

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