



**Golden Triangle Creative District
September 1, 2022 Board Meeting
Meeting Minutes
3:00-5:00 PM – In-Person (McNichols Building) & Video Conference**

BOARD ATTENDEES:

Kristy Bassuener, Lisa Beauchamp, April Chase, April Denmon, Rachel Fewell, Jennifer Gance, Alice Harris, Andrew Iltis, Sara Leitch, David Pietsch, Tracy Kontrellos, Sean Walsh, Byron Zick

NOT PRESENT:

Alvin Cooper III, Pete Dikeou, Lindsay Hauck, Mathiba Kgopa, Ryan Kurosky, John Mosley, Adam Perkins, Will Wytias-Sobel, Steve Strunk

GTCD STAFF:

Jennifer Larsen – Not present

GUESTS:

Russel Castagnaro (Bufficorn Ventures)

Welcome and Call to Order (L. Beauchamp)

- Welcome board members and guests
- Motion to approve August 2022 Meeting Minutes
 - MOTION: Approve minutes (B. Zick / A. Iltis)
 - Minutes approved unanimously
- Please mention your name when you make a comment for the record
- If you would like to host any of the upcoming board meetings, let me or Jennifer know. We would love to hold it at different locations.

GTCD Budget Update (A. Chase)

- (A. Chase): Are we applying for any grants?
- (L. Beauchamp): We will be applying for a \$15K grant – we have received it in the past, so I don't know why we wouldn't receive it again.
- (A. Chase): Do we plan to use fund towards COLORCON?
- (L. Beauchamp): Yes
- (A. Chase): When would we get those funds?
- (L. Beauchamp): I think we can apply September 4th through end of September.
- Membership paid in August
 - Mountain West Institute - \$300

- Civic Center Conservancy - \$500
- Nancy Ewing - \$100
- The budget was \$32K at the end of July
- Concern about where our budget is right now due to memberships. We have a lot of expenses and not a lot of money coming in.

Membership Committee (T. Kontrellos)

- We have some work to do on renewals, however, our outreach has been solid the last few months.
- Jennifer and I have a meeting to review all the renewals and I will get that information to you by the next meeting.
- Our outreach is looking like us going around handing out decals and talking to as many people as we can to pick up new memberships.
 - The hook is really going to be our networking events
 - The fact we held one last month and we're going to hold one again this month is really going to be how we get our new members.

Golden Triangle Committee Reports Update

Executive Committee (L. Beauchamp)

- This has been under discussion for a while, but to keep everyone updated, we are increasing Jennifer's hours to 5 additional hours a week to help with the following:
 - Overseeing membership items
 - Working in Wild Apricot
 - Keeping WA updated
 - Reaching out to new members
 - Connecting us more to working within Wild Apricot

Finance Committee (L. Beauchamp)

- We have started a finance committee. If anyone is interested in sitting on the financial committee, please let me know.
- April as our Treasurer does a lot of work, and there are a lot of components to the position
- Finance Committee plans to meet monthly, 2nd Monday of month at 11 am
- Our goal is to split up the tasks so one person isn't carrying all the responsibilities

Membership Committee (T. Kontrellos / L. Beauchamp)

- Clyfford Still suggested we do a membership update maybe once a month or every other month and saying this is what our membership offers, and this is what is going on with the GTCD.
 - Maybe that is something we do every other month for our Membership meeting
 - (T. Kontrellos): Absolutely, I will add it to our schedule for this month.

Grants Committee (L. Beauchamp)

- We talked about grants a little bit already
 - (A. Harris): Have we ever thought about having a speaker's bureau so if that if anybody in the area wants to get info about the GTCD we're all trained and can go do that presentation?
 - (L. Beauchamp): There definitely was a presentation, we should probably share that with the board.
 - (S. Walsh): We were going to different HOA's to present last year. Usually, they want to get through their agenda quickly, so I think we should have talking points depending on how much time is available for a presentation.

- Grants is meeting monthly, 2nd Monday at 3 pm. Next meeting is Monday Sept 12.
- Committee reviewed the foundation list to see who might be a good fit for us to reach out to. Good contacts on there, people we can invite to our fundraiser or COLORCON and other things we're doing.
- We will be applying for the P.S. You Are Here grant which opens on September 14 (and is open until October 23.) It is \$10K grant.
- Jennifer had also shared a list of names and foundations, wasn't sure if anyone saw it or had any connections with any names on the list. Please review this list and see if you recognize anyone, it would be a good way to initiate contact.
- I want people to know I am speaking but there are amazing people who are involved in this committee – Byron, Sonia, Sean are all involved.

Governance Committee (L. Beauchamp)

- No update for Governance
- First meeting will take place Wednesday, September 14th at 3 pm. Meetings will be the 2nd Wednesday of the month at 3 pm.

Community Engagement (L. Beauchamp)

- Met last for Thirsty Thursday on August 25. We got together at Cap City.
 - Pretty good turnout, maybe about 20 people
 - Cap City was awesome at hosting us and we could keep the cost low
- Next community engagement will be Sept 22 at 5- 7 pm at the Evans School.
 - Will include the 5280 Trailblazer's Open House to discuss the future of Acoma Street. There is a flier included with the meeting information.
 - (A. Chase): Is that networking?
 - (L. Beauchamp): It's the next Thirsty Thursday. Instead of networking, the 5280 Trailblazers group will host a community meeting. They want to get community feedback on the 5280 Trail, that's why they figured by having Thirty Thursday with us and offering drinks the community can come talk about what they want.
 - (A. Harris): And they don't need any donations? Wow, I'll be there.
 - (L. Beauchamp): No donations, they are hosting it.

Neighborhood Improvements (D. Pietsch)

- I was not at yesterday's meeting. I was on a retreat, so I was unable to attend. We are working on things, but I don't want to speak out of turn. Is Byron here?
- (L. Beauchamp): NI is discussing opportunities coming up and looking to see how we can help provide more finances into the Golden Triangle neighborhood. Like trash pick-up, security, and lighting, and where we will get those funds from.
- (A. Iltis): Someone said that whatever GT is doing in community outreach and engagement around the encampments is really helping and they were interested how do we get our information out, what that's like, how does the neighborhood/community talk about certain issues when they do pop up. It seems the community is really engaged in the conversation so it's not just the city helping.
 - (K. Bassuener): I know that there is a separate group, I think it's Golden Triangle neighbors, and I know they are aggressively doing outreach as well.
 - (S. Walsh): Terry Hildebrandt (GT resident) and the organization he founded, Citizens for a Safe and Clean Denver, is doing the bulk of that work.

Urban Design (A. Iltis)

- Great meeting on August 11th. Two projects presented to us:
 - 8th and Lincoln: 18 story residential building with structured parking

- 320 units
- Street level retail
- Group called, “Trailblazing Partners”
- Site design and massing presentation
- They are responding to the view plane restrictions for Cheeseman Park
- CM Hinds recognized a zoning set back missing from their massing presentation
- 1075 Acoma – Zing Credit Union
 - Consolidating use to one side and selling the other building across the street
 - They showed some renderings. There was an extensive conversation about the curb cut on Acoma and how that interacts with the 5280 Trail.
 - Concerns about the curb cut with certain traffic volume levels.
 - There will be further conversations about how we can push on 5280 Trail design guidelines before we have a project to consider.
 - Raised some conversations about how there are some pieces that don’t have much activation and there are leftover landscaped areas that may be available for public use.
 - Next meeting Sept 8th meeting. Presentation on 1150 Bannock.

Business Networking (A. Denmon)

- We have been meeting on the 2nd Friday of each month
- We need to identify some businesses in the community that would be willing to let us host at 7:30 in the morning. We were supposed to be at the ART hotel but haven't heard back so we are now looking for a business that will host us in September.
 - (A. Harris): Do you serve breakfast?
 - (A. Denmon): No, we just come and talk, we bring our own coffee. I suggested taking on food but was told it was too much. We’ve been having a good turn out – we always connect and take a card; it is a great way of getting to know people.
 - (A. Denmon): I reached out to Drip today, but the owner wasn’t there
 - (A. Harris): Maybe City Bakery? They aren't that big and they don’t have a private room, but the people there are nice.

Events Committee (A. Chase)

- We are looking at a time for our Events meetings on the first Monday of the month
- I talked to Kristy and Dan about doing the fundraiser at their space (DAM) – we would have to work through the finances there.
- What we need to do is meet as a committee is look at options and budget
- John informed there is City Summit or something happening the same day in 2023 so he advised we try to avoid booking anything in the GT that weekend. We may need to consider a date other than the last week of April.
- We will have more info next meeting

COLORCON (S. Walsh)

- COLORCON is moving at a good pace, we are 37 days away
- We had a great call with Meininger. It looks like they are giving the artists \$250 each for supplies x 10
- The artists are selected, the music is going, the permits are in process, we are getting down to the smaller details
- My next focus will be on sponsorships. There is about a \$5000 difference between what the board has dedicated (\$15K) and what we’ve brought in for sponsorships. So, we need that

\$5000, and we then we will continue to look for sponsorships, so we spend as little of our own money as possible.

- We will be sending out an email for people to a sponsor an artist and have your name or business name stenciled next to the mural. It will cost \$1,000 or \$1,500. We have sold 3 of 10 thus far.
- We also have event sponsors, all the way down to \$500. You'll be getting these links soon. Please think creatively about who is out there and ask those contacts – that's what it is about just asking. The more I work on COLORCON, the more possibilities I see – this could really be self-sustaining in the not-too-distant future.
- I want to thank Tracy, April, Will and Lisa for really being on the stick about helping and stepping up.
 - (A. Harris): Is there somewhere we can go to find out about sponsorships
 - (S. Walsh): Yes, we should have our webpage set up in the next couple days or so
 - (A. Iltis): DDP is happy to power wash the alley and other areas in the neighborhood
 - (L. Beauchamp): I sent you an email with two people who may be interested, and they are Golden Triangle businesses

External Events/Public Events (R. Fewell)

- There are two big ones this weekend, through Monday:
 - Taste of Colorado at Civic Center Park
 - Denver Chalk Art Festival
 - Further into Golden Triangle, there are street closures
 - I have sent maps out, but I can share again if you are concerned about what specifically is blocked off
- Our next meeting is on September 7. We meet the 1st Wednesday of the month at 8 am.
 - Virtual meeting, pretty short
 - We invite event organizers to come in and talk about parking impacts, security plans and trash pick-up plans. If you know of anything coming up send organizers my way and we will get them on the agenda and get the maps distributed to everyone.
 - (A. Chase): Is GT doing anything specific with the Chalk Art Festival?
 - (L. Beauchamp): We asked and were sent the link to sponsor, so that is our opportunity there.
 - (A. Harris) Are we do anything at Taste of Colorado?
 - (L. Beauchamp): There was a bit of disconnect with the last big community event we did at Civic Center Park, Denver Days. It was great event, but many attendees were from other the areas, like from Aurora, so there wasn't much benefit for the Golden Triangle. It's not that we don't want to participate, but it just seems less people are interested.
 - (A. Chase): Is there a way for us to share GTCD information at the Chalk Art Festival?
 - (L. Beauchamp): There was a lot of outreach, we just didn't get any answers
 - (R. Fewell): This whole season has been hectic with things coming back, and organizers have had a lot on their plates.
 - (L. Beauchamp): I would be happy to pass out COLORCON flyers at Chalk Art Festival

Staff Reports (J. Larsen)

- Jennifer is on Vacation

Wild Apricot (L. Beauchamp)

- Giving a little run through to show the benefit for us
- We all use separate platforms for things when we could be using one
 - Sends out reminders
 - This is the system everyone can use, not just members
 - We can see who our members and contacts are
 - For events, we can put our events in here and track people who attend the events
 - We can go into the event and see who registered. Are they members? How can we reach out?
 - There is a calendar that all the public can see. There are still some committees not on here, but we are working on getting them all uploaded.
 - Allows our community to see what is going on in the Golden Triangle and see what they can sign up for.
 - Even if they are not a member they can sign up and join.
 - We want to be able to show our community that we want to get them involved, including getting them involved in the committees. People think you must be on the board to be on a committee and that is not the case, you don't have to be on the board.
 - This will be some of Jennifer's tasks, getting it all updated and everything uploaded
 - The other benefit is that if someone only wants to know info about Urban Design that information can be added to their contact listing, and they will receive only updates about Urban Design.
 - Ultimately were hoping to get more involvement here. WA will help us communicate with each other and our community.
 - If you have access, you can see who our members are, who hasn't renewed, and who our current contacts are
 - We would like to eventually get to using "Store" and "Donations".
 - (A. Chase): Store? If we were able to set up sales what would that look like?
 - (L. Beauchamp): This is where we would run something like "Sponsor an Artist" for COLORCON – it would run through this system.
 - (A. Iltis): For Urban Design Committee I have a contact list of people who have attended or want to attend. How do incorporate both lists? Would you rather me do things through this instead of Google?
 - (L. Beauchamp): You will only have to add your information one time. I do think there was some of the fear about moving over to this system, so allowing the transition to begin would be great. Urban Design is our largest committee and we're still working on adding all those contacts.
 - Lots of opportunity for the GT with Wild Apricot. It also keeps our finances, so hopefully this will help keep track of what is going out and coming in. Board members will receive a password for logging in.

Social Token Project (A. Chase)

- EthDenver 2023 is not taking place in the GT, it is moving to RiNo and will take over the National Western Complex.
 - Originally the idea started in the Golden Triangle anticipating the event would be coming back here.
 - In RiNo they had already toyed around with community currency, so this was something they were into.

- So, we are working on a simultaneous roll out in GT, RiNo and Breckenridge (where there will be an EthDenver retreat).
- We met with Christy from CCI and she presented a project for us to get involved in as a District which involves the Capital Art Exhibit.
 - Christy oversees this and they bring 50-60 pieces of art, and they stay there for several months.
 - Christy had this idea because it will be photography month, something that CPAC in the GT oversees. So, time frame would be that the art goes up in November and the exhibit ends in March, photography month.
 - She likes leveraging the QR codes and fun stuff we have been doing with the art
 - We literally just had the meeting this afternoon. It could be beneficial for us and something we could incorporate into the conference. We can collaborate and figure out what we want to do for this exhibit. I can share more info later in an email to the entire board.
- We wanted to go over some other ideas related to this
 - Token Art World, allows information about artist to be digitized. We can have some exercises to do with the QR code, like collect all the art pieces and get a prize.
 - Social Tokens (Russell Castagnaro presentation):
 - The governor is saying we should be the first digital state. On top of that we all have goals as businesses and really none of it will work unless it helps everyone trying to do the thing.
 - (A. Chase) What are you giving up regarding security and privacy issues?
 - The only thing people are giving up is an email address. No info is being captured. It is simply a URL. Nothing secret in it, everyone can see what POAPs (Proof of Attendance Protocol) you have, that's the point.
 - (A. Chase) Relevant if you are collecting these. For example, if you attended a weekly clean up event you could show your participation and have proof.
 - Everyone on video has already been sent a link to get your POAP
 - We're not talking about trading crypto and buying bitcoin. We are talking about rewards, something like frequent flier miles.
 - Can be used for multiple purposes, game application, ticket to a venue, shares where they stand on a leaderboard.
 - Helps you reward the community for people who are doing good in the community and can be recognized
 - Gives merchants and venue the right to push merchandise and events that may not be selling well, double tokens for one event type thing
 - Promote giveaways for new businesses, reward favorite patrons
 - Could utilize as a neighborhood and share information about places to visit
 - Pitching QR code link to artist information for COLORCON
- Great opportunity for neighborhood. Rounds of funding are opening up to assist in these efforts.
- The task for us is #1, is anyone interested? For social token, to engage with merchants we need a minimum of 5 to 10 to make it make sense. Art, bar crawl, all kinds of things can be done with social tokens. Do we want to test a project in the neighborhood? Everything can be crafted around our goal.
- This is a very desirable area, and we are continuing to bring together like minded folks here.

New/Old Business (L. Beauchamp)

- None

Meeting Adjourned