

Creative Sector Development Commission

MINUTES

Thursday, March 17, 2011 5:30P.M.-7:30 p.m.

City Manager's Conference Room, City of Loveland, 500 E. Third Street, Loveland, CO 80537

Meeting Opened at 5:36p.m.

Present: Creative Sector Development Commissioners, Sheila Carrasco, Meg Corwin, Leah Johnson, Michael Lang, Paul Mueller, Jan 'Rosetta' Shockner, Kim Wheeler, Mary Bahun-Meyer; City Council Liaisons, Cathleen McEwen and Joan Shaffer; Staff Liaisons, Marcie Erion and Betsey Hale

Call to Order/Welcome Board Members

Betsey Hale congratulated and welcomed the Creative Sector Development Commissioners to their first meeting. She thanked several of the Commissioners and the City Councilors for their diligence and determination since 2009 for their accomplishment. She reported that the CAMT officials and all the ACE Project consultants have complimented Loveland's support of their creative sector businesses.

The Commissioners and City Councilors all introduced themselves and described their backgrounds. Some expressed their vision and gave suggestions of how they believed the board should function.

Election of Board Chair/Vice Chair

Betsey Hale led the discussion about electing a Board Chair and Vice Chair. There was a discussion of how to choose the Chair and Vice Chair and it was decided that Commissioners would volunteer and then a vote will be taken. The volunteers were asked to speak about their backgrounds and experience.

Meg Corwin was voted in as Chair and Leah Johnson was voted in as Vice Chair.

A finance committee was established. The committee will begin meeting separately and will report back to the whole commission on a regular basis. The committee will work on a self-sustaining plan to be implemented in year four when the City of Loveland is scheduled to end funding. The City of Loveland has committed to \$100,000 a year for three years.

The finance committee members are Paul Mueller, Meg Corwin, Mike Lang and Joan Shaffer and Cathleen McEwen will also attend the meetings, schedules permitting.

Boards and Commissions Policy Packets/Books

Marcie Erion, Development Specialist for the creative sector reviewed the commission's notebooks. She explained the business plan, how progress reports will be made to City Council, the progress matrix, and the arts survey. Marcie provided background information regarding how the creative sector program developed and how it will proceed over the next three years. Marcie also explained that her office is in the AIMS Community College building as the agreement is a partnership with AIMS and the City of Loveland. Marcie emphasized that the research and strategic plan are the first orders of business and then the economic development focus on retention and attraction. The website is also important as it will provide a vital development and communication vehicle. The website will act as a centralization tool to foundries, galleries, events, workshops, business development, collaboration, etc. The finance committee will address the sustainability issue, she

said. Although Marcie began work at the City of Loveland just a few days prior to the meeting, she has already been involved in developing the index data report, holding a TV interview regarding the arts community and is assisting in the coordination of the Thompson R2J Career Day with tours to the foundries and art galleries. In the next couple of weeks she will be conducting about 20 interviews with people in the creative sector to gather data and other information. Marcie said her focus will be on economic development, education, infrastructure and the branding and marketing of the creative business community. She discussed the LISA program and its importance to Loveland's future strength in the arts. She said she has testified at the statehouse for creative districts and will continue to speak at service groups and work on the branding opportunity with the state creative districts program. Marcie encouraged the Commissioners to complete the survey in the handbook to enable her to assess what is important to them.

Commissioners offered the following feedback:

- Important to tell “the story” and include the history of the foundries (i.e. Bob Zimmerman’s legacy)
- Loveland has an organic arts community and some people take it for granted.
- It is what makes Loveland unique and that must be preserved.
- Research about attracting creatives to Loveland and address it.
- Work with other organizations to revitalize the downtown as well as the creative sector.
- Show the artists that they are valued
- A good art critic is needed in Loveland
- Would like to review ArtSpace survey
- Rise of the Creative Class and Flight of the Creative Class by Richard Florida are good resource books.
- How can we use what is already out there? (i.e. Links to other websites)
- How can creatives in the technology fields be integrated into the plan?
- Preserve legacy like National Living Treasures in Japan which has an apprentice program.

7:40p.m. Meeting Adjourned