

Vermont Creative Network
3CVT Steering Committee Meeting Minutes

Monday, October 23, 2017

6:00pm - 7:00pm

Town of Hartford Municipal Building

Room 312

171 Bridge St, White River Junction, VT 05001

In attendance: Chris Damiani, Kim Gilbert, Nick Kekic, Carolyn Clinton, Katie McCarty, Dee Schneidman (NEFA), Adrienne Petrillo (NEFA)

1. Welcome / meeting is convened (5 min)

2. Creative Ground Discussion (40 min)- Dee Schneidman
 - 30,000 profiles statewide(about 15,000 pre listed not claimed yet, the other 15,000 are profiles that have been claimed or created) Cultural Non profits have been pre listed and outreach is done to those to have them claim their profile.
 - Main ways around site are to use the search or explore function
 - Launched in 2014
 - Continually adding/ consolidating categories based on interest
 - Appreciate when there is local use of the site and giving feedback of what needs to be added
 - Related profiles can be hyperlinked if both parties have a creative Ground profile.
 - Email blasts go out to profiles on tips to improve profile based on evidence they are seeing statewide
 - Recently lost their creative ground coordinator will be looking for one soon.
 - Here is the current link that I have for our region based on profiles from the end of September <https://tinyurl.com/3CVT17>
 - Status of 3CVT button is that they need people to put 3CVT in their affiliations section of their profile. Once there is critical mass then it will help warrant the need for the button.
 - In terms of 3CVT presence on creative ground, Dee explained that research has shown the people would rather have the opportunity to opt in into attaching a label to their profile as opposed to being automatically opted in (eg: Any profile that fits within our 40 town boundary automatically having that label applied to their profile)
 - There will be further discussion about admin privileges for regional zone agencies across new england. A subscription level for us to make us a trusted partner.
 - Currently to message someone on Creative ground the only method is to use the message function within creative ground where you put your name and email.
 - There is currently a troc profile but will look into creating a 3CVT profile.
 - Vermont Arts Council did a campaign for teaching artists: 3CVT could replicate marketing strategy that they did to build that critical mass. VT arts council had a roster that was vetted by them and available for example schools to look for a teacher to do a

short residency class. Arts council removed that list and pushed the group to use creative ground. We could replicate that! Reminders, Free, ROI is great!

- 92 Festivals and Fairs in Vermont on Creative Ground (Probably many many more)

3. Next Steps (10 min)

Steering Committee

- As a group we can should have further discussion about group expansion. Are we well represented by sector, geographic location etc...

Survey for people who attended mashup

- To date only 2 responses. Chris will send out reminder emails to those who haven't filled it out as well as post to Facebook.

Next Mashup

- Maybe in January in White River Junction: Northern Stage? Any other suggestions

Other:

Chris plans on going through all the minutes from the past year and a half of the group meeting to see what items we need to address that we haven't and also tie those actions to create measureable actions that we can then attach the three prongs of RBA(How Much did we do?, How well did we do? Is anyone better off?)

4. Vermont Creative Network Statewide Summit (5 min)

- Subsidies

Statewide summit is Nov 8th and 9th in Montpelier at the State House. There is a subsidy that the Arts Council has offered to each zone of \$300 which is earmarked for helping cover the cost of registering for the event. Chris sent out an email to everyone about the subsidy with the necessary forms. Still haven't heard back from many in the group. There is a price for two day admission or just one day. We would like to have strong presence of our steering committee members at the conference.

<http://vermontcreativenetwork.org/about/conferences/2017-summit/>

- Deadlines

Chris has set a deadline for the committee to get back to him about if they are planning on going by this Friday Oct27th. After that it will be opened up to people who attended the mashup. What should the parameters be if there is a lot of interest? Do we limit it to \$50 reimbursement for up to six people which is what the Arts Council suggested.

5. ECVEDD Presentation(5 min)

Anni and Chris may be presenting at the next East Central Vermont Economic Development District meeting to do a short presentation about 3CVT and do small ask of financial contribution for the year to help support efforts of the group such as mashups.

Other: 3CVT now has a tab with a basic web presence.

<https://www.ecvedd.org/3cvt/>

6. Review of Action Items (5 min)

- Chris will send Dee a link to our region's creative economy report
- Chris will email coordinate with Dee a marketing strategy that worked with the Vermont teaching artists in regards to getting people registered on Creative Ground.
- Chris will re-send email to mashup participants about filling out survey
- The Committee will let Chris know if they plan on attending the Statewide Summit
- Chris will go over past meeting minutes to see what items the committee needs to address and will apply RBA items to that list.
- Anni and Chris will possibly present at ECVEDD Board meeting.