

Vermont Creative Network

Eastern Central Vermont Board of Directors Meeting

Tuesday, November 15, 2016

5:00pm - 7:00pm

Northern Stage Administrative & Production Building

76 Gates Street, White River Junction, VT 05001

1. Welcome / meeting is convened
2. Summary of VCN convening for those not in attendance
 - a. Alek and Anni discuss convening, specifically how Farm2Plate network could be an excellent model for success as far as this kind of network is concerned
 - i. System was organized thematically, around certain goals for the food systems industry
 - ii. VSJF was behind the F2P network, and they were a huge driving force
 - iii. Farm Funders network was created as a companion to the F2P network
 - iv. VAC should be pressured to act more as this backbone organization for the Vermont Creative Network, or perhaps we can encourage the VSJF to switch over to being the backbone of the VCN
 - v. Ellen could be a good resource, if nothing else
 - vi. If there's anything we can do to support Zon and encourage him to use Ellen as a resource, we should do so - we should connect with Zon and formulate a thank-you and a note of encouragement that using F2P as a model is a good idea, and that we may need someone with Ellen's expertise to help guide us
 1. Alek to draft up this note and circulate to the group
 - b. CreativeGround
 - i. Could be useful as an online resource for VCN in different creative zones
 - ii. Discuss with NEFA staff
 - c. RBA
 - i. Could be a useful framework for speaking the same language
 - ii. Result should be a goal that is shared by all pieces of the network
 - iii. F2P network used RBA, so could be helpful in this
 - iv. Hillary Orsini would be a very useful resource for this
 - v. Alek will circulate resources for learning about RBA
3. Name & Mission Brainstorming
 - a. What are we called?
 - i. Keystone Creative Region
 - ii. **The Cornerstone Creative Community (of Vermont?)**
 - iii. Vermont First
 - iv. Hearth
 - v. Heart

- vi. Central
 - 1. How do we want to break down our region?
 - a. Loralee will share maps with Alek so he can try to make sense of them
 - b. Loralee will discuss with Zon how this breakdown will work in relation to RPCs
- b. Mission thoughts: please see draft of mission statement shared by Alek via Google Drive
 - i. Mission should be clear, memorable and concise
 - 1. We can have a concise version, and a long-form version
 - ii. Possible mission:
 - 1. To boost the economic prosperity for the creative sector in (the 40 towns in) east central Vermont
 - iii. Side question - how is this group to be organized, how is funding to be organized? Question to ask Zon - Alek will include in note to him
 - 1. Is the Vermont Arts Council the backbone organization?
 - 2. Alek to send note to Ellen to ask to pick her brain about how funding collection and distribution works with the VSJF in relation to the F2P network
 - 3. If the Vermont Arts Council is the backbone organization, could we be a chapter of it?
 - a. If they are not the backbone organization, who is the next best option?
 - b. If there isn't a next best option, do we need to form ourselves into a 501c3?
 - c. What if we were connected with the Dartmouth Entrepreneurial Network?
 - d. We need to figure out how we are organized
 - iv. Values could be:
 - 1. Advocacy, guidance, connection
 - v. Result:
 - 1. A more vibrant, economically prosperous, and better connected creative sector
 - 2. Branding, recognition, economic prosperity for the creative sector
 - vi. We are part of the Claremont-Lebanon micropolitan (usually has to be at least 10,000 people)
 - vii. Do we want to be a little more specific about our geographic region/influence?
 - 1. We should probably indicate somewhere in the mission how interconnected we are with NH
 - viii. Enrich this region as an intellectual hub for the creative sector
 - ix. Anni likes the idea of a marketplace, rather than an economy; branding; collaboration; networking

- x. Springfield, Chester and Windsor are an incredibly differently thing when compared with our area, so it is difficult to figure out how to talk about the region inclusively
- xi. TED Talk mission is: share information. Great example.
- xii. We want to be careful about saying anything like “guidance,” because that might imply that we do something we don’t do
- xiii. Collaboration and advocacy are key - the thrust of this is to create a conduit for collaboration and networking in the creative sector
- xiv. Many artists who come here find that they’re very productive when they’re here, but they are often very frustrated by their lack of access to various marketplaces
- xv. It will be important to create a sense of permanence, a marketplace here in Vermont that individuals and organizations can capitalize on
- xvi. If you look at the natural hubs in our area, then we could have more of a local first kind of feel that moves around to these different hubs
- xvii. Accessibility; unpretentious
- xviii. Discovery; adventure; could the creative marketplace be fable-ized? (“To market, to market, to buy a fat pig”)
- xix. Michigan has “Pure Michigan” as their brand

4. Goals for Next Three Years

- a. Would like to express these goals as desired future conditions
- b. Branding our region creatively, accurately, effectively such that everyone in the region feels a sense of pride about our brand
- c. Creating a thriving marketplace for the creative sector
- d. RBA could be useful in defining these goals
 - i. Results
 - ii. Indicators
 - iii. Strategy

5. Homework / Next Steps

- a. Review Bylaws and comment with changes, suggestions, etc.
- b. Alek to call Dave to find out if he’s still in or not