



TRIANGLE
GOLDEN TRIANGLE
CREATIVE DISTRICT

**Golden Triangle Creative District
December 2, 2021, Board Meeting
Meeting Minutes
3:30-5:00 PM – Video Conference (Online)
Shift Workspaces (In Person)**

BOARD ATTENDEES:

Kristy Bassuener, Lisa Beauchamp, April Chase, Rachel Fewell, Jennifer Gance, Marlow Hoffman, Tracy Kontrelos, Eric Lazzari, Laura Liska, Sydney Malone, Liz Orr, Sonia Rae, Steve Strunk, Sean Walsh, Byron Zick

NOT PRESENT:

Aaron Bajorek, Kate Barton, Pete Dikeou, John Mosley, David Pietsch

GTCD STAFF:

Jennifer Larsen

GUESTS:

Lindsay Hauck (Kirkland Museum), Andrew Iltis (Downtown Denver Partnership), Adam Perkins (Urban Villages)

Welcome and Call to Order (B. Zick):

- Welcome Board members and guests
- Motion to approve November 2021 Meeting Minutes
 - Lisa - motion to approve; Laura - second.
 - Amendment: Let the minutes reflect that there was consensus to remove masks.
 - No objections, minutes approved.

GTCD Budget Update (A. Chase):

- Current financials and budget
 - Balance at about \$60,000 by the end of the month
 - We are seeing more incoming membership funds
 - Preparing 2022 budget
 - Steve – CNDC is having a severe staffing shortage – service from them may be delayed in the immediate future

Events (A. Chase):

- Holiday Party, Thursday, Dec. 9th @ Shift
 - April - All the pieces are in place. Planning food and beverage for 75.
 - Jennifer – RSVPs @ 72

- Jennifer – We are accepting people at the door who have not registered
- Jennifer – Can supply an 8x11 print out for posting in residential buildings
- April – Call for volunteers – 2 people to check registration and vaccine cards
 - Byron, Sydney, Liz volunteer
- Annual Fundraiser
 - No updates on fundraiser. Will pick up on that after the holidays.
- “Giving by the Numbers” fundraising campaign
 - Byron – Thanks to April, Jennifer, and events committee for this initiative. Laura agrees.
 - Steve – Donated \$250 last week
 - Donations went to the admin email
 - Jennifer – It was a lot of work and would love to utilize this info further. Use for Spring renewals, etc.
 - Suggestion to print and post at Holiday party

Annual Calendar Project Proposal (S. Strunk):

(Attach Steve’s memo)

- 2023 Fireman’s Calendar. (April suggests modified to first responder calendar.)
- Propose photographing 6 women and 6 men.
- All GTCD events printed on the calendar – Board meetings, etc.
- Suggest approaching CPAC to take the photographs and try to have the calendar available for purchase at the Bootlegger’s Ball.
- Goal of raising \$10,000 each year, selling them @ \$25 each with estimated printing of 500.
- Approach local printing companies for donations.
- Liz – Usually people expect that the proceeds of these types of calendars go to the causes associated with the Fire Dept. What about great photographs of iconic buildings in the Golden Triangle instead? As a cultural district should we focus on that.
- Sydney – Percentage to schools?
- Steve – I think 100% of proceeds to go to the Golden Triangle
- Sean – There would still be a cash outlay?
- Laura – We have a visually rich neighborhood. Can we make it about the neighborhood?
- Steve – I don’t think a calendar of that type is saleable, and so I would not be interested in heading up that initiative.
- At Byron’s request, Steve will revisit proposal with options and costs for Board to vote on at January meeting.

GTCD Membership Update (L. Beauchamp and T. Kontrelos):

- Current Membership Update
 - Renewals – \$5900 in renewals or new members in November.
 - Board thanks Membership committee for keeping the momentum going.
 - Jennifer – Membership campaigns: Meow Wolf raffle (not very successful). DAM Partner night: 2 tickets for each member to the Partner Night (very successful – brought 7 new members or renewals). Beneficial to be able to promote these types of incentives.
 - Request to other cultural organizations to partner on similar initiatives.

Board Survey and January Visioning Meeting (B. Zick):

- Half-Day visioning meeting scheduled for January 6
 - Start at 1 pm. 1-4 PM visioning session, 4-5 PM regular Board business.

- Board members should submit memos to Byron and Sydney about things they would like to have discussed in terms of visioning.
- Review documents to be distributed during December
 - 4 documents will be sent out to the Board in weekly increments. Please review all these documents before the Board meeting.
- Board member applicants to be reviewed prior to inviting them to the visioning meeting
 - Byron – Beneficial to include the applicants at the visioning meeting? General agreement from the Board, to bring in fresh ideas and get to know the candidates.
 - Sydney - Motion to include new Board applicants at the January visioning meeting. Lisa (second), Board votes unanimously to include potential Board members in the visioning meeting.
- Reminder for Board member renewals for 2022
- Please take 5-minute Board survey

Committee Reports:

- Executive Committee – S. Malone / B. Zick
 - David Eichler has resigned from the Board
 - Steve – Suggests a minimum attendance requirement for Board meetings
 - Jennifer and Lisa will review
 - Laura – Required participation on committees? We want people to have some skin in the game.
 - Byron will review and report back at Jan meeting
- Events Committee – A. Chase
 - Nothing to report
- Governance Committee – L. Beauchamp / J. Mosely
 - List to be distributed with info about new potential Board members
 - We have a lot of committees that are not working committees right now
 - New members are asking about business networking, community development, etc.
- Membership Committee – T. Kontrelos / L. Beauchamp
 - Working on reaching out to people from 2020 who have not renewed to ask why they are not renewing and what we can do to get their support.
 - Liz – Individuals or organizations?
 - Lisa – Most renewals are going out to businesses. Only one HOA building in the neighborhood is not a member.
 - Wild Apricot has been great for us. Still learning but we have found it very helpful. Tracy and Lisa working on refining messaging.
 - 2022 – Big push in Jan, Feb. & March for renewals
 - Tracy – Have a good system down for getting committee members to reach out personally to potential members and encouraging gift memberships.
- Urban Design – L. Liska
 - December presentation delayed to January.
 - Looking ahead – we need a Board member(s) to assist with scheduling and sending out emails (administrative duties) as Laura rotates off the Board. Laura will work with them to get them up to speed.
 - Trying to get Chris Parezo on the City’s Design Advisory Board. This will give us more of a seat at the table with City planning committee.
- Grant Writing – R. Fewell

- Putting \$1500 into budget for grant writing for next year (will be submitting as part of 2022 budget).
- Public Events Liaison – R. Fewell
 - Christkindlmarket on now
 - Parade of Lights (Saturday) w/ 6 pm kick-off

Staff Report (J. Larsen):

- We have been recertified as a Creative District!
- Kristy Costello offered feedback from the panel
 - Strong Board makeup and committee structure
 - Liked tiered membership structure
 - Suggested we have a lower cost for individual membership
 - Comments had to do with barriers to becoming a member, Board member, committee member, etc.
 - Good use of logo on our materials
 - Strong sense of place
 - Appreciated demographic mix of COLORCON artist selection team
 - Board financial contribution potentially a barrier to attracting new Board members
 - Are we making efforts to engage people who regularly visit or are employed in the neighborhood?
 - Strong creative approach to our GID failure – focusing on smaller scale projects within our means
 - Liked our strategic plan
 - Establish ongoing goals for diversity
 - Lack of Executive Director – loaned executive leadership opportunities?
 - Rethink structure of committees and make them a less formal committee. For example, short term projects with limited commitment.
 - Celebrate every win!
- CCI plans to offer grants of up to \$10,000 in 2022 for general operating budget.
- Laura & Liz – Impact of GID proposal is still being felt. New Board members need to be aware of the history, lessons learned. What didn't work that we want to keep in mind?

Board Members: New/Old Business:

- Per Eric's suggestion, the Executive Committee will be proposing a budget item for misc. expenses as they arise.
- Denver Metro Chamber Leadership Cohort might be able to offer us organizational/management consulting assistance, gratis. (<https://denverleadership.org/impactdenver/>)

Adjourn (B. Zick):

Liz, Lisa seconds
Meeting adjourned