

3CVT Steering Committee Meeting Agenda

Date: July 28, 2021

Time: 3-4 pm

Via Zoom

Present: Kimberly Gilbert, Carol Lighthall, Emerson Gale, Emily Hoffman

1. Welcome

Kim has shifted our documents to a Google Drive – this way everyone can have docs all in one place. Please don't share the link with anyone outside of the steering committee – Kim sending via email.

2. Project timeline walk through

- Kim drafted a timeline for Year 1 tasks

Drafted timeline in Google drive. Kim only drafted through Year 1 tasks for now (Year 1 for purposes of the EDA grant is April 2021 – March 2022)

3. Kick-off event discussion

- Event or promo video to announce projects?

Kim suggested making a quick few-minutes-long video as a way to announce the project and all its pieces; SC preferred the idea of an in-person kickoff event. Kim will start planning this – will take 1-3 months to plan the event so timeline might get pushed back a bit. Might still record a video so people who don't attend the event can still quickly see what the project is all about.

Event will alert attendees to all the impending activities: Trainings/workshops survey plus actual trainings/workshops. Marketing consultant project. Covid recovery forums. Cross-sector collaboration surveys and eventual events/installations.

For event: should find a venue, speakers, possibly performance or something artistic to include, maybe some food, will need to publicize greatly. Need to get this all figured out ASAP. Will have an event planning meeting in August.

For video: nothing fancy, just a couple minutes of explaining the project and everything included in it. This can be posted to the 3CVT website and facebook, shared with the Arts Council, etc. Emerson has video editing knowledge.

4. Cross-sector collaboration selections

- Committee to choose our 4 sectors. Possibilities are:

1. Agriculture/food production
2. Outdoor recreation

3. Health and wellbeing
1. Creative aging as part of this
4. Creative aging
5. Tourism – could be a natural component of ag/food outdoor
6. Education
7. Other ideas?

SC still needs to decide on a 4th subsector for the cross-sector collaboration project. Everyone seems like to like Ag/Food, outdoor rec, and health/wellbeing. Can't decide on a 4th. Want input from everyone please.

5. Features for website

- Kim to request features via Facebook page and listserv to post to 3CVT site
- Any SC members have a feature now?

We need to start using the listserv. Kim will post to it, asking for people to send me things to be “featured artist” or something – to post to FB/3CVT site. Carol suggested asking a specific question for these features like “what is the creative economy to you” ... if SC members have anything from your organizations to promote please post it to the listserv, and send to Kim so I can post it to the FB page.

6. Subcommittee follow-up

- Trainings/workshop survey: Seth, Kim, Carol
- Marketing RFP: Kim drafting. Selection subcommittee?

Will work on these with each other via Google drive comments/edits.

7. Next steps:

- Tracking in Google Drive folder
- Next meeting?

Next meeting will be to plan event, need to do this rather quickly. Kim to send Doodle poll very soon for a late-Aug meeting to hopefully have an event by October...

8. Final thoughts