



**TRIANGLE**  
GOLDEN TRIANGLE  
CREATIVE DISTRICT

**Golden Triangle Creative District  
June 2, 2022 Board Meeting  
Meeting Minutes  
3:00-5:00 PM – Westword / Video Conference (Online)**

**BOARD ATTENDEES:**

Kristy Bassuener, Lisa Beauchamp, April Chase, Alvin Cooper III, Rachel Fewell, Alice Harris, Lindsay Hauck, Marlow Hoffman, Andrew Iltis, Tracy Kontrelos, John Mosley, Adam Perkins, Steve Strunk, Sean Walsh, Byron Zick

**NOT PRESENT:**

Aaron Bajorek, April Denmon, Pete Dikeou, Jennifer Gance, Mathiba Kgopa, Ryan Kurosky, Sara Leitch, David Pietsch, Will Wytias-Sobel

**GTCD STAFF:**

Jennifer Larsen

**GUESTS:**

CM Chris Hinds (City Council District 10)  
Hannah Bernick (City Council District 10 Aide)  
Pablo Zacarias (Bespoke)  
Chandler Simental (MDLDC)  
Anna Boatwright (Clyfford Still Museum)

**Welcome and Call to Order (L. Beauchamp)**

- Welcome board members and guests
- Motion to approve May 2022 Meeting Minutes
  - MOTION: Approve minutes (Alice) (2<sup>nd</sup> – April)
  - Minutes approved unanimously

**Action Outside of Meeting (L. Beauchamp)**

- Aaron with the ART hotel is taking position with another hotel in Cherry Creek, so Matthew (you may have met at vision meeting) will be stepping in Aaron's position and would like to be a part of the GTCD.
- Lindsey is no longer with Kirkland Museum, but she has decided to stay on the board and volunteer.
- Paulina has stepped down from the board, leaving 5 open positions on the board

**GTCD Budget Update (S. Strunk & A. Chase)**

- Current financials

- \$39K in bank (end of April), anticipate reporting proceeds from fundraiser in about 2 board meetings from now, which would be +\$20,000, and just received a grant for \$11,000.
- Expenses at \$60,000 for end of next reporting cycle, and more like \$63,000 by end of June
- Biggest expense is payroll, plus upcoming events
- Report from when we started sending out invoices, figure out what a year is determined by. Total we have raised through memberships is \$53-54,000 from September to today.
- Income vs. expenses \$164K vs \$114K
- Focus on revenue generating possibilities
- Q: Do we have a target April, in terms of are we falling short?  
A: Our reporting is showing, not really, no, I don't have the analysis, but that could be helpful. Our expenses are relatively predictable, so we can put in estimates, maybe that is something we can do moving forward, seeing where we are falling short, determining the fiscal year will help with that.

### **Membership Committee (T. Kontrelos)**

- New/Renewal Membership
  - Art and Venues came in as a Sustaining Partner \$5,000
  - Denver Public Library renewal \$1,000
  - History Colorado renewal \$500
- Total Members: 116
- Active Members: 67
- Total Contact: 221
- Jennifer is doing an assessment on who needs decals for the next membership meeting
- Lisa and I are going to be working on getting all the contacts we got from networking events added to our database
- We invested in this year in Wild Apricot at a higher level – we now can add 2000 users to our database to create a larger membership base. Annual fee is just over \$2,000.
- Q: How is it set up now for a business or an individual who wants to pay for a membership? Is it prorated, when can they join?  
A: People can sign up whenever through the website, and the membership starts the day they sign up and goes for a year, will renew on their anniversary date.
- Q: What are the valued reasons to sign up for members?  
A: It varies, the majority people are in business and want to give back to the neighborhood. They want to know what is happening and be able to network.
- Q: Are there any big dogs we should have on our radar due to revenue being so critical?  
A: We don't have a list, but so many former members (100) may be a way to get revenue back.
- We used to have members who were at \$5,000 and went down to \$500 and that was a big hurt. A large amount went from \$500 to \$100 due to COVID. With business networking back we hope the businesses that left will return. Residents are saying community events are missing. Having our community coming back will come with having events back. (L. Beauchamp)
- Q: Will there be requirements for businesses to attend the networking events?  
A: Goal should be a minimum of \$100 to show them why they should move up, but we should start with the \$100 to show the value and get them to move up.

### **Visioning Meeting Updates**

- ColorCon (S. Walsh)

- Big concern is, should we hold the event?
- We decided to move the date of ColorCon from end of August to October 8
- Need to begin with alley selection and liquor license
- Proposed that we move ahead with ColorCon
- If you want to participate in planning meetings, they are Mondays at 9:00 am – reach out to Sean
- Social Token Pilot Project (A. Chase)
  - ETHDenver (cryptocurrency conference) really blew up, great networking event
  - Pilot committee, need people who are interested in moving this project forward
  - Social token is like a reward system – it is on your phone, but it is something you can use within the community. It can include things like free coffees or stays, elite status with social events.
  - If we pilot this project in the neighborhood, it can move to other creative districts
  - If you are interested, or your business could benefit, please sit on the committee. You would be learning a lot of crypto, web, and informing the developers what is important to this neighborhood.
  - Timeline is to have it launched before holiday season
  - Launch in a big way with next ETHDenver conference, March 2023
  - We need 3 or 4 people from the board to sit in an hour meeting every few weeks
  - The goal is that we could use this to expand membership revenue
  - Target audience is small businesses

#### **GTCD Committee Format (J. Mosley & L. Beauchamp)**

- Finance Committee:
  - Finance Committee – Do we we need to set up a regular meeting and does anyone want to be a part of it?
  - We decided to add a Grants Committee – It will meet online the 2nd Monday at 3 pm beginning this month (June)
  - Can Finance/Grants be in the same meeting? Should they meet at the same time, or meet on the same day with a bit of overlap?
  - Grants really does need to be a priority. Local government has a lot of money to give away and we need to take advantage of it.
- Governance Committee:
  - Meet at 3 pm, 2nd Wednesday of month
  - The committee has been going over how we are established with CNDC
  - Governance Committee meets with people who are interested in joining the GTCD board and/or serving on a committee
  - Governance needs co-chairs or a chair
- Community Affairs/Community Engagement:
  - Should it be called community engagement instead of community affairs?
  - Items under different committees are really part of our community engagement
  - Right now, the community does not feel we are engaging people in the GTCD neighborhood
  - Urban design is an opportunity to do this as well as Neighborhood Improvements. Both of those groups are doing a great job and shows we are engaging the neighborhood
  - We are looking for a chair for community engagement that would be responsible for:
    - Trash pick-up, pet stations and trash receptacle (Neighborhood Improvements discussing)

- Social events – Third Thursday of each month they used to meet people at a bar/restaurant for free drinks or appetizers
    - Food & toy drives
  - Can tasks be divided so it is not such a big workload for one person? Need 3 or 4 people to take this over, distribute the tasks and get new activities moving.
    - Alice volunteered to help
  - We can use Wild Apricot to set up meetings and maintain a list of volunteers with meeting reminders. It can also show what members are interested, events and committees (L. Beauchamp)
- Events Committee – A. Chase
  - Events Committee focuses on internal events (Holiday Party, ColorCon). An External event would be Pride or Tacolandia.
  - Events Liaison Committee shares information about external events, before the GTCD can get involved with the event and have a table/booth.
- General Comments:
  - Byron: Maybe it's the way you have the 6 on the right that draws your eyes to the hierarchy of it. Most important is membership and it appears insignificant on the layout. To people who are not in this room, for future board members, it would have it appear more as a primary function of the board.  
Lisa: The reason we filed it under finance was membership is reporting to the finance person and they coincide with each other, but I am open to moving membership.
  - Byron: Because this is a membership based, we want it to be important.  
Lisa: We want to get out of memberships being our main source of income.
  - Andrew: I wonder if we have the bandwidth to cover everything we need, or is it just more outreach? Are we really overstretched? How many board members do we have?  
Jennifer: 24
  - Andrew: Are they all on a committee?  
Lisa: No.
  - Andrew: That's an issue there. Is someone reaching out to the board members and getting them on a committee?  
Lisa: Governance Committee is the one who oversees this. As mentioned, we are looking for someone to oversee.
  - Byron: On the board application it requires a board member to be a part of 1 committee. Going back to what Andrew said that would be a minimum of 2 board members per committee at a minimum, that is enough especially when I see Lisa is the chair of half of them. A lot of this goes to the scope of our organization. This has always been a problem but setting realistic goals for us is key.  
Lisa: The committees that were added are grants and finance.
  - April: The treasurer is just a lot of paper pushing, we give CNDC a percentage of revenue and they do our books. We only have 6 actual committees, so it is all about perspective.
  - Sean: Linking the conversations we had about financing and memberships and where our focuses are, I believe this community engagement committee could handle the business networking and events. I think we should have serious conversations, if we had to throw everything in all at once what is the most important and can we take our foot off the gas on some of the committees?  
Lisa: I think if we get community engagement involved, we can get volunteers for the rest of our committees. A lot of people just don't know when our committees meet. Any other suggestions?

- Sean: I think there should be a connection with community engagement and having the table at events to let everyone really know about the opportunities.

### **Committee Reports**

- Executive Committee (J. Mosely/L. Beauchamp): Diving into other committees and how to get them rolling.
- Finance Committee (S. Strunk/A. Chase): Nothing additional
- Membership (T. Kontrelos): Photo booth will be used to engage the community at Tacolandia. Need volunteers for Day in the Park. Our goal is to reach out to anyone who engaged with our membership email.
- Grants: As mentioned, the grants committee will be meeting 2nd Monday @ 3 pm
- Community Engagement: Nothing additional
- Neighborhood Improvements (A.Perkins/P.Dikeou): Off cycle on meetings, meeting tomorrow. Working on visioning ideas, reviewing old surveys to establish priorities. Looking into the feasibility of a special district for the GT and ways we can move towards improvements: trails, recycling, etc.
- Urban Design (A. Iltis): Two presentations on May 12
  - 700 Lincoln multifamily project, 205 ft, 204 units, ground floor retail, pet relief areas to help maintain the streetscape landscaping
  - 1000 Broadway the Sports Castle building, looking to internal architect to do some improvements, plus adding a top deck to use for event space. Recommend they get with someone who is focused on historical restoration.
- Business Networking (A. Denmon/A. Cooper III): First meeting will be next Friday from 730-830 am at Citizens Apartments. Continue to do 2nd Friday of every month. Will add informal casual happy hour so others can attend. Allowing people to show up for 1 meeting for free, then they need to be a member at \$300 plus. Looking into offering a payment plan for business membership.
  - Alvin: Jennifer will you send out another reminder email that it is coming up? Jennifer: Yes, and it will include all members.
  - Previously we put together grab bags with GT participating businesses. We should figure out how much needs to be contributed to be a part of opportunity.
  - Some of the small businesses say they are most interested in is getting their information into the apartment buildings.
- GTCD Events (A. Chase):
  - Focused on ColorCon event and securing location
  - Mary Valdez would help with contracts and talent, Sydney would do marketing
- External Events Liaison (R. Fewell)
  - There is so much going on, Tacolandia, Taste of Puerto Rico, Pride Fest big one this month
  - Lisa and I are going to meet to get everyone to participate and on our mailing list
  - Day in the Park is on Sunday, we need volunteers
  - Chalk Art Festival (S. Strunk) – No updates. No response from Renee.
    - Has not established what blocks they are using
    - Helping to promote sale of artists blocks

### **New/Old Business**

- No comments

### **Guest Comments**

- Hannah Bernick – We are putting together a map with all the construction going on in City Council District 10
  - The website is [denverperfect10.com/map](http://denverperfect10.com/map)
  - Updated monthly at least

**Meeting Adjourned**