

Band Camp 3-13-16

Minutes

Board members present: Craig, Greg, Lars, Karen, Cyd and Pat

Exercise – Write dream vacation, then guessed who wrote them

Discussion about story

Blank slate – for EP

- Why are people here?
- Health, beauty, environment, circle of mountains, spiritual center-connection, fresh air, vista, from Derek Fortini – archaeological proof this was a ceremonial center, stories of Estes, significant history, wildlife, protected feeling,
- How do we convey that? How to create a memorable experience? Enos Mills and John Muir spoke a lot about the essence of here; there was no slaughter of native americans;
- Unplug vibe – feels slower in a natural environment; Sensory triggers; island life feel here; not a lot of hustle bustle out of the tourists; feeling better when we are here; wellness destination; sense of adventure - mountaineering; wanting something different;
- Inspired creativity – murals,
- Base camp – flags, murals, signs,

Bob Dickeson

- What does the EAD look like in 5 years – self sustaining, large budget, looks like an artist colony, bold and colorful, organized artists and events, single source of communication; a unique story; variety, active; supported by Town/biz community
- Reaching past for survivability level – focuses more on what they want to achieve rather than surviving.
- Peter Drucker – 5 questions. What is your mission? Who is your customer? What does your customer value? What results do you seek; What is your plan?
- Who do we serve? Customers – how do they feel when we are successful . Two questions – who do we serve? And how will we know if we're successful. Keep track of numbers to have data to explain how successful we are. Avalanche – we're about improving the quality of life... very important.
- Each meeting: Focused agenda: 1. Action items; 2. Reports; 3. Discussion –
- Self study – primer of what you need to pay attention to. Occasionally go through this to make sure your board is on track.
- Need to build database of supporters who care about what we do
- Human resources – understanding about volunteers
- Programming – new businesses over-program; Need numbers.
- Finalize with Summary and Priority-Making
- Focus on quality of life – balance in community – how do we quantify? Quantitative metrics vs qualitative metrics – results

Karen – Board members – At end of meeting we need a punch list.

Setting Priorities

- David Batey is finalizing a feedback document
- Number One Priority – CCI Application
 - o What is unique? Branding – what is unique – 50 word description. Webinar talks about who, what and why. Then get it down to 5-7 words. Storytelling is about developing character; Craig – What is our conflict and resolution.
 - o What’s wrong – separateness, silos, limited vision, not accessing where our support is. Ignorance as to what an arts district is.

Our Story

- What people talk about... what people say when you are not in the room
- Circle of mountains – circle of beauty, spirituality, health-wellness, arts, fun, timeliness, center, magnetic energy, campfire, fire – native, storytelling, community, burning your marshmallow, experience, nurturing, flames of inspiration, fire-creative, survival, sustainability, making things, illuminating; kindling; being able to bundle the spark; art/landscape- unplug and recharge; be present with self/environment – having fun.
- EAD is catalyst for all these things
- Story – reach out to Curtis to help create narrative

Mission /Vision

- Lars made a motion to accept the original version of mission statement, Greg 2nd, all aye
- Discussion Vision – Estes Park is recognized as a lively and diverse arts destination which drives economic growth, enriches the quality of life, and builds upon its rich cultural heritage. Motion by Karen to accept this, Lars 2nd, all aye.

Strategic Plan –

- Will wait for David Batey/Suellen Brenner input

Priorities –

- CCI application – Pat/Karen – ask for committee members
 - Projects/Programs Committee – Cyd, Craig, Greg and Lars - list of what we can or cannot commit to - New projects go before Programming Committee
 - o Catalyst of collaboration
 - o Create punchlist – 10 point list to determine if event goes to Board
 - o Marketing draft created for 1st meeting
 - o Structure for the year
 - ♣ Murals
 - o First Friday – Aspen & Evergreen, GlassWorks, Wild Spirits, Jeff Legg, Greg’s Studio, Cultural Arts Council, Eric Stensland, Earthwood Artisans
 - ♣ Restaurants
 - ♣ Yoga with art
 - ♣ Craft breweries

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- Financial – Karen, Monica? – Grosbeck?
 - o Need new members/committee
 - o We will get a new town rep – could that person participate?
 - o Need financial sustainability plan
 - o Develop membership program

Ashley – for Board position – discussion; Motion to approve – Karen; Craig 2nd; all aye

Communications

- Newsletter - monthly
 - o Input – guidelines? Offer an artist profile
 - o Parameters
 - o Content –need for calendar – educational opportunity
- Website
- FaceBook
- Art Calendar
- Fun Junkies
- Printed materials
 - o Brochure?
 - o Printed calendar
 - o Weekly arts events calendar?

Projects

- Leadership Role – Western Heritage, Jazz Fest – will be quarterly meeting that brings all the arts organizations together – Lars moved to take leadership role, Karen 2nd, all aye
 - o Meeting that is lead
 - o Time limit -
 - o Is there content to send out?
- Tuesday Night Live at Performance Park – Craig made motion to accept, Cyd 2nd, all aye
 - o Proposal presented by Lars
 - o Craig has guaranteed that he will cover any costs not covered by sponsors
- Library – art upstairs – need volunteers
 - o Need to reach out arts community
 - o Need funds
 - o Need people for a working group
- Duck Race
 - o Bond Park Booth ideas –
 - ♣ Need activity
 - ♣ Program committee – Bryce – paper sculptor
- Cinco de Mayo – Families for Estes – opportunity for culture
 - o Needing to raise the funds for event center
 - o News listings
 - o EAD promotion

- Potluck –
- Other locations -
- Ballet Renaissance – participation? Child killed in school
- Hispanic Restaurants –
- Support for child killed and fundraiser for child with cancer
- Fire & Ice – need more information to move forward
 - December 15
 - Go to Stanley for sponsorship – fundraiser for EAD
 - 6 teams of three – lodging for 18 people plus food

2016 Sunrise Rotary Community Grant – \$1500 for signs – needs to benefit the whole community – Motion made by Karen, Lars 2nd, all aye

- Installation costs?
- Murals - discussion