

Vermont Creative Network
Eastern Central Vermont Board of Directors Meeting

Monday, November 28, 2016

5:00pm - 7:00pm

Northern Stage Administrative & Production Building

76 Gates Street, White River Junction, VT 05001

1. Welcome / meeting is convened
2. Name
 - a. Cornerstone Creative Community - or 3C for short
3. Complete mission brainstorming / solidify mission/purpose/goals
 - a. Is it important to include the 40 towns as part of our mission statement?
 - i. In MA they let the border towns decide whether they want to be included.
 - b. Here is a draft: To boost the economic prosperity and interdisciplinary connections for the creative sector in the east central Vermont region.
 - i. Is this too broad?
 - ii. For our goals and actions, we could tighten up and get more specific
 - iii. RBA could also be useful in thinking about this mission, since it is not going to be achieved by a single group
 - c. Does it make sense to be incorporated as a 501c3?
 - i. We have enough organizations involved that if we're concerned about funding, we can channel it through someone
 - ii. We could contemplate this as a down the road possibility
 - iii. Would be interesting to connect with other zones and keep up with what they're doing and how they're operating
 - d. Results/Goals
 - i. Connecting members of the creative sector is probably our number 1 concern
 1. Action: Have an annual meeting for all members of the creative sector in this region.
 - a. How do we pull together a list of all these people? How do we organize everyone?
 - b. Lorelee can send out the Michael Kaine database for us to check out
 2. Action: Reach out to Ellen from F2P and someone from 1Berkshire to help guide our process (1Berkshire Creative Resources Conference is January 24, 2017). Zon may be able to connect us with someone from 1B.
 - ii. Branding?

1. Nick knows the guy who did the branding for the Bernie presidential campaign - he is a friend of a friend (moderatebreeze.com)
 2. Let's check him out - it might be good to have a branding expert as a resource
 - iii. Resources for artists/creative sector workers
 1. Acting as a hub for connecting artists/creative sector workers to the resources that are already out there
 2. What resources do artists/creative sector workers need? Could we do some research to find out *how* artists/creative sector workers want to connect? More makerspaces? More shared workspace? An online hub?
 3. Would have to find someone to do our website for us (Marguerite Dibble?) for cheap or free
 4. Resource for for connecting different artists looking to hire other artists for short-term (and long-term) gigs
 - iv. Keeping people informed
 1. How can we communicate with the sector as quickly and clearly as possible?
 - a. Maybe Monique can begin setting up a basic wordpress site for us to use to communicate
 - b. Alek will set up a MailChimp account for 3C and use this to communicate, at least for now - using 3c@gmail.com or something similar (maybe 3cvt@gmail.com)
4. Finalize bylaws
- a. Bylaws were reviewed by the group and changes were made
 - b. All changes will be incorporated by Alek and redistributed to the group for final approval
 - c. Alek will add page numbers
5. Homework / Next Steps
- a. Next meeting - who are we officially inviting to join us?
 - i. Alek will create google sheet of potential Board Members
 - ii. Craft a letter or invitation to potential Board Members
 - iii. Finalize criteria we want to cover - think about the different categories/industries we want to cover when bringing on new Board Members
 1. Will want to think geographically as well
 - iv. Can we keep Dave Clark involved in some way - maybe as an advisor when it comes to building our web-based resource for the creative sector
 - b. Next meeting - goals into action plan exercise

- c. NOTE: Our next meeting will be Monday, December 12 from 5:00pm to 7:00pm at the Northern Stage offices (76 Gates Street, WRJ 05001). We will not be meeting on December 19.