



**Golden Triangle Creative District
July 7, 2022 Board Meeting
Meeting Minutes
3:00-5:00 PM – Denver Art Museum / Video Conference (Online)**

BOARD ATTENDEES:

Kristy Bassuener, Lisa Beauchamp, April Chase, Alvin Cooper III, Pete Dikeou, Rachel Fewell, Alice Harris, Marlow Hoffman, John Mosley, David Pietsch, Sean Walsh, Will Wytias-Sobel

NOT PRESENT:

April Denmon, Jennifer Gance, Lindsay Hauck, Andrew Iltis, Mathiba Kgopa, Tracy Kontrelos, Ryan Kurosky, Sara Leitch, Adam Perkins, Steve Strunk, Byron Zick

GTCD STAFF:

Jennifer Larsen

GUESTS:

CM Chris Hinds (City Council District 10)
Hannah Bernick (City Council District 10 Aide)
Pablo Zacarias (Bespoke)
Anna Boatwright (Clyfford Still Museum)
Iveria Lorenz (World Traveler)

Welcome and Call to Order (L. Beauchamp)

- Welcome board members and guests
- Motion to approve June 2022 Meeting Minutes
 - MOTION: Approve minutes (K. Bassuener/A. Chase)
 - Minutes approved unanimously
- Please mention your name when you make a comment for the record
- We would like to extend to any members the opportunity to host an upcoming board meeting. Please let me or Jennifer know, we would love to hold meetings at different locations.

GTCD Budget Update (A. Chase)

- Current Financials
 - We have approximately \$52K in the bank
 - Includes income from grants and a little over \$12K from fundraising
 - Approximately \$7,300 in expenses
 - We received 3 memberships in May, won't be reflected until next meeting/month
- If you look at the budget doc, our goal was \$168,000 and we are at \$116,000

- Money is rolling over from 2021, so this is not year-to-date
- Our expenses are sitting at \$130K, so just depending on how our expenses go we may or may not need to use all these funds
- We are improving from last month
- Hopefully with Colorcon we will have opportunity for sponsorships and fundraising
- Our grant efforts have been successful
- To take a guess on upcoming revenue we should be at \$62-64K in June

Membership Committee (J. Larsen)

- Recent membership renewals
 - \$2,500 from Denver Health
 - \$500 from History Colorado
 - \$350 from the Balustrade Condominium Association
- Question 1: Do we know anything about Kirkland Museum? (A. Chase)
 - **(J. Larsen):** I think they renewed again at the beginning of the year
 - **(A. Chase):** When we look at our founding partners, almost everyone has contributed, except for around 4 groups? Has the CELL renewed?
 - **(J. Larsen):** Yes, at \$500 a few months ago.
- Comments:
 - **(J. Mosley):** I submitted an invoice last week of \$5,000 for Denver Arts & Venues renewal
 - **(A. Chase):** So, we may have another \$5,000 next month. I know museums are struggling, but we should reach out.
 - **(L. Beauchamp):** Kirkland Museum is due for renewal soon, they renewed at \$300 in fall 2021.
 - **(A. Chase):** I can only think they would because they donated to our fundraiser. It is good engagement even if they are coming in at a different level, they are still trying to participate. Numbers are improving already, as we speak!

Golden Triangle Committee Reports Update

Executive Committee (L. Beauchamp)

- Dived into some things regarding CNDC
- We are looking for people to serve on committees that are still in need of a leader

Membership Committee (L. Beauchamp)

- Nothing additional

Grants Committee (L. Beauchamp)

- First meeting in June
- We talked about what grants we have applied for in the past and some that automatically take place every year. For example, Denver Arts and Venues awards grants on a regular basis.
- We discussed where we can look for grants, and the pros and cons going on with grants
- Applied to grants we applied to previously
- If anyone has any grant applications or paperwork, we are trying to get them all in one drive, so please upload the grant paperwork to the grants folder

Governance Committee (L. Beauchamp)

- Did not meet last month, so no updates
- **K. Bassuener** would be willing to be on this committee
 - Lisa said she would get her the information on when and where to meet

Community Engagement (L. Beauchamp)

- We are going to get the neighborhood together for an event on July 21 as our first community engagement, 5pm-7pm (Thirsty Thursday)
 - If anyone who knows someone who would be interested in having it at a location in the Golden Triangle, please let Lisa know
 - Getting our community together to meet and say hi

Neighborhood Improvements (P. Dikeou)

- Had a good discussion with Brad, who has experience creating special districts and what type would work best
- We have a pretty good idea what we need to do. Two key items are:
 - Rally support on the priorities we want to hit
 - Determine the amount property owners would be willing to contribute as a special district tax. This is something we are still trying to figure out, it will be based off some data we are getting from the city.
- Trying to see if a special district is becoming more viable
 - Especially with all the developers around, I think there is a lot more interest now.
- Brad brought up there is going to be a cost to creating this district from consultants and attorneys as we move through the legal aspects.
 - There is a special district loan fund that can offer up to \$100,000 to support the creation of the district
 - Adam attended the seminar so at our next meeting we will determine what we need to apply and move forward in the application process
 - More to come but we're treading in the right direction.
- Comments
 - **(K. Bassuener)**: I think that's good news, I will forward what I have about special districts. As far as grants goes, Arts & Venue gave us a partial grant to help with the consultant, and we also received support from Councilman New's office.

Urban Design (L. Beauchamp)

- Doesn't look like Andrew is here.
- (J. Larsen) Urban Design didn't meet in June, and probably won't be meeting in July, no presentations lined up. Andrew was considering a discussion regarding historic designation of buildings in the neighborhood, but I don't know if he has enough time to put something together.
- **(D. Pietsch)** With the June 30 affordable housing bill, there won't be many requests for presentations.

Business Networking (A. Cooper)

- We had our first meeting in June, with 12 or 13 attendees
- We are having our second meeting tomorrow
- We have the location for the next two networking events pinned down
 - It's one of those things that will build upon itself
 - We are getting into the summer months when people are traveling, so it will be hit or miss until the fall.
- The people that were there made some connections
- Suggested coffee in between meetings to keep people connecting

- Once we pick up a bit more momentum, we will probably start targeting residential buildings to figure out how we want to communicate with those residents, but first and foremost we have to be organized
- Plenty of opportunity for growth
- **(J. Larsen):** Are you going to maintain the business networking Facebook page?
- **(A. Cooper):** We probably should, we will work on that as part of our organizing
- **(L. Beauchamp):** Do we have access to that?
- **(J. Larsen):** I can get access through my login but i don't know how people can be added as admins/organizers. I will look into this.

Events Committee – (A. Chase)

- External Events/Public Events **(R. Fewell)**
 - Had a few big events this month
 - Concerts in the park continue, there is another one on Saturday
 - On July 17 there is a Law Enforcement Appreciation Day. It's pretty small, they are expecting 150 people with no closures.
 - Slow until the end of the month when we have Denver Days Kickoff on the July 30. I am trying to get more information from the city about that.
 - **(J. Mosley):** I attended a meeting and there is an opportunity for GTCD to participate in the Denver Days.
 - There will be food trucks, music
 - The mayor will be there, it's his big thing
 - Tim Taylor with Avant-Garde is leading the planning portion of it
 - **(L. Beauchamp):** Who would we need to get in contact with to have a GTCD table at the event?
 - **(J. Mosley):** Tim Taylor
 - **(J. Larsen)** I shared information about this event in our newsletter. It's a free festival celebrating 10 years of Denver Days. Family friendly entertainment, including Brothers of Brass band, face painting, yard games, tree planting, school supply giveaways, live mural art, food trucks, cultural demonstrations and giveaways.
 - Day in the Park coincides with the Denver Days Kickoff (same weekend)
 - **(L. Beauchamp)** The June Day in the Park event was well attended. We gave away all the ice cream. There were a lot of people in the park for another event – many weren't from the Golden Triangle so it was nice to be able to tell other people about us.
 - **(L. Beauchamp)** As a reminder, Jennifer sent out a link to volunteer for Day in the Park on July 31 and for The Wheel Deal on July 10th. The Wheel Deal will be at the Cheeseman Park Pavilion, and we will be there with a table. If you are interested, please volunteer.
 - **(Counselman Hinds)** For The Wheel Deal event there will be no roller skating or skateboarding on the pavilion grounds. It is a protected structure and skating is not allowed. We want to communicate that skating will be in the circle – Cheesman has been open to people and closed to cars, so we can use the sidewalk or the circle. The flier seems to have been confusing people, so please help clarify for attendees.
 - **GTCD Events /Colorcon (S. Walsh)**
 - We brought on Mary Valdez as our show runner for Colorcon
 - Sydney Malone will run social media for the event

- Starting to get some traction on social media, site selection, permitting

Staff Reports (J. Larsen)

- Volunteers needed to staff a GTCD table at the City Council District 10 event CM Hinds is hosting this Sunday, July 10 at the Cheesman Park Pavilion. Second of six “Wheel Deal” events. Free ice pops, music, art and roller skating and skateboarding lessons, on a first come first served basis. Time to talk with CM Hinds regarding District 10 concerns. Event runs 11am-2pm, looking to fill two shifts – 10am-12pm and 12pm-2pm.
- Volunteers needed for our second “Day in the Park” event on Sunday, July 31 at 11am-3 pm. FREE ice cream and other goodies are available to park-goers while supplies last. The Denver Museum of Nature & Science’s Curiosity Cruiser will be on site to explore, and there will be a drum circle performing. Looking to fill two shifts – 10:30am-1pm and 1-3pm.
 - A follow up on our \$11K CCI grant. I worked with EC to identify how to allocate these funds.
 - Approx. \$5K went to cover my staffing costs for May/June
 - Approx. \$4K covered monthly storage rental and website maintenance costs and our annual renewal fees for Wild Apricot and Zoom.
 - Approx. \$2K was used to purchase items for events: a branded pop-up canopy, folding table & chairs, branded table linen, a collapsible wagon, a portable speaker & microphone, and some branded flashlights, for giveaways. All these items have been ordered and delivery dates vary, but I should receive all the items within the next month.

Token Point Project (A. Chase)

- Added app to phones and discussed upcoming opportunities.
- One big update is that Eth Denver is moving out of the Golden Triangle and will have the conference portion at the National Western Complex, just due to the size and infrastructure of the neighborhood
- They are still very much focused on this project being a stand-alone project, not dependent on the Eth Denver people for success
- Destination for people to come participate within the cultural aspect of the city
- Comments:
 - **(L. Beachamp):** Can we have a token made for each committee? This just shows what people can do to get involved.
 - **(A. Chase):** Russell is out of town right now so I don’t think i can make that happen tomorrow, but I do think that is something we can work on, we just need people to see if we will have any traction and how it is perceived
 - **(J.Mosley):** Do you know how it works if people do not have the POAP App and they scan it the QR code?
 - **(A. Chase):** He was saying something to me today and this is what he verbatim said, “Technically, you don’t need the app, but the app keeps the recipients engaged.”
 - **(J. Mosley):** It would be cool to do a QR code for each event we have.
 - **(A. Chase):** This app was made to allow projects like ours to experiment with things without having to incur transaction costs, so i don’t know if there is another app or site that does the same thing. We could have it browser based and have it on our website or directed to our website.
 - They are really wary of data mining and privacy, so I think they are very particular about their privacy and don’t want us pulling any data or records

- **(A. Chase):** I will start the conversation about it being attached to our website or someone having access to this data and see where we can go
- **(J. Mosly):** I touched the token, and it took me to the overview of what the meeting is about today. Our website is at the bottom, so it is connected to our website.
- **(A. Chase):** You can look up someone's email and see all they have collected and let you know where you can be of more assistance.

Meeting Adjourned

4:03 pm close