NFVCC can coordinate, next step to talk to local literary, end of December through February, (Crede Repertory Theatre?)
- Pickin' in the Park – starting to work with Rob
  - Spencer has an idea stemming from the big car collective
  - August 23 is the next members mixer at Pickin in the Park
- Christy is working on updating the website, she will be forwarding some exciting new formats for the home pages; Spencer will work with her on sales force integration
- Rural World Philanthropy Days, Elaine and Spencer to meet

### Approve Organizational Structure and IT Policy

- Melissa motions to approve, Mary 2nds, All in favor - yes

### CCI \$10,000 grant (awarded)

#### Signage Plan

- Consultant, Kristin Cypher, comes May 30-June 5 (detailed itinerary TBD) for the way finding project, the project will be presented to town council, NFVCC is asking that they can participate by providing the town hall in exchange for \$\$; it will also be presented to the chamber (spencer)
- Ask town to request grant to help with expenses

#### Sales Force

- Work is underway
- Kell's contract signed needs payment by May 31<sup>st</sup>

### Art+Ag Tour / Celebrate the Fork Dinner Fundraiser

- See committee meeting notes
- Root and vine wants a Makers Market, one can be done on tour day
  - They are willing to be check in point
  - Q&A for participants at Root and Vine
  - Dinner – live auction, 100 seats

### Village Building Convergence (street mural and art wall; May 18-20)

- Parents donating \$500
- Go fund me \$800
- Alpine Lumber committed to Deirdre all materials for wall
- Will have a potluck in alley on Friday, movie night by mural on Saturday night

- Volunteers to make the frame for highway sign
- Use weekend to plant flowers along Grand Ave – need to ensure that they're watered
- Solar Fair is also going on this weekend

#### **Creative Corridor Loop (launch at CCI Summit on May 9-11)**

- Launching at the summit next week
- Need map graphic for website
- CCI is printing the maps, that line item was not included in budget

#### **Kids' Pasta Project for NFVCC (June 11)**

- Sell tix to Celebrate the Fork
- Spencer to research fun auction scenarios and other alternatives
- Have comedians
- NFVCC's target is \$1,500

#### **Grants**

- Colorado Tourism Office: Marketing for Art+Ag Tour (due in September) is a matching grant; can be used for art and ag and frolics; raise \$2,500 for total of \$5,000, creative district promotion
- NEA "Our Town" - Creative District (due in august) – Elaine is willing to head it up with Karen's help – this will help to develop a plan for the creative district and serve us for getting larger grants

#### **Schedule June Board Meeting**

- June 6, 4:30pm, Edesia

#### **Adjourn**