

## 3CVT Steering Committee Meeting Notes

Date: April 29, 2021

Time: 11:00-12:00

Zoom

Present: Kim Gilbert, Carol Lighthall, Chris Wood, Sarah Danly, Seth Butler, Brian Cook, Amy Cunningham - VT Arts Council

### 1. Welcome/introductions

- TRORC has officially been awarded funding to do creative sector support work. See press release: <https://www.trorc.org/trorc-receives-eda-funds-to-assist-the-creative-sector-recover-from-covid-19/>
- Kim has shared project scope/details in the color-coded document titled "TRORC EDA Creative Sector work plan"
- Project kickoff in July 2021

### 2. Updates about Vermont Creative Network news

- a. Create VT Action Plan" public launch event May 3 at 2 pm
- b. Virtual networking event We should go ahead and plan to hold a networking event on our own rather than wait to hear if one would be facilitated by the CreateVT team

### 3. Regional marketing project - work plan Task 1 Action 2

Confirmed that the 3CVT SC will serve as advisors to the future consultant team for the marketing task of the project

- a. First step: draft an RFP and explaining what we expect from the consultant Kim will do this, share with SC for feedback.

### Additional notes about marketing task:

- someone from tourism and marketing should join our marketing project advisory committee
- get a copy of the agrotourism group's RFP for marketing consultant, use to inform our own
- work on selection rubric for our marketing RFP

### 4. Trainings/workshops – work plan Task 2 Action 1

- a. First step: draft survey to identify top training needs and think about survey dissemination
- Kim/Seth/Carol to work on survey draft. If anyone else wants to join this subcommittee, let Kim know.
  - Look at what the Center for Women & Enterprise and the Vermont Crafts Council are working on now as they are doing similar technical assistance and professional

development work.

5. Cross-sector collaboration projects – work plan Task 3
  - First step: decide on 4 areas for cross-sector collaboration project
    - i. 4 sectors still undecided by SC.
    - ii. Health/creative aging = possible project
    - iii. The agrotourism group could be a group to partner with.
    - iv. Look at annual open farm week for outdoor rec sector, could do something like art along trails.

#### General project notes/suggestions

- tie events, networking, and project surveys all together
- events should be in real life if possible, but with virtual option. Hybrid style.
- events should be spaced physically throughout the region

#### 6. Final thoughts

Will plan to meet next in June rather than July, in preparation of a July kickoff with our project tasks.