



**Golden Triangle Creative District
September 7, 2023 Board Meeting
Meeting Minutes
3:00-5:00 PM – In-Person (Westword) & Video Conference**

Board Attendees:

Kristy Bassuener, Lisa Beauchamp, Alvin Cooper III, Rachel Fewell, Jennifer Gance, Anthony Gengaro, Alice Harris, Sara Leitch, John Mosley, Sean Walsh

Not Present:

Pete Dikeou, Andrew Iltis, Mathiba Kgopa, Tracy Kontrelos, Adam Perkins, David Pietsch, Steve Strunk, Pablo Zacarias, Byron Zick

GTCD Staff:

Jennifer Larsen (not present)

Guests:

David Maimon (MDLDC Operations Director)

Welcome and Call to Order (L. Beauchamp)

- Welcome board members and guests
- Read Land and Labor Acknowledgements (J. Mosley)
- September Call to Action
 - History Colorado Sand Creek Massacre exhibit.
 - Visit the murals created for COLORCON 2023 in the Westword parking lot, featuring Denver people of color icons.
 - This Saturday, September 9 Denver Art Museum is hosting its 34th Annual Friendship Powwow. Celebrating the indigenous community with dancing, activations, and vendors inside and outside the museum. Also, a free day at the museum.
 - September 28 celebration of the Corn Mothers at History Colorado. Display on 2nd floor.
- Motion to approve August 2023 Meeting Minutes
 - MOTION: Approve minutes (A. Harris/J. Mosley)
 - Minutes approved unanimously

GTCD Budget (J. Gance)

- Working with CNDC on numbers. As of today, we're showing a -\$4100 balance. Trying to determine if they have used COLORCON sponsorship funds to pay the artists. Negative balance occurred last week when artists were paid.
- Working on tying sponsorship funds reported in Wild Apricot with what CNDC has received.
- Alice did an analysis of what's appearing in Wild Apricot (no. of members & funds) compared to what's being reported in Sage. Numbers vary.

- CNDC has one bank account for all projects. When money comes in its reclassified to a general ledger. Found \$5K membership contribution from Denver Arts & Venues has been sitting in account since the beginning of August and they just told us they found it last week.

GTCD New/Renewal Membership (L. Beauchamp)

- New & Renewal Memberships to Acknowledge
- Memberships (August 1-31). Total \$6,100 count
 - Renewals:
 - Findlay/Criss & Co. - \$100
 - History Colorado - \$500
 - Civic Center Conservancy - \$500
 - Denver Arts & Venues - \$5000

Staff for GTCD (L. Beauchamp & J. Mosely)

- Open discussion on staff and finances for the GTCD future.
 - We don't have the funds to keep J. Larsen on at 37 hours/week. Adjusted to 10 hours/week to help us get through COLORCON. Now that COLORCON is over, we have some decisions to make. Comments, suggestions, solutions?
 - I would like to give GTCD background and context one more time. (K. Bassuener)
 - Original purpose of the GTCD was to be an RNO and support the businesses and residents in the community. It was about having creative programming, being a creative district and highlighting and celebrating creative industries, businesses, and organizations. It was about being an advocate for the neighborhood and funding neighborhood improvements.
 - Funding was to come from memberships from government and businesses, and a GID or a BID to fund the projects of the organization with taxes.
 - 2018 push for a GID didn't work out. Neighborhood said they wanted to see the organization do some of these projects on a smaller scale to see if the GTCD was able to manage it.
 - We did the trash receptacle project, pet stations, some tree planting, and COLORCON became a signature event.
 - The pandemic happened, which changed things up.
 - The strategy from the onset was to use CNDC to be a bridge until we could get some legal representation on the Board and push through our own 501(c)(3).
 - Biggest value for membership is communication – social platforms, etc. Challenging to ask for memberships and not be able to provide that value.
 - Seems that we're at a place where we can either, A) Ask community for an investment, another round of funding to see if we can get 501(c)(3) status or a GID or a BID or B) Take a look at just being an RNO.
 - Would hate to lose our Creative District designation.
 - Best attended event, recent Homelessness Community Meeting. RNO activity. Doesn't cost a lot for basic functions. (A. Harris)
 - I like option A, asking the community for a bigger investment. Seek additional members. Other businesses doing activities we can partner with. The Creative Districts that are thriving have a BID, GID, or both. With all the creative assets in the neighborhood it would be a shame to not continue as a creative district. (J. Mosley)
 - What are the barriers to becoming a 501(c)(3)? (S. Leitch)
 - I can forward everyone information regarding process. We don't need to hire an attorney; we just need someone who knows how to do it legally. I know an attorney

- who works with nonprofits who is willing to offer their services to the GTCD. It's about \$1500 to complete and file paperwork. (L. Beauchamp)
- Moving forward, we would need to hire an accountant to file taxes and we would need to open and manage a bank account. (L. Beauchamp)
 - Would need insurance and HR support. Don't know if staffing is a requirement to be a creative district. (K. Bassuener)
 - CBCA can offer us pro bono legal advice. (J. Mosley)
 - With our complicated financial situation, we might need to have an attorney and accountant involved to help us separate from CNDC. (S. Leitch)
 - There's a unique opportunity in our neighborhood right now with the potential micro-communities. We need to be engaged in this process, demonstrating our value. I don't know if our CM will fight for the neighborhood on this issue. (S. Walsh)
 - Being a creative district and RNO we can use creativity to help solve this problem. (K. Bassuener)
 - Kudos to John and Lisa for holding the initial community meeting on the micro-communities topic. (S. Walsh)
 - I don't see any other way to move forward other than to let Jennifer go. (A. Harris)
 - I want to make sure staffing isn't a requirement for creative district status. (K. Bassuener)
 - There are a lot of questions. We need a strategic plan, so we know our direction and how to allocate funds. Need time and conversations with CCI. (A. Gengaro)
 - Museums are interested in social media coverage. Residents are interested in Thirsty Thursdays and community forums. Businesses aren't using social media so much, they're interested in advocacy issues, etc. (L. Beauchamp)
 - We no longer have cultural support at \$5K a year. That's the only thing that has changed. (L. Beauchamp)
 - You are talking about start up funding. (K. Bassuener/R. Fewell) That is not a sustainable amount for our organization. (S. Leitch)
 - Maybe we need to ask for "steps", not "jumps". "You're giving \$500/yr, can you give \$1000/yr? How important is the success of our organization to you? We want people to look to us when neighborhood issues pop up. (J. Mosley)
 - The Denver Art Museum has invested a lot in the organization. Who is not at the table? There are many Board members not present. There are large developments going up who are not supporting us. Need to refocus organization and ask for investment. (K. Bassuener)
 - Can Jennifer's core responsibilities be distributed? (D. Maimon)
 - There's no fault in what I stated about lack of sustaining memberships from cultural organizations; it's just the facts of why we don't have the necessary funding. If we don't have funding, we can't sustain staffing. Plenty of creative districts operate without staffing. (L. Beauchamp)
 - Kristy will look at paperwork regarding staffing. Once we have that answer we'll decide about staffing. (A. Harris/K. Bassuener/J. Mosley)

Community Meeting regarding Mirco-Communities (L. Beauchamp)

- Press release regarding proposed sites for micro-communities generated a large volume of calls to John and Lisa. People wanted answers. A Union Station meeting wasn't communicated to us. Reached out to CM Hinds about setting up a meeting. We set up our own meeting on Friday, Sept 1 at McNichols meeting. Offered a platform for people to share concerns, questions, solutions. Intent was to provide questions to CM Hinds and Mayor's Office prior to their September 28 Community Meeting. Thank you to all who attended. (L. Beauchamp)

- CM Hinds office communicated with us about the September 28 meeting. We should be setting up these meetings and hosting. I can't attend – it's not a date I would have chosen. We need to coordinate our efforts with them. (J. Mosley)
- If we're hosting events where questions are being asked, who do we invite to answer them? Are we providing information, or just a forum for people to vent? (R. Fewell)
- I like the forum idea. Residents can't get answers – we can line up guests who can provide answers. (S. Leitch)
- We should be involved in the conversations – when and where can the meeting happen? (J. Mosley)
- We should reach out to our Councilpersons to reschedule September 28 meeting. (A. Harris)
- I can share contact information for city outreach staff. Lack of communication not malicious, they have a lot going on. We need to get in front of them. (A. Gengaro)
 - Contact for Mayor Office on Homeless Initiatives: Matt Wilmes, Office of Mayor - Homeless Encampment Program. (Matthew.wilmes@denvergov.org) - 720.865.9060
 - Senior Outreach Manager Office of The Mayor - Alex Gutierrez - 720.865.9007 alex.gutierrez@denvergov.org
- Should we move forward with September 28 meeting? (L. Beauchamp)
- Lisa has list of questions from September 1 meeting for Mayor's Office. These need to be communicated with Mayor's Office before Sept 28 meeting. Maybe that will help us change date? (J. Mosley)
- As a neighborhood partner, we want to host a community outreach event. How can we help support the Mayor's Office efforts? (A. Gengaro)
- Let community know about the meeting. Send questions to Mayor's Office. (A. Harris)
- Questions help Mayor's Office with their communication efforts. (J. Mosley)

Committee Reports

- Executive Committee – L. Beauchamp
 - EC focus for August was COLORCON. All of EC organized and participated in event.
- Finance Committee – J. Gance
 - All points covered earlier in meeting
- Membership Committee – T. Kontrelos
 - No report, Tracy not present
 - DEDO grant update? (J. Mosley)
- Grants Committee – B. Zick
 - No report, Byron not present
 - Byron looking for a time to reschedule monthly committee meeting. If you're part of that committee, please respond. (L. Beauchamp)
- Community Engagement Committee
 - Neighborhood Improvements – A. Perkins
 - No report, Adam not present
 - Urban Design – A. Iltis
 - Andrew not present. See committee report document for details. (L. Beauchamp)
 - Thirsty Thursdays – L. Beauchamp
 - August 3 event was at the ART hotel. Great turnout!
 - Next event is September 21 at Walker Fine Art, 5-7 pm
- Business Networking – A. Cooper III
 - August 11 meeting was at The Process. Not well attended – a lot of people registered, but only 4 people attended. Good meeting with the 4 attendees.
 - Next meeting is September 8 at 11th Avenue Hostel. 6 attendees registered thus far.

- Need to figure out better how to engage people and bring in memberships. Need resources – postcard size flyer, brochures, etc.
- Business Networking offers a lot of value to the organization, lots of potential. (A. Gengaro)
- Events Committee – J. Mosley
 - COLORCON Update
 - All the planning, coordination, site was great! All who attended were excited about the event.
 - Attendance not what we would like. Maybe banner on garage and other signage for people driving by was needed? More visibility. Can't see murals when you're driving.
 - COLORCON website was not eye catching. Social media well done.
 - A couple icons represented came to the event – Cleo Parker Robinson, family of the late Jess Dubois.
 - Nice event, murals look great, honors local people of color – people connected with this theme.
 - When Sydney was running event she put a lot of energy into promotion, especially on social media. (S. Walsh)
 - Need a bigger effort, time & money for more participation. (S. Walsh)
 - Thank you to volunteers, sponsors, venues, all involved in event. Small business owners who had tents did well. (L. Beauchamp)
 - External Events Liaison – R. Fewell
 - Two back-to-back concerts at Civic Center Park coming up
 - A couple smaller events also in September at CC park
 - October Events Liaison meeting will discuss holiday events
 - Denver Art Museum free day this Saturday and Tuesday (K. Bassuener)
 - This is the last week for The Ponti's happy hour (K. Bassuener)
 - Susan G. Komen Walk is on Sunday, October 8 with a start and finish at Civic Center Park (J. Mosley)
 - Broadway Halloween Parade two weeks before Halloween on S Broadway (A. Gengaro)

Staff Report (J. Larsen)

- Jennifer not present, on vacation

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

- Still in process of evaluating Board survey. Want to adjust for membership group, then for former members. (A. Gengaro)
- Talks of McNichols Building being a shelter during cold weather months. (J. Mosley)

Guest Comments (3-minute comments max.)

- COLORCON was an enjoyable event. Excited about what the group can do with this event in the future involving businesses, monetizing event, and crowd sourcing. (D. Maimon)

Adjourn