



THE SPOKES SPEAK - GEARED TO SERVICE

Rotary Club of the North Fork Valley

POB 1543, Paonia, CO 81428

WEB SITES: www.rotary.org www.rotary5470.org www.paoniarotary.org

Meeting Thursdays at Noon in the Paonia Town Hall

District 5470

Club 1180 - Chartered 12/20/22

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Guest Editor: Bain Weinberger

LAST MEETING: May 24, 2018

Club President James Schott presided over the meeting.

Mike did the setup along with Felix.

Francois played America the Beautiful.

No visiting Rotarians.

Key Guest: Bain Weinberger brought Key Guest Jim Rianoshek, a new neighbor in the process of moving to Paonia from the front range with his wife Mary.

Announcements:

- The next meeting will be the Special Community Event at Wisehart Springs. Members are encouraged to attend and bring food. Setup help would also be appreciated.
- Betsy Marston reported that Ed is recuperating from his surgery.

Program: Paonia Creative Coalition

The speaker today was Susie Kaldis Lowe, board president and engine behind the Creative Coalition.

She led off with an overview of some of the resources and activities provided by the Paonia Creative Coalition, including an on-line directory of local creatives. They also sponsor a Final Friday Art Walk on the last Friday of each month as well as an upcoming North Fork Valley Art & Ag tour on labor day. The idea is to provide a Labor Day destination for tourists. The Creative Coalition is hoping to grow the local economy through art tourism. There will be a dinner afterward at Edesia Kitchen. There is also a Kids Pasta Project dinner in support of the Paonia Creative Coalition planned for June 11.

A current major project of the Coalition is to create a “signage and wayfinding master plan”, with the following goals:

- Identify local resources and destinations, and promote them.
- Support community-led efforts to grow arts and culture within Paonia.
- Help make connections to trails, open space and recreational amenities.
- Identify local resources for designing and fabricating the new signage.

According to a flyer distributed by Ms. Lowe, “Signage and wayfinding illuminates what is special about your community, and encourages residents and visitors to linger, explore and discover. Wayfinding and signage helps people feel more connected has a direct line to economic development, because signage and brands that

compellingly tell a story of the collective shared experience of a place are powerful place attractors and builders.”

As part of this effort, a Design Week will be taking place May 30 thru June 5 at Town Hall where interested folks can meet each day for planning, research and information gathering and other activities culminating in a design presentation and open house on Tuesday, June 5th.

There are already plans to install a large, donated Paonia sign out on Highway 133 near the Redwood Arms motel.

Ms. Lowe stressed that there will be appropriate signage in appropriate locations. This will not be Disneyland. The Coalition is working with the Town Council as well as with the County Commissioners, who approved a \$2,500 grant for the project. There is a good working relationship between the groups. While the money is still being figured out, they are estimating \$30K for fabrication.

The Paonia Creative Coalition is also partnering with Carbondale, Crested Butte, Ridgeway, and Salida on a \$50K marketing grant. They are putting together publicity materials encouraging tourism through a 5-day itinerary calling out opportunities and activities for visitors in each of the participating towns.

Remember to feed the polio jar. Also, pay your dues.

UPCOMING MEETINGS:

- June 7: Special Community Event at Wisehart Springs

