Vermont Creative Network  
3CVT Board of Directors Meeting  
Tuesday, June 20, 2017  
5:00pm - 6:00pm  
Northern Stage Administrative & Production Building  
76 Gates Street, White River Junction, VT 05001

In attendance: Carolyn Clinton, Alek Deva, Anni Mackay, Chris Piana  
By phone: Caitlin Christiana, Christopher Damiani, Nick Kekic, Katie McCarty, Monique Priestley  
Regrets: Otto Pierce

1. Welcome / meeting is convened

2. Discussion of CreativeGround mash-up event  
   a. Collaboration with Feast & Field  
      i. Feast & Field has been enormously successful at gathering a wide swatch of community to their events
   b. Date  
      i. August 31 or September 7, alternatively September 14 or September 21  
      ii. Alek will send out a Doodle Poll
   c. Format  
      i. Opportunity to meet with CreativeGround people at the same time as the Thursday Farmer’s Market that happens at Feast & Field  
      ii. Opportunity to be at Feast & Field and show what we mean by creative economy  
      iii. Productive opportunity for people to gather, get real information about potential opportunities in the region  
      iv. CreativeGround is simply interested in testing their new features and sharing a bit about the system with attendees  
      v. Presentation and workshop/signup session with CreativeGround  
      vi. Presentation from 3CVT  
      vii. Mash-up with all creatives present and attendees of Feast & Field  
      viii. Will want to focus on what’s in it for attendees - what are we offering?
   d. Invitees

3. July 10 RBA workshop prep  
   a. How do we fit into the larger Vermont Creative Network?  
      i. How are we supported by it?
   b. Mission  
      i. This will inform how we move forward in terms of strategy  
   c. How we operate organizationally; what is our structure?  
   d. What we hope to accomplish within some period of time (tangible goals)  
   e. Common language and system for measurement/goals/prioritization
i. Measurability of success  
f. Other partners may be revealed (what will this regional network look like?)  
g. Farm2Plate model - looking at the success of that and how we can adapt to creative economy  
h. Would be helpful for the group to look at some of the online RBA materials before the workshop - Anni and Alek will circulate  
i. Will determine the level of commitment necessary from all partners  
j. Developing a comprehensive resource for creatives to connect  
k. Keep in mind what we are offering the creative sector in our region  
l. What does a mash-up event look like?  
m. Post-workshop work session with Ellen from 1:30pm to 3:30pm will be crucial  
n. Can Chris pull out some of the goals outlined in the Executive Summary?  
o. Payment of workshop? Collect in advance and/or make sure we have all our ducks in a row before workshop - talk to Julie about what her preference is  
p. Alek will send out final confirmation and share refreshments sign-up sheet  
q. Alek will send out a list that team can collaborate on in terms of ideas we would like to tackle in the RBA workshop  

4. Branding/logo/name  
   a. After RBA, will have ideas together, and will need to determine where funding for branding/logo might come from  
   b. Nick will connect with Marin and let him know that we will circle back to him after our RBA workshop  

5. Press releases / distribution of information to public  
   a. How are we distributing our information?  
      i. Webpage?  
      ii. CreativeGround?  
      iii. Basic press releases?  
   b. How do we manage this?  
   c. Who are our partners in this?  
   d. Vermont Creative Network at large?  
   e. What are the other resources we can tap into?  

6. Next steps / homework