

## **Board Minutes – April 11, 2016**

**Attendees** – Ashley Mulch, Karen McPerson, Monica Plake, Greg Miles, Pat Nelson, Craig Soderberg, Lars Sage, Cydney Springer

**Call to Order** – 5:00pm

**Secretary's Minutes** - Lars 1, Karen 2<sup>nd</sup>, approved

**Treasurer's Report** – no report

**Committee Reports** – postponed

### **Reports**

- Snow Meeting – 4-18-2016 at Greg's studio
- Signs status – Greg met with Steve, signmaker - Greg suggests getting the signs done sooner than later
- Nash Finley – graphic designer, Pat and Karen discussed him doing our strategic plan and Pat said she directed him to tweak our current logo
- Calendar update from Karen – Karen had a conversation with Cassie, computer tech. Cassie pointed out that these programs for calendars exist... discussion about what works... what plug-ins work with Weebly which Karen is using for our website. Cassie had three suggestions. She will create the initial templates – her bid includes training. Timeline – have the calendar format done by April 22<sup>nd</sup>. Computer has yet to be purchased. Karen made motion to use Front Desk, Ashley 2<sup>nd</sup>, all voted aye.

Karen reported that Suellen with the library said that they have been working with Visit Estes Park to create a community calendar. Karen has been asked to join those meetings.

Bill reported that his mayor term ends in 2 weeks. The new Trustee Board will select a new representative for our Board.

- Craig – been mentoring Will to do a pop-up this Thursday – time will be 7-9pm – next to Park Theatre
- Lars Sage – Duck Race tickets – only sold 8 so far.
  - 1<sup>st</sup> weekend in June – meeting on Thurs at 10am at Event Center to discuss promotion for that arts weekend

CCI Application Draft - discussions

- Strategic Plan packet – wanted as part of the application package
- Our unique story – draft sent. Two ideas – people visit and are drawn here – spiritual health, mental health; 2<sup>nd</sup> story to write their own story – for beauty, peace and fulfillment
- Karen says moving here says there is a sense of support to fulfill her artistic dream.
- Bill – with wellness in the community – it's more than physical health. It's peace, mindfulness.

- We voted to pick the first unique story by raising hands
- History –
- Waymarking – art, sculpture and murals
- Matrix for programming – done by Karen
- Sustainability – still an issue
- Touristy vibe – in truth, EP is saturated in the arts – we just need to tell the story
- Programming – for networking and signature events
- Greg reported that 11 businesses are participating in 1<sup>st</sup> Friday Art Walk

#### CCI Application Draft

- Questionnaire
  - o Divided in areas
  - o Creatives living in town?

#### Questions

- Page by page discussion of application

Adjourn – next meeting is April 25<sup>th</sup>