



**Golden Triangle Creative District
November 4, 2021, Board Meeting
Meeting Minutes
3:00-5:00 PM – Video Conference (Online)
Shift Workspaces (In Person)**

BOARD ATTENDEES:

Aaron Bajorek, Kristy Bassuener, Lisa Beauchamp, Pete Dikeou, David Eichler, Rachel Fewell, Jennifer Gance, Marlow Hoffman, Tracy Kontrelos, Eric Lazzari, Laura Liska, Sydney Malone, John Mosley, Liz Orr, David Pietsch, Sonia Rae, Steve Strunk, Byron Zick

NOT PRESENT:

Kate Barton, April Chase, Sean Walsh

GTCD STAFF:

Jennifer Larsen

GUESTS:

None

Welcome and Call to Order (B. Zick)

- Called to order at 3:07 pm
- Welcome Board members
- Asks if people are ok with no masks
- Motion to approve September and October 2021 Meeting Minutes:
 - October
 - Approved with one abstention
 - September
 - Approved by all

GTCD Budget Update

- A. Chase not present for update due to jury duty
- B. Zick has requests for next year's budget spending. We'll do a top set for X number of thousands of dollars.
- B. Zick requests approval of \$800 for Jennifer Larsen to spend four Fridays asking business owners questions and establishing relationships.
 - Moved – Liz Orr
 - Second – Eric Lazzari
 - Steve requests to join Jennifer when she goes. Jennifer loves the idea. Sydney Malone says other board members should feel free to join too.
 - Laura Liska asks what the purpose would be of Jennifer talking to business owners

- Byron says when April Chase was fundraising for annual fundraiser, there were many new businesses that we don't know, and they don't know us.
- EC questioned how we could reach out to those businesses. Thought it would be a good project for Jennifer.
- A few board members have volunteered to reach out as well, such as Sonia.
- With questions answered, Byron calls for a vote:
 - All in favor
 - None opposed
- B. Zick: Need for storage unit now that DAM isn't providing it and Jennifer works from home (DAM previously donated the space, in 2021 they renewed their GTCD membership at \$5K).
 - Jennifer looked at 3 places and landed on Stash Self Storage at 9th and Grant
 - 8x10 unit for \$96/mo. Will hold all we have. Month to month/cancel anytime
 - Byron asks for motion to approve
 - Moved – L. Liska & S. Strunk
 - All in favor; none opposed; motion passes
 - Eric Lazzari asks about discretionary funds in bylaws. Byron says in future hope to approve discretionary funds.

Membership update (L. Beauchamp)

- Renewals from this month:
 - Denver Architect Foundation with Pauline, who's thinking of joining the board.
 - April with Apple Annie and Company
- Renewals from last month that she didn't have in front of her last meeting:
 - DAM (\$5K), Kirkland Museum, Fitness in the City, Byron Zick, Steve Shrunck, Oakes Real Estate, Kimberly Timmons Interiors, Compassion Road Academy, CoClubs, Nancy Ewing, William Havu Gallery
- Wild Apricot Software Update
 - Hoping to open our committee. System going great. Sending out renewal emails.
 - Next up, sending emails to people who have never received them from GTCD

Events Committee update (J. Mosely)

- Holiday Party
 - Thursday, December 9. No location yet; April is calling around.
 - Trying to coordinate meeting for how to solicit sponsorships.
- CCI Conference
 - Great contacts and beautiful location. Encourages others to attend.
 - Great grant funding presentation about not giving up state-funded grants and less arduous application processes.
 - John toured historic downtown Steamboat and Mansfield School
 - Got ideas for GTCD, info on collaborating, and met other creative districts
- Steve Strunk:
 - Steve is associated with 40 West Arts District (West Colfax) and they have two financially astute individuals involved with that. He wanted to find out more about the nature of their contract and how they're so financially successful. They have a strong relationship with 1st Bank. Steve will ask 1st Bank about becoming GTCD member at \$5K level.

Board Member Survey & Potential New Board Members (B. Zick)

- Request for all members to fill out survey by end of year. Goal is to help EC plan the rest of the year and our future direction.
- We're rudderless in vision/direction. Board members asking themselves why they're here. Pandemic played a role.
- Would like a visioning meeting and board meeting combined, early Jan. Half-day with goal of establishing priorities, ascertaining roles, etc.
 - Eric thinks we should review pre- and post-pandemic but that it's important to look at strategic plan created beforehand—before we went into survival mode. Whole point of visioning doc is to help Boards weather storms. Don't want to get into trap of changing direction; look at the direction we created at the last visioning session pre-pandemic.
 - Byron asked if other docs are important too, e.g. Neighborhood Plan.
 - Liz asks if we can put out info about new zoning codes, as people are asking how new buildings are getting approved. Jennifer says it could go on our website, but Byron would only want it to be a link since it's the city's job to own it, not ours.
 - Steve likes survey idea to help focus our priorities and energy.
 - Byron agrees with Eric on needing long-term vision, but we also must work with Board members. He wants volunteers to be able to work on what they want.
 - Byron wants to include potential new board members (9 people) in visioning session.
 - Eric thinks we should see the names of potential members before inviting them.
- Potential New Board Members:
 - Laura thinks we need more residents on board.
 - Steve thinks it would be good to see if applicants have strengths we need.
 - Lisa says applicants have one-on-one with her, discuss committees, see how they can help with various roles. Not all 9 have submitted info. Only 2 have agreed to fulfill board member role.
 - Liz says residents don't think GTCD focuses on them. They think it's all about cultural events and businesses. Some HOA members are still upset about the GID. Would be good to see the list and think of who's leaving, like Laura.
 - Jennifer says 9 of 21 board members are residents. Sydney says 10. HOA meetings are good.
 - Liz suggests evening events with drink tickets to get young participants. Steve agrees.

Unhoused Action Coalition (S. Malone)

- Group stems from Homeless Task Force. Group of other RNOs. Goal: Creating continued pressure on city council by attending meeting, ensuring safe outdoor spaces, mental health resources, and that the camping ban is enforced.
- They meet once a week. Very involved. Mostly Board chairs involved. Hoping some Board member can devote 2 hours a week because homelessness is a GTCD priority, but she doesn't have the bandwidth. Wondering how we can still show we're involved with the issue if not with the group.
- Steve says because of resident pressure, we spend a lot of time—too much time—on homelessness issues vs arts and business development.
- Liz says GTCD doesn't have an RNO. We *are* the RNO. We are a creative district, and the only district that is also a registered neighborhood organization.
- Jennifer says we play a dual role. Steve asks if we can get out of that role. Jennifer doesn't think it's something we want to get out of.
- Laura says we're a cultural center, so it's part of what we do. It's a balance of art and RNO role, which is why our trash cans, for example, are artistic.

- Byron thinks we could table conversation until Jan meeting because people want us to solve a problem that we cannot.
- Sydney says we must be well-rounded.
- Eric says advocate groups are all over city. Some RNOs and some are businesses.
- Jennifer asks if Sean would want to get involved in this.
- Byron is tired of asking people to volunteer for things they don't want to do. He wants Board members to work on things they want to do. So, if no one wants to work on homelessness, it's not going to happen.
- Sydney will let that group know we're taking a back seat for the moment.

Update on HOA Presentations (S. Malone)

- Sydney has an updated version to send out: Hybrid doc since some meetings are virtual and others are in person. They need a one-page brochure that can be sent in mail and brought to meetings and get people up to speed on our organization. Keep an eye out for those documents.
- Liz said they had the business directory at her building, and they went like hotcakes.
- Steve says neighborhoods used to send welcome packets with coupons for local businesses.
- Laura confirms Business Networking group used to do that, but it ended with pandemic. Gift bags, etc.
- Sydney asks if we have HOA meeting presentations coming up. Tracy dropped off call; Lisa thinks there was supposed to be one at the end of October, but they didn't have presentation materials.
- Liz says many HOAs don't meet in December; Sydney says we can start up after holiday break.

Committee Reports (S. Malone)

- Budget Update
 - April is not present for budget, but Byron had a few budget questions.
 - Jennifer: April said some line items were coded incorrectly; some COLORCON expenses got inadvertently put onto the fundraiser category. So far \$4K has been spent toward fundraiser and about \$20K was spent on COLORCON. April's working with CNDC to get that updated.
- Board Leadership
 - Byron wants us to consider board leadership for our Jan meeting. Is our leadership structure sustainable?
 - Side note: Byron likes in-person meetings and wants to continue this from here on out but wants Board's opinion
 - Liz agrees with in-person meetings. The more who are comfortable with that the better.
 - Byron says they'll continue to include a virtual link though.
 - Sydney asks if anyone's opposed to hybrid meetings
- Community Affairs Update (L. Orr)
 - Discussing idea of meeting somehow with property owners whose properties leave a lot to be desired; see what they might be willing to do. Potentially see if there are funds—maybe from the city. Terrible planting strips with weeds. If the property owner doesn't respect their property, then why would anyone else?
 - Laura adds the issue of property owners who don't maintain their dumpsters/trash receptacles in the alley. They don't lock them, but unhoused people go through it, and then it takes forever to clean it up.
 - Steve doesn't know anything about the laws, but he was shocked that 9 months ago the Cadillac Lofts were posted for failure to have decent landscaping.

- David Pietsch says there is a lot of illegal dumping. Many of owners must pass info on to tenants to address. Hard to track and manage, but it's all about creating awareness.
 - Sydney asks Laura to mark down neighborhood areas that are seeing issues with that since we could easily make the city aware of it. Trash pick-up is a priority; it's in our neighborhood plan.
- Events Committee Update (R. Fewell)
 - A race was scheduled that was cancelled at the last minute, and then we got the news yesterday that Civic Center Park is partially reopening. Denver Christkindlmarket will be there in a few weeks.
 - Parade of Lights will run on December 4, then like last year, floats will be set up in different locations around town that can be visited throughout holiday season.
- Civic Center Park Update (E. Lazzari)
 - Western portion is open. Eastern half still has a lot of restoration happening. Rerouting. No timeline for opening.
 - City has committed to \$1.5M annually for Civic Center Park staff. Unprecedented in city or parks.
 - Deputy director of parks said selling of drugs and drug use will no longer be tolerated. Great to hear but takes time to hire those folks and the city doesn't want to reopen park until staff is in place.
 - The entire park will have camera coverage so they can go back to footage.
 - Conservancy has been engaging the community. No desire to exclude people. All have a responsibility to each other to take care of the space.
 - Steve asks what makes Central Park in NYC such a jewel.
 - Eric says there are revenue streams to invest in maintenance, security, etc. There will always be a gap between what people demand of their public spaces and what government is willing to provide, which is why you have orgs like the Conservancy, especially in a low-tax environment like Denver.
 - Liz adds that there's a different context with Central Park—some of the most expensive real estate is around it, so they have the self-interest to give a lot of money to the Conservancy. And they keep building more and more, so it keeps feeding that self-interest to keep Central Park nice for when they walk their dog, etc.
 - Eric says it starts with philanthropy and Denver isn't as philanthropic as NYC.
- Grant Writing (R. Fewell)
 - PS You are Here Grant is almost ready to go. She'll read it tomorrow.
 - Jennifer has read it. Rachel and Sydney will read it by tomorrow EOD.
- Urban Design (L. Liska)
 - There will be November presentation from people at the Buddhist Temple along Speer. Owner is thinking of tearing down building and replacing it with something smaller. December presentation scheduled to review Cherokee Row project.
 - GTCD Executive Committee wrote letter of support for changes to the Central Library. Laura will attend library hearing on December 7 and will read letter.

Chat Notes & Staff Report

- Before Kristy left the meeting, she wrote in the chat to put Dec 7 on your calendars. DAM will be showcasing new Martin Building at their partner night with food, cash bar, and free exploration of new building. Invites to all Board members will be sent via email by Monday.
- At last Events committee meeting, April proposed that for Giving Tuesday (Nov 30) and Colorado Gives Day (Dec 7) we do a week of giving campaign. Are there passionate board members who

would like to create a campaign with very compelling reasons to donate to GTCD. Jennifer says we typically don't make more than \$1,000 and we'd like to do much better than that.

- Liz says it's tough when you're competing with so many other organizations who are tugging at your heart strings. "Give to us because we're going to do things for you" vs "Give to Children's Hospital." She thinks it's a really tough environment.
- John mentioned in chat that Denver Film Fest is now until Nov 14, at various locations throughout Denver.
- Byron reminds everyone to fill out the Board survey.

Adjourn (B. Zick)

- Time: 4:53 pm