



**Golden Triangle Creative District
August 3, 2023 Board Meeting
Meeting Minutes
3:00-5:00 PM – In-Person (the ART hotel) & Video Conference**

Board Attendees:

Lisa Beauchamp, Alvin Cooper III, Rachel Fewell, Jennifer Gance, Anthony Gengaro, Andrew Iltis, Tracy Kontrelos, Sara Leitch, Adam Perkins, David Pietsch, Sean Walsh, Byron Zick

Not Present:

Kristy Bassuener, Pete Dikeou, Alice Harris, Mathiba Kgopa, John Mosley, Steve Strunk, Pablo Zacarias

GTCD Staff:

Jennifer Larsen

Guests:

Drew Bick (Golden Triangle resident)
David Maimon (MDLDC Operations Director)
Sam Alexander (City Council District 10 aide)
Shelly Oren (City Council District 10 aide)

Welcome and Call to Order (L. Beauchamp)

- Welcome board members and guests
- Read Land and Labor Acknowledgements (R. Fewell)
- August Call to Action
 - Attend and/or volunteer for our COLORCON mural festival on Saturday, August 26. This is a GTCD signature event; muralists will depict people of color from Denver, or people of color who have had an impact on Denver.
- Motion to approve July 2023 Meeting Minutes
 - MOTION: Approve minutes (B. Zick/A. Cooper)
 - Minutes approved unanimously

GTCD Budget (J. Gance)

- \$550 in account currently. In June the account went negative; borrowed from CNDC to cover payroll.
- Jennifer's hours reduced to 10 per week through August 26 to help with COLORCON, then reassess.
- Jennifer is greatly appreciated at GTCD; we're hopeful that we can get her hours increased again. (L. Beauchamp)

GTCD New/Renewal Membership (J. Larsen for T. Kontrelos)

- New & Renewal Memberships to Acknowledge

- Memberships (July 1-31). Total \$4,100 count
 - New Members:
 - Denver Design Support Services - \$100
 - Non Plus Ultra - \$500
 - Renewals:
 - Denver Health - \$500
 - CoClubs - \$1000
 - Razor Insurance - \$100
 - CRL Associates - \$1000
 - Byron Zick - \$100
 - Walker Fine Art - \$300
 - Sean Walsh Consulting - \$300
 - The River Yoga - \$100
 - DiFranco's - \$100

- Thank you to Civic Center Conservancy for the Civic Center EATS certificates. Good incentive for new and renewed memberships. (J. Larsen)

Committee Reports

- Marketing Committee – A. Gengaro
 - Big picture, plan to engage larger community. Start with the Board, then broaden. How do we fulfill the mission of the district? Survey results:
 - Make up of Board: 50% are residents, 50% work in GT, 20% own property, 12.5% own a business, 12.5% are involved in nonprofit work
 - Years in GT: 20% 10+ years, 50% 5-10 years
 - Love about the GT: 1) Walkability, 2) Neighborhood 3) Arts & culture
 - Dislike: Construction, homelessness, safety concerns, parking
 - Would like to see more of: Restaurants, retail, engagement
 - Changes desired: More engagement, events, funding (engagement and purpose), physical and social improvements
 - GTCD does not do well: Neighborhood support, member involvement
 - Future GTCD programs: Infrastructure improvements, wayfinding improvements
 - On the face of the survey, what surprised you? Where is the opportunity? (S. Walsh)
 - Santa Fe Arts District has similar concerns. So much culture in the neighborhood. Museums biggest piece, maybe they are a resource to help us. (A. Gengaro)
 - Walkability, neighborhood. Why is there a need for restaurants? What is the hang up for bringing them in, or being successful? (D. Maimon)
 - Would like feedback from EC on structure of survey. (A. Gengaro)
 - Next EC meeting is August 18. Can discuss then. (L. Beauchamp)
 - Neighborhood Improvements discussion might be helpful, specifically a retail strategy discussion. (A. Perkins)
 - As an RNO what opportunities do we have? (A. Iltis)
 - Need a special tax district. Need to make the case for this direction. (A. Gengaro)
 - Marketing committee. Is there a monthly, structured meeting? (L. Beauchamp)

- Yes, we need a normal cadence. Have a lot of good marketing materials to utilize. I would like to meet with all committees to help inform strategy. Will develop meeting schedule. (A. Gengaro)
- Executive Committee – L. Beauchamp
 - GT construction meeting held recently
 - Good, well attended meeting. Parking issue with construction workers and residents. Concerns with DOTI – parking plans not being enforced. Shared interest in finding proactive solutions, instead of reactive comments. DOTI would like to work together to develop signed document with developers. This is the value we will try to add. Developers not the bad guys. Need monthly construction meetings. Interactive map under development. Need representation. Good neighbor agreement with developers/contractors needed. Incentives for honoring agreements. (A. Gengaro)
 - Neighbor suggested the need for a portal that shares discussion topics and resolutions, so that people don't have to reach out with individual requests and concerns redundantly. (J. Larsen)
 - Reached out to CM Hinds office to schedule monthly meetings. (L. Beauchamp)
 - Good summary. We have a running email list from the meeting. Office will create an in box for people to submit what issues we should be working on. Working with DOTI to facilitate. (S. Alexander)
 - Working on streamlining communications to reduce redundancies. Will send an email soon to share action items. Working behind the scenes. (S. Oren)
 - Working on budget, staffing, workload. Need sponsors for COLORCON. Celebrating people of color with COLORCON murals. (L. Beauchamp)
- Finance Committee – J. Gance
 - Keeping an eye on CNDC. Catching mistakes; another new accountant has been hired. Alice has been an auditor; she's helping to manage the finances.
 - Audit of financials will go back further. May be able to find more cash.
 - Neighborhood Activation grant would help us financially and give us a cushion.
 - Finding mistakes. Example CNDC bill for insurance – what is it for?
 - Looking at percentage CNDC has been taking for different categories of income.
 - Confused about example of property owner agreements being waived for COLORCON 2022. (S. Walsh)
 - Looking at options for being our own nonprofit. (L. Beauchamp)
 - Who is our representative for CNDC? (A. Gengaro)
 - Jennifer Gance is primary; Alice Harris is secondary. (L. Beauchamp)
 - Turnover has been an issue, leading to errors. (S. Walsh)
- Membership Committee – T. Kontrelos
 - Working on incentives and COLORCON. Civic Center EATS vouchers added to memberships. Working on Tacolandia event with GTCD photo booth, August 19.
 - COLORCON update: The ART hotel is interested in a sponsorship.
- Grants Committee – B. Zick
 - Thanks to everyone on the call for the DEDO Neighborhood Activation grant. Would help with COLORCON, plus additional items. Mural tours – need cleanup and trash removal. Sean and Jennifer thank you for application. August 18 notification. August 30 training meeting.
 - CCI sent monthly list of grants. Arts in Society grant – cross sector project, \$5-\$35K. Deadline Sept 1. Opportunities to apply to this one; need to brainstorm on how to utilize.
 - There's another grant we can apply for next year (deadline too tight for 2023). Focus is positive change in community. Includes partnership with governmental agency, quasi-

governmental agency, or a department? Perhaps the library, Denver Arts & Venues, or DOTI.

- Challenging to filter through opportunities. Work backwards with deadlines. Working on how best to engage committee.
- We can tie in survey results to grant applications – this is what the community said they wanted. (A. Iltis)
- Governance Committee – L. Beauchamp
 - Did not meet in July. Will set up August meeting.
- Community Engagement Committee
 - Neighborhood Improvements – A. Perkins
 - City is moving forward with 5280 Trail. RFP out for design elements. Trailblazers looking for ways to engage with neighborhood. Compiling vision documents. Meeting last year caused a little confusion with neighbors. (A. Perkins)
 - GTCD branding needed on community engagement piece. (B. Zick)
 - NI meeting (2 attendees). Need for a retail plan in GT. New properties have requirements for ground floor activations. Conversations with DDP. Retail presence struggling. (A. Perkins)
 - Need GID. This project should be a GID responsibility. (B. Zick)
 - If I wanted to develop real estate, I would be performing market studies. What exists, what doesn't? What value can we add? Can the GTCD do market studies for the neighborhood? Here's what's missing? Here's what we suggest you pursue. (A. Gengaro)
 - Apartment buildings probably not doing market studies, focused on filling apartments, not retail. (A. Perkins)
 - There's not a good plan for retail. Building retail because it's required. (B. Zick)
 - Space needs to be flexible. (A. Perkins)
 - Need to bring together various interests. (B. Zick)
 - I will check with business team at library. We have small business assistance, business librarian. Has access to huge, expensive data bases. Maybe group can help with neighborhood business plan. (R. Fewell)
 - Kate and Sara at Downtown Denver Partnership may be able to help with a half day workshop to develop strategy. (A. Perkins)
 - Trash cans. Estimate from Sir Speedy for rewrap of receptacles. Can rewrap onsite. Clean, then wrap with design of choice. \$500 each to rewrap – we have 12 receptacles. (B. Zick)
 - Poop stations, \$4K annually for bags. Looking at sponsorships with neighborhood. Falls under general beautification. Nancy Cole has suggestions for covering costs. (L. Beauchamp)
 - Prado pays for own 2 pet stations. Why can't other buildings cover cost? (A. Cooper III)
 - Urban Design – A. Iltis
 - SGI Buddhist Center discussed in July. Beautiful design for new building. (J. Larsen)
 - This was the second meeting, siting and massing discussed previously. Landscaping issues. Materials discussed. Parking lot adjacent to Speer discussed. (A. Perkins)
 - August 10 meeting will include a presentation for development at 9th & Broadway. (A. Iltis)
 - Thirsty Thursdays – L. Beauchamp

- July 13 – Walter Simon’s house – beer, wine, and light snacks. Great home, event lightly attended. Will host again.
 - August 3 event will be at the ART hotel after this meeting. 68 attendees have registered.
- Business Networking – A. Cooper III
 - July 14 meeting at CRL Associates, 1137 Bannock St. 9 attendees, new people including Norris Design and others. Would like to share GTCD introduction meeting with Business Networking group. Need printed brochures about the GTCD.
 - Alvin would like to be a part of the Marketing committee. Need to do outreach to neighborhood. How do we support new businesses? Need clarity – website not helpful for communicating information. Business seasonal offerings. They need to know what’s in it for them.
 - August 11 meeting will be at The Process
 - Will be adding a Happy Hour meeting for those who don’t want to attend at 7:30 am.
 - RiNo website has great example with map/directory. (A. Gengaro)
- Events Committee – S. Walsh
 - COLORCON, focusing on sponsorships
 - Received 8 letters of support for grant application. Anthony assisted with critical information to add to application. Thanks to all who helped with grant.
 - Adam secured a \$2500 sponsorship from Urban Villages; received \$3000 check from Olson-Vander Heyden Foundation; \$1000 confirmed from Xcel; \$2500 from Quarterra; Denver Arts & Venues will sponsor at \$2500; \$1000 from Denver Art Museum; \$1500 from Sean Walsh Consulting.
 - District 10 is working on fair way to distribute funding to RNOs.
 - Milender White will not support; others have declined as well. \$14K in cash so far.
 - Big budget items – Mary Valdez as artist coordinator and artists stipends.
 - Westword has been extremely helpful
 - Will need a lot of support from volunteers
 - Is alley cleaning needed? DDP partnership has assisted in the past. (A. Iltis)
 - This year MDLDC is assisting with clean up.
 - External Events Liaison – R. Fewell
 - August is quieter
 - Final Viva streets event is on Sunday, still looking for volunteers
 - Westword’s Tacolandia event is on August 19 at Civic Center Park
 - Susan G Komen walk is on August 25 – 3 days, 60 miles
 - Shine Music Festival – cancelled Civic Center Park location for August 26
 - Some AEG concerts remaining at Civic Center Park this summer

Staff Report (J. Larsen)

- Items in Board meeting folder: COLORCON sponsorship deck, CCI annual report and CCI grant report, Board contact list, Board meeting 2023 schedule, 2019 Strategic Plan

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

- Attended recent neighborhood leader meeting on homelessness. Will send 1 page sheet. Rep from Mayor’s office will join group soon. Adjacent communities are some of the hardest hit on safety, homelessness, crime. (A. Gengaro)

Adjourn

- Meeting adjourned at 4:48 pm