



TRIANGLE

GOLDEN TRIANGLE
CREATIVE DISTRICT

**Golden Triangle Creative District
September 6, 2018 Board Meeting
MINUTES
3PM – McNichols Building, Map Room**

BOARD ATTENDEES:

Kristy Bassuener, April Chase, Rachel Fewell, Kate Barton, Olga Garcia, Sharon Rowe, Jackie Noble, David Price, Brent Snyder, Sydney Ilg, Mark Shaker, Walter Simon, Laura Liska, Morgan Russo, Mickey Zeppelin, CM Wayne New, Anne Lindsey

PRESENT BY PHONE:

Rhonda Knop

NOT PRESENT:

Gerald Horner, Sonia Rae, John Mosely, Ken Caskey, Eric Lazzari, Jeannene Bragg, Tracy Kontrelos

GTCD STAFF:

Jennifer Larsen

GUESTS:

Lisa Gedgaudas, Denver Arts & Venues, Dominique Cook, The Metlo

Welcome | Call to Order (K. Bassuener/B. Synder)

K. Bassuener called the meeting to order at 3:05PM

2019 meeting locations: Do people have a space available?

MOTION: Approve August 2018 Board meeting minutes. (SIMON/ROWE)

Passes unanimously (with 2 minor revisions from David Price)

GTCD Budget and Membership Update (R. Knop and A. Chase)

- Current financials – distributed in Board packet
 - o April passed out simple budget (YTD as of July 31, 2018)
 - o \$96K in bank (Arthouse invoice and a few others have come in since July 31)
 - o Waiting on website payment (budgeted for last year, sitting in coffers) and payment for Kelly Baug (website content)
- Current membership
 - o Great month, \$10K+ in renewals!
 - o Request for Board members to renew personal or business membership
 - o Almost \$30,000 yet to come in from renewals
- Fundraiser
 - o Goal is now \$40K due to additional expenses; approximately \$10K needed for expenses
 - o \$700 in ticket sales to date

GTCD Fundraiser (A. Chase/S. Ilg) –

- Ticket sales ideas:
 - o Special ticket price suggested for businesses/cultural venues in neighborhood (2 for 1) with a separate ticket sales link
 - o Board members push sales (5 tickets each)
 - o Other - Distribute posters around neighborhood, ad publications in neighborhood, Facebook messages, 10 tickets for \$500 available through primary Eventbrite site
- Jackie will reach out to her contact at Historic Denver about purchasing tickets
- Donation list distributed with secured and pending items
- Budget: Well-padded budget is \$10K, lots of donations, working with auctioneer
- Food & beverage items needed. Kristy to ask for food donations from Mad Greens (donation or discount). Sydney has a contact donating 5 cases of wine
- Other comments included:

Perhaps we make a new membership category for those outside the GT
In kind membership works well to get people engaged that aren't already
\$100 level? Community Builder level?
We are now tax deductible (benefit). – more of an advantage for larger donations.
Food providers get hit hard with donation requests. Need incentive, cover cost of food?
Can CNDC waive their fee, or reduce it? 10% of income goes to CNDC
(approx. \$3K)
Will present need to businesses at GTBN meeting, smaller silent auction donations
Safety in neighborhood, more lights, wayfinding plan (show what money is going for)

Programming Updates –

Final Fridays (S. Rowe/S. Ilg)

- All 3 tours filled up
- Kirkland says it was their best Friday to date
- Walker Fine Art good report, a lot of people out, felt energetic
- Galleries to continue with Final Fridays past September
- No DAM Final Fridays in Nov/Dec
- Morgan will continue to post FF tours on Meet Up
- Kristy – Denver Arts Week begins on the first Friday in November (Nov 2). Free Night at the Museums is Saturday, Nov 3. Free shuttles will bus people around.
 - o What does GT want to do? Decide at committee level.

DAM North Building Update – Andrea Fulton, Dep. Dir.

- Renderings and real photos presented
- Cutting through floor plates for new, additional elevator to double elevator capacity
- New welcome center, panes of glass being produced in China
- New crane installed for placing Welcome Center steel structure
- Basement dug out for art storage & preservation
- 7th floor rooftop terrace being built out, part of original design
- Backstocked tile being used up, company in Germany producing additional tiles
- New wayfinding signs (mirror GTCD wayfinding?)
- On schedule: 2021 full complex opening, hard construction for the next 14 months, building will open in phases

11th Ave. Hostel Signage – Sydney Ilg –

- Full building restoration starting in Jan 2019 (Hotel built in 1903)
 - o Exterior preservation and repair of sign (built in 50s). Restore original coloring to sign and replace neon with LED lights.
Relocating main entrance to the corner of Broadway & 11th Ave, with sign at new entry
Corner store is going away. Sign doesn't meet current zoning for signage, would like letter of support from Board/community for approval. Sign too large and can be no higher than 15 ft. above sidewalk

- **MOTION:** Compose letter in support (CHASE/LISKA). Sydney to draft letter; Anne's team will review at next Urban Design meeting.

Committee Reports . (Please review Committee Report document for full updates)

Executive Committee Updates – K. Bassuener

- Wayfinding – demonstrate possibilities for wayfinding at fundraiser with banners on Acoma
 - Banners in 20-25 locations to show branding around Evans School. Kristy will send costs as details are worked out. Currently, 20 banners for \$6000 (existing poles and hardware), 25 banners for \$7250. DAM will contribute \$1K (\$250/banner).
 - Banners will be up for a set period of time or until someone else wants them
 - Acoma maintenance district owns some that aren't being used - 23 additional banners
 - \$25K in contingency fund, can borrow to produce signs prior to event
 - Mile High Workshop can make banners into tote bags. We can produce extra banners and auction off the tote bags.
 - Walter to get specs to Kristy on the Acoma banners

Golden Triangle Improvements – S. Ilg/M. Shaker

- Met with Dan Raine (DPW) for insight on creating an extension to the Broadway bike lane. Can get design into DPW budget for next year.
 - Broadway repaving in next few years, something we can tag onto. Meeting with South Broadway group next week for more information.
 - Next GT Improvements committee meeting is Sept 19, at 4 pm, DAM (Noey Zone)
 - We can have some input on the 13th Avenue bike lane intersection where it crosses Broadway

Golden Triangle Business Network (GTBN) – S. Rowe

- Next GTBN meeting is tomorrow at DPL
- Sept 21 Walker Fine Art, goodie bag stuffing (can add fundraising poster in bags, and other items to share)

Events Liaison – R Fewell

- Events this week:
 - Clyfford Still lawn concert on Friday, Sept 7
 - DAM Pow Wow and free day on Saturday, Sept 8
 - Fiestas Patrias on Sunday, Sept 9
 - Test drive electric cars for national drive electric week on Wednesday, Sept 12

Marketing Committee – J Noble

- Behind on the dog signs funded by Pure. Can we auction off dog signs at fundraiser?

Urban Design Committee – A Lindsey

- September meeting: 11th Avenue Hostel sign, DAM update and rezoning projects
- October meeting: Denver Health outpatient center, Davis Partnership project at SE corner of 12th & Acoma (Brad Bucannon leading planning)

New/Old Business

- Event opportunities: CCI Fall CD Leadership Convening, Oct. 17-19, Boulder. Representation from Board needed.
- CTO Field Guide: Fun itineraries in neighborhood (Marketing committee)
- Denver DA speaker – maybe Nov/Dec Board meeting

Member Comments (3 min. comments per member)

- Olga – Rob Borland, Marketing & Communications Officer, Denver Health would like to attend next Board meeting to introduce himself. He would like to explore how we can work together on social media.
- Per CCI we can have two welcome signs for creative district at two major highways (Colfax/Broadway CC station & also other direction). Review wayfinding plan for better options than what is there now.
- Mickey – Union Station, is information on GT available for distribution?
- Are we "Visit Denver" members? If so, can we give out our brochures at their kiosks?

Adjourn

Chairperson B. Snyder adjourned meeting at 4:32PM