



**Golden Triangle Creative District
June 8, 2023 Board Meeting
Meeting Minutes
3:00-5:00 PM – In-Person (The Ponti/DAM) & Video Conference**

Board Attendees:

Kristy Bassuener, Lisa Beauchamp, Alvin Cooper III, Rachel Fewell, Jennifer Gance, Anthony Gengaro, Alice Harris, Sara Leitch, John Mosley, Pablo Zacarias, Byron Zick

Not Present:

Pete Dikeou, Lindsay Hauck, Andrew Iltis, Mathiba Kgopa, Tracy Kontrelos, Adam Perkins, David Pietsch, Steve Strunk, Sean Walsh

GTCD Staff:

Jennifer Larsen

Guests:

Khiember Wiskamp (Owner at Clotheory – 1024 Cherokee St.)

2 guests from Clotheory

Shelly Oren (City Council District 10 Aide)

Welcome and Call to Order (L. Beauchamp & J. Mosely)

- Welcome board members and guests
- Read Land and Labor Acknowledgements (Short versions read aloud)
- June call to action activities. Pick an event to attend:
 - Attend Juneteenth Music Festival in the Five Points neighborhood, June 17 & 18
 - Attend Denver's Indigenous Comic and Art Festival (ayA Con) at McNichols Building & Denver Art Museum, June 9-11
 - See Res Metal Band at Levitt Pavilion (Native American Heavy Metal music) on June 9
 - June is Pride month. Participate in PrideFest, June 24 & 25 at Civic Center Park.
 - Attend Visionbox Studio's All The World Outdoor Festival of Solo Shakespeare on June 17 in Civic Center Park
- May recap – A few Board members participated in call-to-action activities
- Motion to approve April 2023 Meeting Minutes
 - MOTION: Approve minutes (A. Harris/S. Leitch)
 - Minutes approved unanimously
- Motion to approve May 2023 Meeting Minutes
 - Discussion is missing from the Staff Report section regarding Litter League. The Board will hold off on approving May meeting minutes until July. (L. Beauchamp)
- Do meeting minutes need to be posted on the GTCD website? (L. Beauchamp)
- No RNO or GTCD bylaws requirements. Since GTCD Board meetings are open to the public, minutes are posted for transparency. (K. Bassuener)

Action Outside of Meeting

- Jennifer Gance was elected Treasurer of GTCD through an online Board vote
 - 16 approve – 1 abstain – 5 no responses
 - Background – Jennifer has been a Golden Triangle resident since 2016. She got involved in COLORCON in 2019. Byron Zick asked her to join the Board in 2021. She owns her own professional coaching business for individuals and organizations.

GTCD Budget (J. Gance)

- Finance committee has been digging through financials. Two months ago, we had \$5K in the bank. Some things are being charged twice by CNDC, CNDC fees over charged. Back up and transparency needed. CNDC turnover has been problematic. Started conversation – CNDC reviewing records. As of today, we have \$1500 in our account – can't pay staff. (L. Beauchamp)
- CCI grants have been larger the past couple years (\$10K-\$11K) due to COVID-related funding.
- CCI and GTCD founding partners helped with original funding – it was anticipated that a GID would be in place by now. Neighborhood not in support of GID in 2018. (K. Bassuener)
- 40 West has a BID and GID, and third entity, all for funding. Own 501(c)(3). Most Creative Districts have an Executive Director to manage organization. (L. Beauchamp)
- CNDC is expensive. Splitting payments between calendar years is causing problems. Lacking controls and process. (A. Harris)
- Financial silos, membership and GID for revenue. Can events produce revenue? Denver Does Design might be able to help with event support. Now dormant, maybe it can it come into the fold for the GTCD? (A. Gengaro)
- New clothing business (Clotheory) at 1024 Cherokee St – 2nd floor is manufacturing, and 1st floor is retail. Launches in August. Potential revenue stream for GTCD – donate percentage of sales to organization. (Khiember Wiskamp)
- I thought we were our own 501(c)(3). What is our relationship with CNDC? (A. Cooper III)
- CNDC was hired in 2017 to get GTCD up and running quickly. (K. Bassuener)
- What's the minimum funding needed to get us through the year? (A. Cooper III)
- \$100K (L. Beauchamp)
- As a resident and business owner, I've noted people don't know what the GTCD is and don't know why they should care. The website doesn't really tell people what we are. The website URL (goldentriangleofdenver) is hard to find. Wayfinding is lacking. We're going to fold or figure out what to do. Opportunity to figure out what we want to be. Postcard with URL, know where to go. (A. Cooper III)
- We're not using Wild Apricot to the extent that we can. Businesses can utilize the platform to their advantage. (L. Beauchamp)
- Agree with Alvin. Keeping the ship from sinking. Effective person, Jennifer, because she gets paid. Is the model working – volunteer first? If it's not a passion project, it's not going to happen. Is the donor model working? We keep going back to the same people. Developers and apartment dwellers aren't giving. Suggestions help, but don't solve the problem. (B. Zick)
- Everything changed with COVID and lack of GID. (K. Bassuener)
- GID model, is there a path to get there? Should we change the path? (B. Zick)
- \$100K to pay staff and do a couple events. Big grand vision to get people to give. What flag are we going to put in the sand? Messaging – have good visions. \$1000 sponsorship for photo booth. Volunteer day at Civic Center. (S. Leitch)
- Talking about sponsorships, why is sponsorship down? (L. Beauchamp)
- RNO background, I-70 RNO look at footprint and what's it going to look like. Revisit mission and vision. (A. Harris)
- A lot has changed since 2019. Diverse, eclectic neighborhood, unique. Do we create a task force to study a new direction? (K. Bassuener)

- Next Thirsty Thursday, do a survey at door? Follow up with vision meeting. (J. Gance)
- Need more brainstorming. A lot of people have a passion for organization. Some Board members not participating. Primary focus now is fundraising. Misconception, funders need to see we have a fiscal sponsor. Fundraising is the “F word”. Make sure everyone is thriving as an RNO and Creative District. “Solidarity not charity.” Board members need to show up at meetings and events. Not enough volunteers to operate a booth at Viva Streets. Every person should talk to others who want to be involved. (J. Mosley)
- QR Code tied to something for giving. Put in businesses for donations. Businesses good source for GTCD information. (P. Zacarias)
- Maybe Board members can help reach out to businesses with lapsed membership. (A. Harris)
- Highlight all the good things we do. (J. Mosley)
- List of creatives in neighborhood. 4 Nuggets players in the neighborhood. Share ROI for businesses. (A. Gengaro)
- Three Board members didn’t know they were behind in membership since November. (L. Beauchamp)
- Interest in serving on Marketing Committee. (A. Gengaro)
- Wild Apricot calendar – maybe members pay to add calendar event? Vision of everyone sitting at the table. (L. Beauchamp)
- Current financials (J. Gance)
 - \$1500 bank balance, need to stop all expenses. Lisa reached out to Board members who we were behind on membership renewals. J. Gance is holding onto \$5000 in expenses. Can now access real time bank account numbers. CNDC reimbursing about \$1000 – there may be more money coming back.
 - Working to build out a more visible process with checks and balances
 - Mirroring process with CNDC
 - CNDC can only reconcile accounts for all projects

GTCD New/Renewal Membership (T. Kontrelos)

- New & Renewal Memberships to Acknowledge
- Memberships (May 1-31). Total \$2,700, plus \$300 In-Kind
 - New Members:
 - Cherry Bean Coffee - \$300
 - Renewals:
 - Dikeou Realty - \$500
 - Curious Theatre Company - \$100
 - Denmon Realty - \$1000
 - The Spot Gym – 300
 - William Havu Gallery - 500
 - In-Kind
 - Tiff’s Treats - \$300

Committee Reports

- Executive Committee – J. Mosely/L. Beauchamp
 - CCI Convening & Summit – 30 districts, most were at the Summit. We’re not partnering with other districts. Empowering to know we can partner with other districts. Grant funders were at Summit. A lot of opportunity to have smaller conversations.
 - J. Larsen’s review coming up. Accountability for organization.
- Finance Committee – J. Gance/A. Harris
 - Membership Committee – T. Kontrelos

- See above
 - Grants Committee – B. Zick
 - Grant opportunity list send to all Board members – please review.
 - Lisa & Jennifer L. helped us get the \$3K CCI grant
 - Sara applied for small grant with SVP Denver
 - CALC Micro Grant – SCRAPS program discontinued, reviewing other opportunities.
- Governance Committee – L. Beauchamp
 - Starting a monthly meeting in June via Zoom to let people know how get involved with the GTCD.
- Community Engagement Committee
 - Neighborhood Improvements – A. Perkins/P. Dikeou
 - GID conversation – deadline for loan is in Sept. Adam seems motivated to get this going.
 - This needs to be business and resident led conversation (K. Bassuener)
 - Urban Design – A. Iltis
 - Out of town, no report
 - Thirsty Thursdays – L. Beauchamp
 - July 13 event will be at Walter Simon’s house
 - Litter League Discussion and Plan – P. Zacarias/A. Gengaro
 - Conversation limited. Pablo and Anthony wanted to share ideas, but Liz doesn’t want to grow the group.
 - Should we start a parallel program? Anthony can donate materials.
 - Trash receptacle maintenance is \$325/month, Anthony can pass along pro bono. MDLDC has a new operations director – would like to get him involved. Can donate trash bags to Litter League. Can add magnet to trucks. Add QR Code to trash cans and pet stations.
- Business Networking – A. Cooper III
 - May meeting was at Colleen Fanning Art Advisory, 11 attendees
 - June 9 meeting will be at the Center for Colorado Women’s History
- Events Committee
 - COLORCON Update
 - Location is Westword parking lot at 1278 Lincoln Street
 - Theme is Celebrating Local Icons Past and Present (CLIPP)
 - We need help with event sponsorship
 - Thank you to DAM/Kristy for being proactive and already committing to sponsor COLORCON!
 - External Events Liaison – R. Fewell
 - Nuggets in Finals – massive celebration downtown if they do win. The city is working on dates for special events.
 - Chalk Art Festival this weekend, June 10 & 11 in the Golden Triangle
 - DAM free day June 13
 - PrideFest is June 24 & 25 in Civic Center Park
 - Concert event at Civic Center Park on July 1, Dusty Boots
 - Next Viva Streets event is July 9

Staff Report (J. Larsen)

- Bios and headshots for GTCD website. I sent a follow up email to all Board members yesterday afternoon. I’ve now received complete information from 5 Board members. Please respond with your information by Friday, June 23.

- One of our residential HOA properties, Ten10 Brownstones on the corner of Bannock St and 10th Avenue recently sponsored the purchase of a new pet station for their property. It was installed last week by Anthony's team at MDLDC. It doesn't have the GTCD branding because we don't have the budget for additional signs, but it's helpful to have one more in the neighborhood. We thank them for their sponsorship!
 - Maybe we should remove poop bags and replace with QR code. Ask dog owners to "Fund this" (fund this).
 - What does a GTCD branded pet station sign cost? (A. Harris)
- Downtown Denver Partnership, the 5280 Golden Triangle Trailblazers, and the Evans School is hosting an evening block party event on Wednesday, June 28 from 4-7 pm to align with Bike to Work Day. The event will take place on Acoma Street between 11th and 12th Avenues. There will be a pop-up park and wine garden at the Evans School, live music, activities, community, and local business booths and more. They are asking for volunteers, and the GTCD is invited to participate. I will forward the email that contains all the information I have so far.

Board Members: New/Old Business (3-minute comments max.)

- Maybe we can reach out to Santa Fe Arts District to become a member? (J. Gance)

Guest Comments (3-minute comments max.)

- Khiember Wiskamp introduced her team members who attended the meeting with her.

Adjourn